

Marketing Policy and Procedures

Scope

This Policy applies to all Oxford House College (OHC) staff providing promotional and marketing information or materials, to students and prospective students and applies to all marketing materials produced by OHC. This includes all material used to:

- provide, or offer to provide, a course to an overseas student;
- invite overseas students to undertake or apply for a course; or
- indicate that OHC is able or willing to provide a course to overseas students.

Principles

- OHC is committed to marketing ethically and with integrity.
- All marketing materials will be produced in compliance with the requirements of the ESOS Act, the National Code and any other relevant legislation.
- Marketing staff are suitably trained regarding OHC's obligations under the ESOS legislative framework prior to providing information to potential students or agents.
- All marketing materials are produced to provide clear, accurate information that is up to date and easily accessible.
- OHC will communicate and publish program information that allows prospective and current students to make informed decisions about the program they wish to participate in.
 - Information published about programs will include but will not be limited to details about academic and English language entry requirements, program pre-requisites or required work-based training or any third party arrangements that OHC has where appropriate.
- OHC will not claim or market migration or education assessment outcomes for students related to the completion of any of its program/s, or guarantee a successful outcome from undertaking a course.
- OHC will not make any false or misleading comparisons with any other provider or their courses, nor will OHC make any inaccurate claims about its association with any other provider or organisation.
- OHC will not actively recruit a student wishing to transfer from another provider before the student has completed six months of their principal course except in circumstances permitted in the National Code, Standard 7 (Overseas Student Transfers).

Procedures

- All marketing material, including the OHC webpage will clearly identify OHC's legal name and CRICOS provider code relevant to the courses being promoted.
- Marketing materials will be appropriately tailored for the specific market.
- All new marketing materials must be approved by either Managing Director (MD) or General Manager (GM) (or delegate) before they are used in the marketplace.

- In seeking approval, a draft of the materials must be produced and provided to MD or GM for review.
- When approval is given, a Marketing Approval Number will be provided.

Final approval must be received prior to using the materials in the marketplace. This final approval will be provided along with a version number for the material.