



THE HUTCHINS SCHOOL

# Marketing and Information Practices Policy and Procedure

Relevant Legislation	National ESOS Code: Standard 1
Commencement Date	June 2015
Last Review Date	February 2020

## 1. Purpose

The purpose of this policy is to address the requirements of Standard 1 of the ESOSO National Code, which aims to ensure that the marketing of the School is conducted in a professional, accurate and ethical manner, and in accordance with the requirements of CRICOS version control.

## 2. Scope

This policy applies to all processes that inform and support International Students at The Hutchins School.

## 3. Objectives

The objective of this policy is to ensure that marketing and information practices for overseas students are of a standard that meets the criteria referred to in Standard 1 of the National ESOS Code.

## 4. Definitions

PRISMS	Provider Registration and International Students Management Systems
ABSI	Australian Boarding Schools International
CRICOS	Commonwealth Register of Institutions and Courses for Overseas Students

## 5. Policy Statement & Procedure

The Hutchins School is guided by Guiding Statements and thus ensures that our marketing of the School is always conducted in a professional, accurate and ethical manner ensuring the integrity and reputation of the international education industry in Australia.

The School's CRICOS code and full legal entity must be clearly displayed at campuses/sites and on all written and marketing material for international students including electronic media that is used for the purpose of marketing/corresponding with international students.

The Hutchins School will not provide students with any false or misleading information or advice as prescribed in National Code Part D, Standard 1 [1.2]. The Hutchins School will inform students of the modes of study through which the course may be offered as per the course marketing material. Any changes will be advised in writing to students and signed off by students or parents.

Any arrangements The Hutchins School has entered into or may enter into in the future with another provider will also include the School's full legal entity and CRICOS code.

The Hutchins School will not enrol a student from another institution within six months of their principal course, or courses taken before their principal course in a package of courses, unless the conditions contained in the School's Standard 7 'Transfer Between Registered Providers policy' and procedure are adhered to and there is no breach to Standard 7 of the National Code.

All Letters of Release or Student Offers received or provided will be kept on the student file for audit purposes including any refusals.

As documented in the School's procedure, there is a process for reviewing and approving changes to marketing material. All marketing material and policies will have version control.

Before enrolling students wishing to transfer from another provider, The Hutchins School will check PRISMS records and take all reasonable steps to ascertain if a student is already enrolled with another provider. The Hutchins School is aware that in most cases PRISMS will provide a warning for students already enrolled in another Institution.

The Hutchins School or its agents will not engage in the recruitment/poaching of students enrolled with other providers. Education Agents are monitored as per our 'Education Agents' Policy and Procedure.

## **Procedure**

The Marketing and Media Relations Manager will pass to the Deputy Headmaster and Enrolments Assistant to review/approve and sign off on any changes to website or marketing material to ensure and check whether it should display the CRICOS number in order to be CRICOS compliant as per Standard 1 of the National Code. All documentation will include version control.

Staff will receive notice of any changes required to electronic email signatures etc from the Information and Communications Technology Manager.

If they are unsure about any CRICOS related issues, check first with the Enrolments Assistant.

No unauthorised changes to marketing material as prescribed in Standard 1 of the National Code can be made as this could put CRICOS registration at risk.

No students from another provider can be enrolled unless Standard 7 of the National Code has been followed, refer to "The Hutchins School Transfer between registered Providers Policy and Procedure".

PRISMS must be checked thoroughly by the enrolling officer to ensure any incoming students are not already enrolled with another provider. All concerns are to be reported immediately to the Enrolments Assistant. All evidence [including Letters of Release] are to be kept on student files.

PRIOR to The Hutchins School entering into a new arrangement with another provider CRICOS approval is to be sought via the appropriate form with the designated authority.

No member of staff/agent is to engage in the recruitment/poaching of students from other providers. Students enrolled from other providers will be asked why they seek a transfer to The Hutchins School and how they found out about The Hutchins School. Any inference of poaching will be fully investigated by the Registrar.

Any concerns about The Hutchins School's Education Agents are to be dealt with as per the School's "Education Agents' Policy and Procedure".

Samples of course marketing material are available in the School Prospectus and on The Hutchins School website. The Hutchins School has co-operative agreements with St Michael's Collegiate School and Fahan School, (agreement attached).

The Hutchins School co-operates with the above providers for delivery of curriculum and as such co-operatively plan timetables, delivery mode and facilities across the three schools for senior years of study as noted within the agreement.

## **6. Supporting/Related Documents**

(none)

## **7. Record Keeping**

This policy is to be kept for three (3) years until review, unless there is a significant legislative or organisational change requiring earlier review.

The master copy is kept on SharePoint and is read-only in PDF form. All printed copies are uncontrolled.

## **8. Policy Owner**

Headmaster