

# MARKETING AND RECRUITMENT POLICY AND PROCEDURE

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## 1. PURPOSE

- 1.1 The purpose of Della International College's (DIC) Marketing and Recruitment Policy is to ensure that marketing and advertising activities (including through an agent) are conducted in a manner that reserves the integrity and reputation of Australia's Education Industry.
- 1.2 In addition, this policy is set in place to provide overseas students or intending overseas students with sufficient information that is not false or misleading and is consistent with the Australian Consumer Laws which allows students to make informed choices about the course in which they intend to enrol or may apply to enrol.

## 2. SCOPE

- 2.1 The scope of DIC's Marketing and Recruitment policy applies to its marketing and advertising activities on its website as well as printed materials.

## 3. POLICY STATEMENT

### Marketing plan

- 3.1.1 DIC will advertise and market its courses and other services in accordance with the vision, mission and strategic goals of the organisation.
- 3.1.2 Unplanned marketing materials and activities may occur throughout the year as approved by the CEO.

### Sufficient and clear materials

Marketing and advertising materials will be written and designed to:

- 3.1.3 Be comprehensive and accessible to assist students in making informed decisions.
- 3.1.4 Provide accurate, ethical, consistent and unambiguous information.
- 3.1.5 Accurately describe the services that are provided.
- 3.1.6 Provide clear information including any work-based training required to undertake as part of the course (work placement) as applicable.
- 3.1.7 Clearly differentiate between accredited and non-accredited courses.
- 3.1.8 Clearly indicate the campus location in which the courses are to be held and their modes of delivery.

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### 3.2 DIC will:

- 3.2.1 Always accurately represent the training services that lead to nationally recognised qualifications and/or statements of attainment in line with the Australian Qualifications Framework (AQF).
- 3.2.2 Ensure that advertised outcomes of courses are consistent with the qualification guidelines.
- 3.2.3 Ensure that advertised qualifications are included on the DIC's scope of registration.
- 3.2.4 Have all marketing and advertising material approved by the CEO, or their delegate, prior to its dissemination.

### Approach to implementation

- 3.3 Materials used by DIC for marketing and promoting will contain the name of the RTO and its CRICOS number (including electronic information such as website) for the purposes of:
  - 3.3.1 Providing or offering to provide a course to an overseas student.
  - 3.3.2 Inviting a student to undertake or apply for a course, or
  - 3.3.3 Indicating it is able or willing to provide a course to overseas students.
- 3.4 DIC assures that changes to promotional materials, qualification codes, units undertaken and course duration are communicated to all of the sales staff of the College.
- 3.5 Della International College assures that the nationally recognised training logo is used only in accordance with its conditions of use.
- 3.6 Marketing and advertising materials and activities ***will not*** provide false or misleading information:
  - 3.6.1 With the intention to enter into written agreements with overseas students or intending overseas students.
  - 3.6.2 With the intention to make comparisons with other education providers or courses.
  - 3.6.3 To make an association with any other persons or organisations, should DIC have arrangements with them for the delivery of the course in which the student intends to enrol or may apply to enrol.
  - 3.6.4 About acceptance into a course.
  - 3.6.5 In claiming to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by the registered provider.
  - 3.6.6 Guarantee a successful education assessment outcome for the student or intending student.
  - 3.6.7 Actively recruit a student where this conflicts with the DIC's obligations under Standard 7 of the Standards for Providers of Education and Training to Overseas Students (National Code Standard 7: Overseas student transfers).

### Pre-Enrolment Information

- 3.7 Prior to accepting an overseas student or intending overseas student for enrolment in a course, DIC will make comprehensive, current and plain English information available to the overseas student or intending overseas student on:
  - 3.7.1 The requirements for an overseas student's acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required, and course credit if applicable.
  - 3.7.2 The CRICOS course code, course content, modes of study for the course including assessment methods
  - 3.7.3 Course duration and holiday breaks.
  - 3.7.4 The course qualification, award or other outcomes.
  - 3.7.5 Campus locations, facilities, equipment and learning resources available to students.
  - 3.7.6 The details of any arrangements with another provider, person or business who will provide the course or part of the course (if any).
  - 3.7.7 Indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration

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- of a course, and cancellation and refund policies.
- 3.7.8 The grounds on which the overseas student's enrolment may be deferred, suspended or cancelled.
- 3.7.9 The Education Services for Overseas Student (ESOS) framework,  
<https://internationaleducation.gov.au/RegulatoryInformation/Pages/Regulatoryinformation.aspx>
- 3.7.10 Information regarding accommodation options and indicative costs of living in Australia.
- 3.8 DIC will ensure that all students and clients receive information about the training, assessment and support services to be provided to them, prior to completion of any agreement. Student information will include:
- 3.8.1 Course information, including vocational outcomes, work-based training required to be undertaken as part of the course requirements for acceptance into a course including the minimum level of English language proficiency, educational qualifications or work experience, enrolment and orientation procedures.
- 3.8.2 Any necessary pre-requisites.
- 3.8.3 Arrangements for recognition of prior learning (RPL) and credit transfers.
- 3.8.4 Provision for language, literacy and numeracy assistance.
- 3.8.5 Complaints and Appeals procedures.
- 3.8.6 Disciplinary procedures.
- 3.8.7 The training, assessment and support services to be provided including course content and duration, qualification offered and modes of study and assessment methods.
- 3.8.8 Campus locations and a general description of facilities, equipment, learning and library resources available to students.
- 3.8.9 Details of any arrangement with another organisation that will provide part of the course.
- 3.8.10 Clients' rights and obligations including information about the grounds on which the student's enrolment may be deferred, suspended or cancelled.
- 3.8.11 The legislation and regulatory requirements that affect their duties or participation in vocational education and training, including provision of a description of the ESOS framework and SRTO 2015.
- 3.8.12 Fees, charges and refund policies, including advice on the potential for fees to change during the student's course.

### Permission

- 3.9 DIC obtains prior written permission from any person or organisation used as a source of comment, testimonial or picture, for any marketing and/or material and will always abide by the conditions of that permission.

## 4. RELEVANT LEGISLATION AND DOCUMENTS

### Documents

Marketing Material Checklist  
Student Consent for Marketing Materials Form  
Course Guides per Qualification

### Legislation

- 4.1 According to Standard 1 of National Code 2018:
- 1.1 The registered provider must ensure that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent (in accordance with Standard 4), is not false or misleading, and is consistent with Australian Consumer Law.

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- 1.2 The registered provider must, in seeking to enter into written agreements with overseas students or intending overseas students, not provide any false or misleading information on:
- 1.2.1 Its association with any other persons or organisations the registered provider has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enrol
  - 1.2.2 Any work-based training a student is required to undertake as part of the course
  - 1.2.3 Prerequisites—including English language proficiency—for entry to the course
  - 1.2.4 Any other information relevant to the registered provider, its courses or outcomes associated with those courses.
- 1.3 The registered provider must not:
- 1.3.1 Claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by the registered provider
  - 1.3.2 Guarantee a successful education assessment outcome for the student or intending student.
- 1.4 The registered provider must include its CRICOS registered name and registration number in any written or online material that it disseminates or makes publicly available for the purposes of:
- 1.4.1 Providing or offering to provide a course to an overseas student
  - 1.4.2 Inviting a student to undertake or apply for a course, or
  - 1.4.3 Indicating it is able or willing to provide a course to overseas students.
- 1.5 The registered provider must not actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).

## 5. FEEDBACK

- 5.1 College staff and students may provide feedback about this document by emailing:  
[compliance@dellainternational.edu.au](mailto:compliance@dellainternational.edu.au)

## 6. APPROVAL DETAILS

Approval	Details
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