



TARA

Anglican School for Girls

National ESOS Code: Applicable to – Standard 1 (also relates to Standard 4 and Standard 7)

Version 1.2

Review dates: January 2016; March 2017

CRICOS Code: 02320A

Marketing and Information Practices Policy and Procedure

1. Tara Anglican School for Girls must ensure our marketing is always conducted in a professional, accurate and ethical manner ensuring the integrity and reputation of the international education industry in Australia.
2. Our 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.
3. Tara Anglican School for Girls will not provide students with any false or misleading information or advice and as prescribed in National Code Standard 1 (1.2). Tara Anglican School for Girls will also monitor those representing Tara i.e. education agents and consultants appointed to present information about Tara. Agents representing the school are checked initially for their integrity and understanding of Tara procedures and knowledge of the school. Once satisfied of their compliance they are then issued agency agreements (as per Tara policy requirement of Standard 4).
4. Tara Anglican School for Girls has appointed a consultant, Australian Boarding Schools International (ABSI) to assist in managing, tracking marketing activity undertaken by agents, and visiting or communicating with agents, to check agent activity and to ensure their compliance under Standard 1 and Standard 4.
5. Tara Anglican School for Girls 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.
6. Any arrangements Tara Anglican School for Girls has entered into or may enter into in the future with another provider, will also include our full legal entity and CRICOS number.
7. Tara Anglican School for Girls 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 our Standard 7 'Transfer Between Registered Providers policy' and procedure are adhered to and there is no breach to Standard 7 of the National Code.
8. All Letters of Release, Student Offers received or provided will be kept on the student file for audit purposes including any refusals as per Standard 7.
9. As documented in our procedure, we have a process for reviewing and approving changes to our marketing material. All marketing material and policies will have version control.



10. Before enrolling students wishing to transfer from another provider, Tara Anglican School for Girls will check PRISMS records and take all reasonable steps to ascertain if a student is already enrolled with another provider. Tara Anglican School for Girls is aware

PRISMS in most cases will provide a warning for students already enrolled in another Institution.

11. Tara Anglican School for Girls 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

1. The Director of Enrolments and Communications will monitor all marketing materials or website information to be upload of the school to assess whether the information requires to display the CRICOS number in order to be CRICOS compliant as per **Standard 1 of the National Code**. Approval will be signed off on, by the Director of Enrolments and Communications and passed for action to the Enrolments Officer and/or the Communications Officer.
2. All policy and marketing materials documentation, as applicable, will include version control.
3. Staff will receive notice of any changes being required to electronic email signatures or electronic media as applicable through the Technology Services Manager following approval by Director of Enrolments and Communications.
4. If staff are unsure about any CRICOS related issues, check first with the Communications Officer.
5. **No unauthorised changes to marketing material as prescribed in Standard 1 of the National Code, can be made as this could put our CRICOS registration at risk.**
6. NO students from another provider can be enrolled unless Standard 7 of the National Code has been followed (refer Tara Anglican School for Girls *Transfer between registered Providers Policy and Procedure*).
7. PRISMS must be checked thoroughly by the enrolling officer or enrolments team as appointed by the school, to ensure any incoming students are not already enrolled with another provider. All concerns during the enrolment period are to be reported immediately to the Director of Enrolments and Communications to ensure this can be reported on via PRISMS. All evidence (including Letters of Release) are to be kept on student files.
8. PRIOR to Tara Anglican School for Girls entering into a new arrangement with another provider CRICOS approval is to be sought via the appropriate form with the designated authority.



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9. 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 Tara Anglican School for Girls and how they found out about Tara Anglican School for Girls. Any inference of poaching will be fully investigated by the Director of Enrolments and Communications and appropriate action taken.
10. Any concerns about our Education Agents are to be dealt with as per our "*Education Agents*' Policy and Procedure under Standard 4.
11. Samples of course marketing material are available in the School Prospectus and on the Tara Anglican School for Girls website. Should Tara Anglican School for Girls offer to a student a course which may include a subject being delivered by another provider, the school will have in place a co-operative agreement with that Provider.