# ISP Marketing Policy

## Purpose

This policy applies to Department of Education (the department or DE) International Student Program (ISP) marketing and recruitment activity conducted by corporate and Victorian government school staff, in partnership with department-accredited education agents.

This policy aims to ensure that marketing and associated international student recruitment activity undertaken by the department, including Victorian government schools, is ethical, professional and cost effective, in accordance with the requirements outlined in the Education Services and Overseas Students Act 2000 (Cth) (ESOS) and the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (Cth) (National Code). This policy also aims to maintain the reputation and integrity of the department and Victorian government schools as a preferred study destination for international students.

## Scope

This policy applies to the department, including Victorian government school and International Education Division (IED) corporate staff.

## Policy

* The department must only promote the courses registered by the department on the Commonwealth Register of Institutions and Courses for Overseas Student (CRICOS) and use the CRICOS-registered education provider name and code on all promotional material, i.e. CRICOS provider name and code: Department of Education, 00861K.
* The department must maintain accuracy and integrity in all marketing, advertising and promotional activity and international student recruitment practices by ensuring that the information is not false or misleading and is consistent with Australian Consumer Law.
* Any department representative undertaking marketing and recruitment activity will be knowledgeable about the ISP and its policies and procedures, ESOS and the National Code.
* The department conducts research and develops marketing strategies to maximise the return on investment (ROI) for the department and Victorian government schools. These online and offline marketing strategies include digital and social media initiatives, international student recruitment travel (with participation in education exhibitions, meetings with accredited education agents, and hosting student and parent information sessions and alumni events) and implementing a range of student experience initiatives.
* The department undertakes marketing activities to recruit international students, raise the profile of the Victorian government school system internationally as a study destination of choice, establish and maintain relationships with education agents and strategic partners, and provide accurate information on services offered.
* The department maintains, builds and leverages relationships with accredited education agencies, the Department of Jobs, Skills, Industry and Regions (including Study Melbourne and Victorian Government Trade and Investment Offices), Austrade, and other relevant government bodies to collect intelligence about market trends and to support strategic marketing and recruitment investment.
* The department supports schools to develop individual school brochures and webpages that reflect their unique features and benefits within the Victorian government school system while meeting quality and compliance requirements. Schools must only use marketing material developed in partnership with the department to ensure a consistent approach to marketing and compliance across the Victorian government school system. Schools cannot use other promotional material not approved by the department’s IED.
* The department ensures marketing and communications material meets quality and assurance guidelines as set out in the ISP Marketing Quality Assurance Schedule as part of the broader ISP marketing and communications strategy.
* Level 1 ISP-accredited schools cannot actively market to international students and their families and accredited education agents. To meet compliance requirements, level 1 ISP-accredited schools are required to:
	+ display the CRICOS provider name and code in full on their school website homepage
	+ include department-provided ISP enrolment information on a school webpage.
* Level 2 ISP-accredited schools can actively market to international students, and their families and accredited education agents. To meet compliance requirements, level 2 ISP-accredited schools are required to”
	+ display the CRICOS provider name and code in full on their school website homepage
	+ include tailored department-provided ISP enrolment information on a dedicated ISP school webpage
	+ utilise an approved ISP school brochure to market to international students
	+ include the CRICOS provider name and code in full on other communication material used to market to international students, i.e. business cards and email signatures.

### Recruitment travel

* The department provides support to ISP-accredited government schools to help recruit international students. This includes inclusion in a range of online and offline marketing initiatives showcasing individual government school features and benefits.
* The department leads all international student recruitment travel to ensure a strategic system-wide approach to create the greatest return on investment (ROI) for Victorian government schools and ensure compliance with ESOS and the National Code. Schools are unable to travel independently of the department to recruit international students. In cases where the department internal resourcing cannot support an accompanying department in-country delegation lead, the department will continue to provide the same level of Victorian-based preparation and pre-departure support but will assign a suitable and experienced school representative as the in-country delegation lead, where appropriate.
* The department issues an annual expression of interest (EOI) opportunity via email to Level 2 ISP-accredited schools to participate in international student recruitment travel. The department’s IED selects schools for participation based on the selection criteria published in the EOI opportunity email, and in accordance with the department’s [Travel Policy](https://www2.education.vic.gov.au/pal/travel/policy).
* Following IED selection, the department’s Schools and Regional Services (SRS) approves school international travel applications, with input from IED. International travel applications must be approved by regional offices and the Assistant Deputy Secretary, Operations, SRS. IED provides information and templates, for schools to edit and complete, to support their department travel applications. For further information, see ‘roles and responsibilities’ below.

### Department-accredited education agents

* The department delivers education agent training and information sessions to ensure agency personnel understand the educational services offered by Victorian government schools.
* The department works closely with accredited education agencies to promote the ISP and recruitment of international students in key and emerging markets.
* The department maintains a register of all education agents accredited by the department to recruit international students and ensures the register is available on [www.study.vic.gov.au](http://www.study.vic.gov.au).
* The department only engages with accredited education agents in marketing and recruitment activity.

## Roles and responsibilities

* The **Executive Director, DE (IED)**, is responsible for the approval of this policy, as the nominated Principal Executive Officer of the department as a CRICOS-registered provider.
* The **Senior Marketing and Communications Officer** and **Manager, Marketing, Communications and Stakeholder Engagement Unit, DE (IED)**, review and approve all marketing material for accuracy prior to publishing and have oversight of and support DE (IED) marketing and communications initiatives, activity and material to ensure compliance with ESOS and the National Code.
* The **Manager, Admissions and Agents Unit, DE (IED)**, reviews and approves all education agent policies and procedures to ensure compliance with ESOS and the National Code.
* **The department’s regional offices** are responsible for the approval of all Victorian government school staff who seek to travel internationally to recruit international students as part of broader global learning and engagement activity.
* **Departmental representatives** undertake marketing and promotional activity in the recruitment of international students in Victorian government schools.
* **School principals and ISP staff** are required to ensure they meet the requirements set out in this ISP Marketing Policy and the department’s [Travel Policy](https://www2.education.vic.gov.au/pal/travel/policy) when marketing to international students and their families and education agents.

## Legislation

* *Migration Act 1958* (Cth)
* *Education Services and Overseas Students Act 2000* (Cth)
* *The National Code of Practice for Providers of Education and Training to Overseas Students 2018* (Cth)
* *Education and Training Reform Act 2006* (Vic)

## Associated documents

* [DE Travel Policy](https://www2.education.vic.gov.au/pal/travel/policy)
* [DE (IED) register of accredited education agents](file:///C%3A%5CUsers%5C08718839%5CDownloads%5CEducation-Agent-Register.docx)
* [ISP Education Agent Engagement Policy](https://www.study.vic.gov.au/Shared%20Documents/en/School_Toolkit/ISP_Education_Agent_Engagement_Policy.docx)

## Definitions

* **CRICOS** is the Commonwealth Register of Institutions and Courses for Overseas Students.
* **DE (IED)** – Department of Education – International Education Division. IED is the division in the department that administers the ISP in Victorian government schools. IED is not a separate entity to the department, which is the CRICOS registered provider.
* **Education agents** are agents accredited by the department to recruit students for an ISP course.
* **ISP** means the International Student Program (ISP) administered by DE (IED).
* **International students (or students)** for the purposes of this policy are defined as students participating in the ISP under a subclass 500 Student – Schools visa, also known as standard and study abroad students.

## Policy contact and maintenance officer

Manager, Marketing and Stakeholder Engagement Unit

International Education Division

Department of Education

Level 28, 80 Collins Street, Melbourne, Victoria 3000

Email: international.marketing@education.vic.gov.au

Phone: +61 3 7022 1000

## Authorised

Executive Director, International Education Division

#### Date of authorisation: 5/2/2024

**Date of last review:** 5/2/2024

**Review frequency**: This policy will be reviewed at minimum every 24 months or when any changes arise impacting its currency, including legislative or regulation change.