



MARKETING POLICY

Institution	Kingsway Institute
Policy Name	Marketing Policy
Policy Governance	Principal Executive Officer
Date of Approval	January 2020
Review Date	January 2021
Version No.	11.2

To ensure the marketing of Kingsway Institute's education and training services for onshore international students is professional, ethical, and accurate and complies with the Education Services for Overseas Students (ESOS) Act 2000 and the National Code of Practice 2018, a compliance checklist must be completed for all marketing materials.

MARKETING INFORMATION AND PRACTICES

The Australian Government wants overseas students in Australia to have a safe, enjoyable and rewarding place to study. Australia's laws promote quality education and consumer protection for overseas students. These laws are known as the 'ESOS framework', and they include the:

- Education Services for Overseas Students (ESOS) Act 2000
- National Code of Practice 2018

Kingsway Institute must also abide by the:

- Trade Practices Act (<https://www.legislation.gov.au/Details/C2010C00426>)
- In-country regulations are relevant to the recruitment or marketing to prospective students.

Kingsway Institute will ensure that the marketing of its education and training services is accurate and ethical, and maintains the integrity and reputation of the higher education industry.

Clear identification of Kingsway Institute

Standard one of the National Code requires the clear identification of Kingsway Institute's name and CRICOS provider number on Kingsway's stationery and in written marketing material and other material for students, including electronic form. The Kingsway's name and CRICOS provider number must be included in the footer of the website and on all marketing materials.

- Full version: The Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) Provider Numbers is 03177F

Each course offered in Australia must have its own course CRICOS code before it can be advertised to international students. Course CRICOS codes must be published in marketing material.

International Marketing Material

Following the development of strategy (and marketing/recruitment plans), the Division of Marketing will produce international marketing communications that are market sensitive and compliant with the ESOS Act, National Code, Trade Practices Act and any local regulations.

All electronic and printed marketing materials, including websites and advertisements, must clearly identify Kingsway Institute's name and CRICOS number/s, where applicable, and not contain false or misleading information or advice in relation to:



- claims of an association between Kingsway Institute and other providers the employment outcomes associated with a course automatic acceptance into another course
- possible migration outcomes, or
- any other claims relating to Kingsway Institute's courses, or outcomes associated with Kingsway Institute's courses.

Responsibilities concerning marketing information and practices

The responsibility for international marketing information and practices at Kingsway Institute is not shared. While all staff have a role to play in marketing Kingsway Institute, specific responsibility resides with several areas.

The Marketing Department is responsible for:

- The overall management of Kingsway Institute brand and reputation, articulation pathways and Kingsway activities, including the approval of marketing plans and materials (print, web and advertising) produced by agents, course providers and articulation institutions.
- The collection, coordination, collation and dissemination of up-to-date market research provided by government or independent organisations and bodies.
- Ensuring the compliance of all marketing materials and activities conducted by the Marketing Department in accordance with the ESOS Act, National Code, Trade Practices Act and in-country regulations, to ensure Kingsway is represented in a professional manner, maintaining the integrity and reputation of the Australian ELICOS industry.
- Keeping a register of materials produced and samples of promotional material used to market, and recruit students to Kingsway Institute.
- Keeping evidence of arrangements with other providers and the materials used to promote courses that are taught by them.
- Documenting the process for signing off promotional material and providing evidence of updating materials when necessary.
- The planning, development and distribution of international marketing materials as requested, and maintaining an inventory of stock quantities.
- Providing up-to-date marketing materials for staff travelling overseas or staff marketing to international students.
- Inquiry management of prospective international students and agents through enquiry@kway.nsw.edu.au
- Overseeing ethical and accurate advertising and media in Australia and overseas.

Kingsway is responsible for:

- Proactively seeking new markets internationally and developing appropriate relationships and articulation pathways.
- Ensuring all Kingsway activities are undertaken in accordance with the ESOS Act, National Code guidelines.

The Marketing department is responsible for:

- Supporting Kingsway Institute to identify, develop and manage appropriate relationships and articulation pathways.



Checklist for approval:

		Please (✓) appropriate response		Name	Initial	Comments
		Yes	No			
1	Is the registered provider's name and relevant CRICOS provider number included?					
2	Is the program/s appearing in marketing materials registered on CRICOS?					
3	Is an accurate description of the program content included?					
4	Is the program title consistent with CRICOS register?					
5	Is CRICOS registration consistent with the program duration specified?					
6	Is program-specific information on Learning Facilities included?					
7	Is information or weblink included to provide students with an opportunity to obtain tuition fee structure?					
8	Is the entry requirement of the stated program/s listed?					
9	Is a sample of timetable present to each offered programs?					
10	Is accurate information of the local environment (including the location of campus and indicative cost of living) included?					
11	Are KWAY's name and CRICOS number identified on letterhead/e-mails or footer used in letters making offers to students, promoting courses or for other marketing purposes?					
12	All information is accurate, clear and explicit.					
13	All photographs are published with the consent of People photographed. All photographs are used in accordance with copyright laws in Australia.					
14	Is Refund and Cancellation Policy present?					
15	Are all Pathway Institutes Name's and CRICOS provider numbers included?					

Lodged by:			
Name:		Title:	

Approved by Kingsway Management			
Name:		Title:	
Date:			

Kingsway Institute CRICOS Provide Code: 03177F

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