



# International Marketing Information and Practices

Vibe College is the trading name of Adore Education Pty Ltd

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## Scope

The revised National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students (National Code 2018) requires Vibe College to demonstrate its compliance with the National Code 2018 at the point of CRICOS registration and throughout its CRICOS registration period.

This compliance requirement also applies to courses delivered in association with another provider where Vibe College is the registered provider. It also applies to all approved representative agents who are promoting Vibe College and its courses.

Standard 1 of the National Code 2018 requires compliance with obligations relating to marketing information and practices.

Vibe College must ensure the marketing of its education and training services is undertaken in a professional manner and maintains the integrity and reputation of the industry and registered providers.

All marketing and other material for students (in both print and electronic format) developed by Vibe College or its representative agents must clearly identify:

1. Vibe College's registered provider's name, registered training organisation (RTO) number and CRICOS number, or/and
2. Vibe College courses full qualification name, course code and respective CRICOS course code

Vibe College or its representative agents must not give false or misleading information or advice in relation to:

- Claims of association between providers
- The employment outcomes associated with a course Automatic acceptance into another course
- Possible migration outcomes, or
- Any other claims relating to the registered provider, its course or outcomes associated with the course.

Vibe College or its representative agents are also prohibited from actively recruiting a student where this clearly conflicts with its obligations under Vibe College's procedure for International Student Transfer Between Registered Providers.

For the purposes of this policy, marketing information and practices, includes verbal statements, claims or information provided by Vibe College staff or representative agents and their staff, written or electronic promotional and other student materials, as well as the behaviour and actions of staff members of Vibe College or education partners in representing or promoting Vibe College courses.

Promotional and other student material is defined as:

*Information or material that is directly provided to, or generally accessible by potential international students whether in Australia or overseas, for recruitment purposes.*

Marketing and promotional material may include but is not limited to:

- Print advertising
- Banner advertising
- Email
- Leaflets and brochures
- Posters
- Newsletters
- Videos
- Informational provided in electronic format
- Broadcast advertising
- Multi-media presentations
- Instant messaging services
- Forms
- Corporate display material
- Handbooks
- Websites
- Social media posts

This information is intended to expand upon the principles contained in the Vibe College Marketing Policy and Procedure.

## Procedure

### 1. International marketing and promotional material produced by Vibe College

1.1. All promotional and marketing material that is relevant to international students, whether it is produced by Vibe College or by any other department within Vibe College, including International Student Recruitment and Admissions, or any academic School must be checked for compliance against the Vibe College Marketing Collateral Checklist and signed off by the Marketing Manager.

1.2. The completed Vibe College Marketing Collateral Checklist is to be filed with a copy of the marketing and promotional material by Marketing Manager.

### 2. International marketing and promotional material produced by a Vibe College Representative Agent

2.1. Vibe College Representative Agent must implement Vibe College operating procedures for the production and distribution of all marketing and promotional material relating to Vibe College and/or Vibe College education and training services, including material produced by their Representative Agents.

2.2. A Vibe College Representative Agent must fill out and comply with the directives as stated in the Vibe College Marketing Request Form before creating any promotional material.

2.3. The Chief Executive Officer or their nominee will liaise with Marketing Manager for requested promotional material approval.

2.4. The Chief Executive Officer or their nominee will liaise with Marketing Manager for branding compliance approval and will check all marketing and promotional material forwarded for accuracy and compliance with the National Code. The Vibe College Marketing Checklist is used to confirm all compliance requirements are met.

2.5. A final version of the marketing or promotional material is to be forwarded to the Chief Executive Officer or their nominee for final sign-off via the Vibe College Marketing Checklist.

2.6. The Marketing Manager is to ensure that copies of the signed Marketing Checklists and Request Form are filed with the final draft of the marketing or promotional material.

2.7. Vibe College Representative Agents are to forward a production copy of the marketing or promotional material to Vibe College for filing with the documents specified above.

2.8. The Chief Executive Officer or their nominee will undertake an annual audit of Vibe College's Representative Agents marketing materials to ensure compliance with the National Code, Vibe College Marketing Policies and Procedures and any other legislation.

### **3. Promotions and marketing practices adopted by Vibe College**

3.1. The Chief Executive Officer or their nominee ensures that an annual International Prospectus and other appropriate marketing materials are produced and updated yearly, and distributed to relevant education agents, partner institutions and government agencies.

### **4. Promotions and marketing practices adopted by a Vibe College Representative Agent**

4.1. A Vibe College Representative Agent agrees to promote the relevant Vibe College Programs outlined above in the scope and to continually update the material ensuring that prospective students and education agents have access at all times to up-to-date information required under the National Code.

4.2. Vibe College will offer to undertake a training session once a year for relevant representative agent staff involved in Vibe College Course marketing activity. This session will involve an update on Vibe College programs, key selling points, and an outline of their responsibilities in promoting Vibe College programs.

**Supporting Documents and References:** Vibe College International Handbook, Vibe College Marketing Request Form – Agent, Vibe College Marketing Policy and Procedure – Internal