Marketing Information and Practices Policy
– International Students

Policy Code: INT-003 Version: 1.0S Effective Date: 08 March 2011

Purpose:
This policy is to ensure Endeavour College follows the National Code of Practice 2007 and the ESOS Act, such that marketing of education and training services is professional, accurate and maintains the integrity and reputation of the industry.

Scope:
- All International students holding an Australian Student Visa
- Prospective International students wishing to study at Endeavour College
- International student support team at Endeavour College

Policy Statement:
Endeavour College has a Code of Ethics (see Appendix 1) relating to International Student Recruitment and service provision. With respect to Agents, the code states that:

“When Endeavour College hires an agent to recruit international students, the College will ensure that the agent acts in the spirit of this Code of Ethics. Endeavour College will include in its agreement with the agent a clause to the effect that the agreement will be dissolved immediately if the agent does not comply with the Code of Ethics and the advertising code applied in the country of recruitment. If the recruitment process is contracted out either wholly or partly, Endeavour College remains responsible for the admission of students.”

It also states that:

“Endeavour College makes arrangements with the agents concerning supervision of their actions. Endeavour College is to also regularly acquaint itself with the experiences of international students. At the request of the regulatory bodies, Endeavour College will provide insight into its
agreements with agents. Endeavour College will report any negative experience with agents to the regulators.”

Endeavour College abides by this code, thereby fulfilling Standard 1.1 of the National Code of Practice 2007.

Endeavour College shall clearly identify its name and CRICOS number in all written marketing and other materials for students, including in material disseminated electronically.

Endeavour College undertakes to not give out misleading information or advice about any of its international student operations as outlined by Standard 1.2 of the National Code of Practice 2007 and as outlined by Endeavour’s Code of Ethics.

Endeavour College shall not actively recruit a student where this clearly conflicts with its obligations under Standard 7 of the National Code of Practice 2007, relating to Transfer between registered providers, as required under Standard 1.3 of this code. Endeavour College shall observe its own Code of Ethics with respect to International Students.

Underage Students
Endeavour College does not recruit underage International Students to its courses. The College deems an underage student to be a person under 18 years of age as per the Underage Students Protection Policy. However, Endeavour respects the cultural and legislative definitions of “majority” of all countries and where different from Australian law, Endeavour abides by those of the prospective applicant’s country of origin.

Responsibility for policy execution
Director of International Business and New South Wales Operations
Appendix 1

Code of Ethics - with respect to International Students in Endeavour College

Preamble

Considering that

Endeavour College aims to further improve and strengthen international co-operation, and Endeavour College wishes to brand itself abroad as a knowledge institution together with its affiliates.

Endeavour College, in principle, gives equal treatment to Australian and international students. This Code of Ethics aims to give staff of Endeavour College further information to support international students as a result of the extra regulatory requirements associated with their study.

Endeavour College wishes to attract international students of good academic quality and to establish a streamlined and coordinated set of guidelines for the relationship between international students and Endeavour College using this code of ethics.

This code of ethics is supplementary to the existing framework of Australian legislation as it relates to education.

It is important for Endeavour College to give international students a clear and unambiguous picture of the education provided by the College, in accordance with the description in the enrolment information and course prospectuses.

Within that framework, Endeavour College wishes to provide clear and accessible information on the quality of the study program, the position it has within the Australian higher education and VET system, the services and provisions offered to international students, the costs of study and living, as well as the admission requirements for international students.

Endeavour College may only use the existing Australian legislative guidelines to provide good care for international students.

Endeavour College has decided that the adoption of this code of ethics is an internal governance pre-condition for allowing international students to study in the College.

Endeavour College supports and provides relevant information through its agents abroad to prospective students that wish to study at Endeavour College.
The regulatory bodies consider that Endeavour College through subscribing to, implementing and applying this Code of Ethics will offer good care for international students.

Endeavour College, through subscribing to this code of ethics, considers it to be a precondition for a proper relationship between the international student and Endeavour College.

**Endeavour College will comply with the following obligations:**

**Article 1: Information provision**

1.1 Endeavour College provides timely, reliable and easily accessible information to international students concerning:

   a) the status of the study program in terms of accreditation
   b) the quality criteria that study program must comply with and the internal procedures guaranteeing such quality
   c) a description of the study program and the certificate that will be obtained, and the examination regulations or a summary thereof
   d) the admission requirements for the study program, including procedures for admission and registration and the associated costs
   e) the language of teaching
   f) supplementary charges required by Endeavour College from the student for the above services or the services referred to in Section 2, 3 and 4
   g) this Code of Ethics.

   The above information preferably comprises a description of the knowledge and skills that the international student will have acquired when they have successfully completed the study program.

1.2 The information provided by Endeavour College to international students based on this Code of Ethics must be provided in English.

1.3 Endeavour College ensures that its marketing and external presentation clearly indicate the nature of the College and its education; and when recruiting international students, it will act in accordance with the rules and standards laid down by Australian legislation.

**Article 2: Agents**

2.1 When Endeavour College hires an agent to recruit international students, the College will ensure that the agent acts in the spirit of this Code of Ethics.
Endeavour College will include in its agreement with the agent a clause to the effect that the agreement will be dissolved immediately if the agent does not comply with the Code of Ethics and the advertising code applied in the country of recruitment. If the recruitment process is contracted out either wholly or partly, Endeavour College remains responsible for the admission of students.

2.2 The international student pays the study costs and any admission fee to Endeavour College.

2.3 If recruitment or broker costs are to be paid to the agent, the agreement between the Endeavour College and the agent will state who must pay these costs to the agent. International students must be clearly informed of the content of this provision in the agreement on the basis of Article 1.1.

2.4 Endeavour College makes arrangements with the agents concerning supervision of their actions. Endeavour College is to also regularly acquaint itself with the experiences of international students. At the request of the regulatory bodies, Endeavour College will provide insight into its agreements with agents. Endeavour College will report any negative experience with agents to the regulators.

Article 3: Admission

3.1 International students who apply for admission into Endeavour College must show that they have the required preparatory education, sufficient language skills (see Article 4.2), and diplomas for the specific study program for which admission is requested. Endeavour College determines the preparatory education requirements prior to the recruitment of international students for the study program in question and checks prior to admission whether the international student meets the requirements.

3.2 Endeavour College determines for the education that it provides to international students the minimum language requirements that they must satisfy and makes sure that they actually meets these requirements.

3.3 Endeavour College may refuse the international student admission, if the student:

(i) does not meet the requirements set by Endeavour College and/or the study program

(ii) does not obtain a place due to the limits on international student enrolments placed on the College by the regulators (i.e. numerus fixus) or,

(iii) does not meet Endeavour College policy for admission.
3.4 Endeavour College notifies the international student in writing and with the reason for any refusal to admit and/or register him/her as referred to in Article 3.3. Endeavour College also reports any appeal avenues that the international student may have recourse to in connection with the refusal.

3.5 Endeavour College can charge a fee for testing language skills, the preparatory education, or bridging programs. Endeavour College is obliged to notify the international student in advance, in accordance with Article 1.1.

3.6 If Endeavour College offers the international student the possibility to follow, or obliged the international student to follow, a preparatory study program, including preparatory language study, in order to be admitted to the educational program, Endeavour College will do all in its power to ascertain in advance that the international student is capable of successfully completing the preparatory study program.

Article 4: Offers to, and assistance to international students

4.1 The College formalises the student enrolment through a written agreement entered into by the College as the registered provider and the student. The agreement ensures the obligations and rights of both the registered provider and the student are clearly set out and Endeavour College meets the national legislative requirements that apply to the institution.

4.2 The College offers international students only duly accredited degree and VET education. Accreditation of the study program must have been carried out by the Accreditation Authorities in the State in which the international student wishes to study in. Endeavour College guarantees that the education provided is at the level of higher education and VET and the College can present evidence of this.

Short courses and tailor-made courses or subjects can also be offered to international students. If they are recognisable as a part of an accredited bachelor and VET course, the quality of these courses is secured in a similar way to that above. If the study is not recognisable as a part of an accredited bachelor degree (e.g. Endeavour College short courses), the College must communicate this to the student in writing.

4.3 Endeavour College will ensure that teachers have knowledge and sufficient command of language to effectively deliver the courses that are offered.

4.4 Endeavour College clarifies what services it provides to international students
concerning with obtaining a visa and a residence permit, housing, introduction and assistance. In its information material, Endeavour College specifies clearly what services it offers within this framework and what the associated costs are, in accordance with Article 1.1.

4.5 As soon as Endeavour College becomes aware that the international student is no longer following the study program without having urgent or important reasons for this, Endeavour College will notify DIAC. Endeavour College will indicate, upon request, how this obligation is carried out.

4.6 Endeavour College is obliged to provide the education offered. If the study program is nevertheless cancelled for valid reasons, cancellation must take place no later than three months prior to the start of the study program (short courses and tailor-made programs excepted). If the international student is already in Australia with the aim to follow the study program, Endeavour College is bound to find, if possible, a suitable alternative in consultation with the international student, and to inform the international student about the procedures to follow.

Article 5: Commencement date and reviewing

5.1 This Code of Ethics comes into force upon its final approval by the Academic Governance of Endeavour College (expected date May 2010).

5.2 The Endeavour College Council may decide to revoke this code, provided the decision to do so is taken at least six months before the planned cessation date. The termination date corresponds to the beginning of each academic year.

5.3 If a party concerned proposes a change to the Code of Ethics or related International Student Code of Conduct, when legislation changes, or when for other reasons changes to the either of these Codes are desirable or necessary, the College will publish the change and distribute the amended Code as applicable, to all parties concerned. A change is only possible if the College Council has given its approval. Introduction of peremptory legislation will necessitate review of the text of this Code of Ethics and, immediately in accordance with the legislation in question.

5.4 An evaluation of the content and operation of the Code of Ethics will be performed by Endeavour College, every two years. On the basis of this evaluation, the reviewed code of ethics will be adopted.

5.5 Endeavour College undertakes to act as far as possible in the spirit of the Code of
Ethics, also with respect to related pertinent regulatory and legislative matters that are not described explicitly in this code of ethics.

Related Procedures:
Not Applicable

Definitions:

Agent - An individual, company or other organisation that provides services, whether or not on a commercial basis, to prospective international students who wish to study in Endeavour College.

Parties concerned - The international student, Endeavour College, Department of International Affairs and Citizenship (DIAC)

Code of Ethics - The present Code of Ethics with respect to international students in Endeavour College.

International student - A student with a foreign nationality who has had his/her preparatory training and qualification(s) outside Australia and who, on the basis of that preparatory training, wishes to continue his/her education wholly or partly at Endeavour College in Australia.

Education - All higher education and VET provided by Endeavour College to international students.

College - The Endeavour College of Natural Health (Australian College of Natural Medicine Pty Ltd).

DIAC - The Department of Immigration and Citizenship, in Australia.

VET - Vocational Education and Training.

Further Information:

Related Policies: Underage Students Protection Policy
Benchmarking:  Not Applicable

Supporting Research and Analysis:  Not Applicable

Related Documents:  Not Applicable

Related Legislation:  The ESOS Framework comprising of

- The Education Services for Overseas Students (ESOS) Act 2000
- Education Services for Overseas Students (ESOS) Regulations 2001
- Education Services for Overseas Students (Registration Charges) Act 1997
- Education Services for Overseas students (Assurance Fund Contributions) Act 2000

Plus the College must also abide by:

- Education (Overseas Student) Regulation 1998 (plus amendments)
- In-country regulations relevant to the recruitment or marketing to prospective students

Guidelines:  Not Applicable
Policy Author: Assistant Manager – International Student Unit

Policy Owner: Director of International Business and New South Wales Operations

Contact: Assistant Manager – International Student Unit
kanako.miwa@endeavour.edu.au

Approval Committee: Chief Executive Officer
Meeting date: 08 March 2011

Policy Status: New

Responsibilities for Implementation: National Manager Marketing and Alumni
Assistant Manager – International Student Unit

Key Stakeholders: Director of International Business and New South Wales Operations
National Manager Marketing and Alumni
Assistant Manager – International Student Unit

Date for Next Review: March 2012

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