



Marketing and Recruitment Policy and Procedure

1. Preliminaries

Commencement

1.1 This policy and procedure commenced on 1 April 2024.

Purpose

1.2 This policy and procedure outlines how and when the Australian Guild of Education (“AGE”) will ensure that marketing and advertising activities (including through an agent) are conducted in a manner that preserves the integrity and reputation of Australia’s Education Industry such that AGE provides domestic, overseas students or intending overseas students with sufficient information that is not false or misleading and is consistent with the Australian Consumer Laws which allows students to make informed choices about the course in which they intend to enrol or may apply to enrol.

Application

1.3 This policy and procedures applies to marketing and advertising activities on AGE’s website and printed materials.

2. Definitions

The following definitions apply in this document:

AQF means the [Australian Qualifications Framework](#).

TEQSA means the [Tertiary Education Quality and Standards Agency](#).

National Code 2018 means the [National Code of Practice for Providers of Education and Training to Overseas Students 2018](#).

Education Agents is an individual, business or organisation who has entered into a written agreement with AGE to assist students accessing AGE’s education programs, including, but not limited to, the promotion of AGE’s programs, academic counselling, completion of application forms, and assistance with visa applications, but only to the extent that the Education Agent represents AGE.

3. Policy Statement

3.1 AGE will advertise and market its courses and other services in accordance with the vision, mission, and strategic goals of the organisation.

3.2 Prior to acceptance of an offer for enrolment in a program, AGE will make comprehensive, current, and plain English information available to prospective students on:

3.2.1 Courses or units of study including:

- (a) the course design
- (b) prerequisites
- (c) assumed knowledge
- (d) when and where courses/units are offered
- (e) application dates
- (f) arrangements for recognition of prior learning
- (g) standing credit transfer arrangements
- (h) pathways to employment and eligibility for registration to practise where applicable
- (i) outcomes
- (j) work-integrated learning (where applicable) required to be undertaken as part of the course
- (k) requirements for acceptance into the course including any minimum level of English language proficiency, educational qualifications or work experience.

3.2.2 Campus locations and a general description of facilities, equipment, learning and online resources available to students.

3.2.3 The details of any arrangements with another provider, person or business who will provide the course or part of the course (if any).

3.2.4 Indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course, and AGE's cancellation and refund policies.

3.2.5 Obligations of students and their liabilities to AGE including:

- (a) expected standards of behaviour
- (b) financial obligations to the higher education provider
- (c) critical deadlines
- (d) policies for deferral of commencement and change of course
- (e) disciplinary procedures
- (f) misconduct and grounds for suspension or exclusion.

3.3 Prior to acceptance of an offer for enrolment in a program, AGE will make comprehensive, current, and plain English information available to prospective overseas students on:

3.3.1 The requirements for an overseas student's acceptance into a program including the minimum level of English language proficiency, educational

- qualifications or work experience required, and course credit if applicable.
- 3.3.2 The CRICOS course code, course content, modes of study for the course including assessment methods.
- 3.3.3 Course duration and holiday breaks.
- 3.3.4 The course qualification, award or other outcomes.
- 3.3.5. The grounds on which the overseas student's enrolment may be deferred, suspended or cancelled.
- 3.3.6 The Education Services for Overseas Student (ESOS) Framework including official Australian Government material or links to this material online.
- 3.3.7 Information regarding accommodation options and indicative costs of living and studying in Australia, arrangements for health care and, where applicable, schooling obligations related to school-aged dependants (including the possibility that school fees may be incurred).
- 3.4 Prior to acceptance of an offer for enrolment in a program, AGE will ensure that all prospective and current students receive information to participate in educational and other activities including:
- (a) contact points
 - (b) advice about orientation and induction
 - (c) delivery arrangements
 - (d) technical requirements for access to IT systems for online activities
 - (e) timetables
 - (f) access to learning resources
 - (g) avenues to participate in decision making
 - (h) opportunities to participate in student representative bodies.
- 3.5 Prior to acceptance of an offer for enrolment, AGE will ensure that all students and stakeholders receive the following information:
- 3.5.1 How to access policies or requirements for:
- (a) admission
 - (b) enrolment
 - (c) recognition of prior learning (RPL) and credit
 - (d) orientation procedures for transition to study
 - (e) progression
 - (f) assessment
 - (g) grading
 - (h) completion
 - (i) qualifications
 - (j) appeals
 - (k) academic integrity
 - (l) equity and diversity
 - (m) intellectual property
 - (n) withdrawal from or cancellation of enrolment.
- 3.5.2 Student grievance procedures.
- 3.5.3 Disciplinary procedures.

3.6 Prior to acceptance of an offer for enrolment, AGE will ensure that all students and stakeholders receive information to facilitate access to services and support including:

- (a) english language support
- (b) personal support services
- (c) cultural support and ancillary services
- (d) hours of availability
- (e) how to access services
- (f) emergency contact details.

3.7 AGE will obtain written permission from any person or organisation used as a source of comment, testimonial or image, prior to being used in any marketing material and will always abide by the conditions of that permission.

3.8 Materials used by AGE for marketing and promotion will contain its Provider and CRICOS numbers (including electronic information on AGE's website) for the purposes of:

3.8.1 Providing or offering to provide a course to an overseas student.

3.8.2 Inviting a student to undertake or apply for a course.

3.8.3 Indicating that AGE is able or willing to provide a course to overseas students.

3.9 Marketing and advertising materials and activities will not provide false or misleading information:

3.9.1 With the intention to enter into written agreements with overseas students or intending overseas students.

3.9.2 With the intention to make comparisons with other education providers or courses.

3.9.3 To make an association with any other person or organisation, should AGE have arrangements with them for the delivery of the programs in which the student intends to enrol or may apply to enrol.

3.9.4 About acceptance into a course.

3.9.5 In claiming to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by the registered provider.

3.9.6 Guarantee a successful education assessment outcome for the student or intending student.

3.9.7 Actively recruit a student where this conflicts with AGE's obligations under *Standard 7 Overseas Student Transfers* of the National Code 2018.

3.10 Marketing and advertising materials will be written and designed to:

3.10.1 Be comprehensive and accessible to assist students in making informed decisions.

3.10.2 Provide accurate, ethical, consistent and unambiguous information.

3.10.3 Accurately describe the services that are provided.

- 3.10.4 Provide clear information including any additional requirements required to undertake the course as applicable.
- 3.10.5 Clearly differentiate between accredited and non-accredited programs.
- 3.10.6 Clearly indicate the campus location in which the courses are to be held and their modes of delivery.
- 3.10.7 Use the AQF logo only in accordance with its conditions of use.

4. Responsibilities

4.1 AGE has the responsibility to:

- (a) Always accurately represent the education services that lead to a degree in line with the AQF.
- (b) Ensure that advertised outcomes of courses are consistent with the qualification guidelines.
- (c) Ensure that advertised qualifications are described as accredited only when accredited by TEQSA and a professional accreditation body where necessary for the purposes of registration to practise.

4.2 The CEO or their delegate has the responsibility to approve all marketing and advertising material prior to its dissemination.

5. Procedures

Planning

5.1 Marketing and recruitment activities will be planned on an annual basis.

5.2 Unplanned marketing materials and activities may occur throughout the year as approved by the CEO.

Approach to assurance

5.3 Using its Marketing Materials Checklist, AGE assures itself that the requirements of this policy are verified in marketing material and that the content is accurate.

5.4 A communication plan will be drafted for changes to promotional materials, qualification codes, units undertaken, and course duration are communicated to AGE's marketing team and to its Education Agents.

Administration

5.5 Completed Marketing Materials Checklists will be retained with the changed materials.

Social Media Management Process

- 5.6 When creating social media content responsible persons are required to ensure that the applicable sections of the Marketing Materials Checklists have been considered.
- 5.7 The following section provides details on the tasks required on a daily, weekly and month basis with examples.

Daily Tasks

- 5.8 Engage with your followers: this should include replying to followers, responding to mentions and blog comments, and in general, showing signs of life on your social media accounts.
- 5.9 Instigate engagement: Find influencers to engage with on social media. Follow or somehow connect with someone new.
- 5.10 Share the latest interesting content: Look through your social media feeds and share any interesting and worthwhile content you see in them.
- 5.11 Curate content by spending time in your news feed and count it as part of your overall social media curation plan.

Weekly Tasks

- 5.12 Research Trends and keywords: Look for trends and keywords that are popular in your social media feeds and plan content (or curation) that will use them.
- 5.13 Monitor topics and words that matter for your niche.
- 5.14 Brand monitoring: Do a search on your name, your blog's name, or your brand's name on social networks. Is there anything you need to respond to or be aware of? Do the same for your competitors or others in your niche. Find out what people are saying and how you can tap into it for your benefit.
- 5.15 Find content to curate: Find outside content to share with your followers and add it to your calendar for the upcoming week. You can always add interesting new content to your curation schedule that you stumble on during the week. Set aside time to schedule it so you know you are curating well.
- 5.16 Schedule your own content on social media: Set aside a day or two where you will block out some time to simply schedule your own content to publish on social media.

An example schedule:

Monday: Schedule social posts for the new content you'll be creating this week.

Tuesday: Schedule social posts from your older, evergreen content, at least two a day for each network. Add to your calendar for the next seven days.

Wednesday: Find content to curate and add to your schedule for the next seven days.

Thursday: Look up keywords and find trends. Does your current publishing calendar fit with these?

Pick a schedule that works for you. The key is to take some of the load off the daily obligations and break it up over a week. Instead of having 15 things to do for social media every day, you have the quick daily schedule of three tasks at four points during the day, and a block of time for a weekly duty.

Every month should be:

5.17 Checking your data and analytics. Do this at the start of the month. Check your stats and analytics to see how well your social content is performing. Look for trends in traffic, topics, networks, time and date shared, and type of content shared. Discover what's working and what isn't.

5.18 Adjust any paid advertisement. If running ads on social media networks, review their performance each month. Paid advertisements are not a "set it and forget it".

5.19 Adjust your goals. Set (and change) your social media goals according to what your monthly analytics review shows. Assess if you need to be sharing more (or less), or at a different time. Create A/B tests to run the next month that you can use for better decision-making the next round.

5.20 Plan your content. Plan your upcoming monthly content marketing in regard to social media. Think of the blog content to be created, any campaigns or themes, and plan and create the content that needs to be publishing.

6. Related Legislation and Documents

Institute Documents

6.1 The following document is related to this policy and procedure:

- Marketing Materials Checklist.

Applicable External Standards and Codes

6.2 This policy and procedure complies with the following standards and codes:

Standards/Code	Standards/Clauses
Higher Education Standards Framework (Threshold Standards) 2021 www.legislation.gov.au/Details/F2021L00488	Under <i>Standard 7 – Representation, Information and Information Management</i> : <ul style="list-style-type: none"> ▶ Standard 7.1.1 ▶ Standard 7.1.2 ▶ Standard 7.1.3 ▶ Standard 7.1.5 ▶ Standard 7.2.1 ▶ Standard 7.2.2
National Code of Practice for Providers of Education and Training to Overseas Students 2018 www.legislation.gov.au/Details/F2017L01182	<ul style="list-style-type: none"> ▶ Standard 1 – Marketing information and practices ▶ Standard 2 – Recruitment of an overseas student

7. Feedback

7.1 AGE staff and students may provide feedback about this document by emailing support@guildmusic.edu.au for such feedback to be incorporated into a future review.

8. Document Control

Approval Review	Details
Governing authority	Board of Directors
Responsible officer	CEO
Endorsed by	Board of Directors
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