



International Marketing Procedures

1. POLICY SUPPORTED

A separate entry under the heading POLICY SUPPORTED was not required when this procedure was last reviewed

2. APPLICATION

All Staff

3. EXCEPTIONS

Nil

4. DEFINITIONS

(Note: Commonly defined terms are located in the [Curtin Common Definitions](#). Any defined terms below are specific to this document)

Collaborative Education Services (International)

Means education programs and services (including teaching, supervision, examinations, professional development, training, moderation, educational support services, and library) provided to international students or collaborators overseas.

Information and promotional material for international students

Means any information of material that is accessible by international students, whether in Australia or overseas, including print and broadcast advertising, leaflets and brochures, display material, posters, forms, newsletters, electronic material (CD ROM, VCD), videos, information on websites, and multimedia presentations.

5. PROCEDURES

5.1 Action Plan

The *Procedures for International Marketing* will be:

- published on the Curtin Policies web site;
- disseminated to University staff through regular training and briefing sessions conducted by Curtin International;
- Publicised in staff induction manuals and induction procedures.

5.2 Aim of Procedures

To provide a mechanism for the University to:

- guide and coordinate overseas marketing and promotional activity for the recruitment of international students;
- ensure that these activities are of an appropriate standard and consistent with Curtin's international marketing plan and objectives;
- ensure that these activities are consistent with and aligned towards Curtin's Strategic Marketing Plan;
- provide a consistent brand presence and experience;
- ensure that attendance at international exhibitions is coordinated and managed in a cost efficient and effective manner; and
- ensure that all Curtin promotional material for international students complies with the *Education Services for Overseas Students (ESOS) Act 2000*; the *National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students* (The National Code); the *AVCC Principles for Provision of Education by Australian Universities*, and the *Competition and Consumer Act (2010)*.

5.3 Procedures to be established

The Deputy Vice-Chancellor, International will establish and periodically review procedures for the coordination of all international marketing and promotional activities for the

recruitment of international students by the University.

5.4 Provision of accurate information consistent with legal requirements

In the marketing and promotion of Curtin University for the recruitment of international students, all ~~information and promotional material~~ provided by the University will be accurate and complete, at all times complying with legal requirements, including the ESOS Act, the National Code, and the *Competition and Consumer Act (2010)*.

5.5 CRICOS registered courses only to be offered

At all times, only courses registered in the Commonwealth Register of International Courses for Overseas Students (CRICOS) are permitted to be promoted and offered to prospective onshore international students who will be on student visas during their study in Australia.

5.6 Faculty Marketing Coordination

Faculty Pro Vice Chancellors will establish appropriate procedures to coordinate all Faculty and School international marketing and promotional activity and ensure it is consistent with the International Marketing Plan.

By no later than 30 September each year, Faculty Pro Vice Chancellors will provide to the Deputy Vice-Chancellor, International a report detailing indicative projected expenditure, objectives and targets for international marketing and recruitment by the Faculty for the following year.

5.7 Approval and coordination of international marketing, promotional and recruitment activities (onshore student recruitment)

Staff of the University are permitted to undertake overseas marketing and recruitment activity for the recruitment of international students to Curtin University, provided that activity has been approved and coordinated by the DVC International or nominee, in accordance with the International Marketing Plan, and undertaken in accordance with these Procedures and Guidelines. All Curtin staff attending exhibitions and fairs or personally marketing or recruiting for Curtin must undertake a Curtin International approved training program.

5.8 International Education Services marketing, promotion and recruitment (offshore student recruitment)

Where marketing and promotional activities are undertaken overseas by Curtin staff and/or collaborative institution, for the promotion and recruitment into Curtin programs delivered offshore (~~Collaborative Education Services~~), officers responsible for Faculty international marketing or the Faculty Dean International, in consultation with the controlling school at Curtin, will be responsible for the supervision and regulation of the marketing and recruitment activities. The approval of the DVC International will not be required for these activities but officers responsible for Faculty international marketing or the Faculty Dean International will inform the Dean, International Student Admissions of these activities as they are planned (see Appendix 2: *Guidelines for International Promotions and Exhibitions*). As with onshore student recruitment, Curtin staff going offshore to market Curtin programs must undertake a Curtin International approved training program.

5.9 Ensuring Legal Compliance of International Promotional Material

All staff proposing to publish international information and promotional material will ensure the materials comply with the requirements defined in the *Guidelines for International Promotional Material and Publications* (Appendix 1). All material must be vetted by the relevant officer responsible for Faculty international marketing or the Faculty Dean International, who will forward the proposed material for review and written approval by the Manager, International Marketing Communications in University Marketing.

5.10 Curtin University Initiated International Newspaper Advertising

All International newspaper advertising initiated by Curtin University staff must be arranged in consultation with Curtin International and the Manager, International Marketing Communications in University Marketing, in accordance with the requirements of the *Guidelines for International Promotional Material and Publications* (Appendix 1). To initiate a request for advertising, the Faculties/areas must supply to the Manager, International Marketing Communications, University Marketing:

- A completed Advertising Booking Form (ALL sections to be completed before advertising can be initiated)
- An electronic copy of all text.

This information is to be sent a minimum of three weeks prior to the insertion date. Placement of advertisements received less than three weeks prior to insertion date cannot be guaranteed.

The initiating Regional Marketing Manager or appropriate Faculty staff member is to liaise with the agent overseas to book the newspaper advertisement, and obtain advertising specifications for insertion to the Advertising Booking Form. The advertisement will be designed by the International Marketing Communications team in University Marketing, and submitted to the agency either by the initiating Curtin staff or by the International Marketing Communications team.

5.11 Curtin University Initiated International Advertising (non-Newspaper Advertising)

All International non-newspaper advertising initiated by Curtin University staff must be arranged in consultation with Curtin International and the Manager, International Marketing Communications in University Marketing, in accordance with the requirements of the *Guidelines for International Promotional Material and Publications (Appendix 1)*.

5.12 Planning and Administration of Promotions

To ensure that visits by University staff to international education fairs and exhibitions are planned and delivered with maximum efficiency and effectiveness, the Marketing Administrative Assistant in Curtin International is responsible for referring to the International Marketing Plan for which exhibitions and promotional events have been nominated by the Regional Marketing Manager. Planning and coordinating of all relevant international exhibitions and promotional events is then conducted according to the *Guidelines for International Promotions and Exhibitions (Appendix 2)*. Curtin International is to ensure that all staff who attend have completed approved training.

5.13 Selection of Agents

New agents will be recommended by the relevant Regional Marketing Manager in consultation with the Dean, International Student Admissions and the Faculty Deans International, and approved by the DVC International, following the procedures laid down in Curtin International's International Standards Organisation (ISO) procedures. The agent selection process is specified in *Guidelines for Selection and Review of International Recruitment Agents (Appendix 3)*.

5.14 Agent Agreements

All selected agents, including Curtin English Language Centre (CELC) agents, must sign an Agent Agreement. Agents are required to return their signed Agreement within 2 months of the date sent out by Curtin International or CELC.

5.15 Commission Invoices

Agents will submit invoices for commission to Curtin in accordance to Clause 9.3 of the Agent Agreement.

5.16 Commission Rates

The basic commission rate is set at 10% of one year's fees, for all courses of at least one year's duration and 10% of one semester's fees if the course only takes one semester. Commissions in excess of 10% may be set for agents, provided that there is written justification and the rate is recommended by the Dean, International Student Admissions, agreed to by the Faculty Deans International, and approved by the DVC International. The reference to course fees in Clause 13 of the Agent Agreement is the indicative tuition fees as published in the International Prospectus. The fees in the International Prospectus are obtained from Student One. However, occasionally, there are course variations which result in fee changes before the next published prospectus. These changes need to be approved by University Committee/s before uploading onto Student One. Therefore, for calculation of commissions, Student One is to be accessed for the most updated version of the fees.

A list of new agents, showing the commission rates, shall be presented at least annually to the International Marketing Management Review Committee for noting.

5.17 Agent Database

When calculating the commission to be paid to agents, the Curtin International Agent Database is to be consulted for relevant details associated with each particular agent. Curtin International is required to ensure that the information contained in the database is correct, and there will be adequate processes to ensure variations to agreements are included in the database.

5.18 Training for Commissions Processing Staff

Curtin International will ensure that staff who utilise the information within the Agent Database for calculation of agent commission payments are fully trained and supervised.

5.19 Reconciliation of Agent Fees

Reconciliation of agent fee payments recorded in the relevant General Ledger Accounts and those recorded on the Student and Agent Fee Spreadsheet shall be carried out annually by Curtin International.

5.20 Review of Agent Performance

Agents will be reviewed at least annually, and, if appropriate, discontinued in accordance with Curtin International's ISO procedures. The agent review process is specified in *Guidelines for Selection and Review of International Recruitment Agents (Appendix 3)*.

5.21 Monitoring Performance

The DVC International will establish performance criteria for monitoring the efficiency and effectiveness of the University's International Marketing activities and expenditure. Curtin International's Marketing staff, in consultation with officers responsible for Faculty international marketing, will provide annual reports to the International Committee on performance against targets.

5.22 Performance Indicators

- 5.22.1 All Curtin publications for international markets are accurate, consistent with ESOS requirements, and approved by Curtin International and University Marketing before publication.
- 5.22.2 Availability of compliant and up-to-date marketing publications through agents and offshore collaborators.
- 5.22.3 All Curtin staff travelling to Exhibitions/Fairs must attend the relevant Pre-Departure briefing (or if away during the briefing, receive the Pre-Departure Briefing information via email) and attend formal training.
- 5.22.4 All Curtin staff attending scheduled events contribute to an appropriate post-event report within two weeks after the conclusion of the event.
- 5.22.5 Downward trends in cost per student recruited by country.

6. LIST OF SCHEDULES

Appendix 1 - Guidelines for International Promotional Material and Publications

Appendix 2 - Guidelines for International Promotions and Exhibitions

Appendix 3 - Guidelines for Selection and Review of International Recruitment Agents

Policy Compliance Officer	Barbara Lung , Manager, International Student Recruitment Curtin International Recruitment and Business Development
Policy Manager	Deputy Vice-Chancellor, International
Approval Authority	Deputy Vice-Chancellor, International
Review Date	1 st April 2015

REVISION HISTORY

Version	Approved/ Amended/ Rescinded	Date	Committee / Board / Executive Manager	Approval / Resolution Number	Key Changes and Notes
P1.1	Approved	29/04/2003	Planning and Management Committee	PMC 21/03	PMC 29/03
	Approved	02/05/2003	Academic Senate		AS 60/03 (Endorsed)
A005/P1.3	Approved	09/05/2007	Council	C 58/07	Document No 00390/07
	Administratively Updated	20/03/2008	Director, Legal and Compliance Services		Reformatted and Amended to Reflect Organisational Chart
	Amended	01/07/2008	Planning and Management Committee	PMC 66/08	Attachment 1 to Document No 00666/08
	Administratively Updated	08/09/2008	Director, Legal and Compliance Services		Minor Policy Amendment
	Amended	29/11/2011	Planning and Management Committee	PMC 87/11	Attachment 1 to Document No 01254/11

GUIDELINES FOR INTERNATIONAL PROMOTIONAL MATERIAL AND PUBLICATIONS

Note: These are guidelines only. All material must be forwarded through the relevant Faculty International Marketing Manager to the Manager, International Marketing Communications, University Marketing for review and approval prior to production.

All international promotional material must comply with the following requirements, including material prepared for Australian resident students that may be accessed by international students.

1. REQUIRED INFORMATION FOR PROMOTIONAL MATERIALS

All *promotional* material must display:

- the Institution **CRICOS Provider Code** ('CRICOS Provider Code 00301J).
- **validity period.** For example: '*Information in this publication is correct at the time of printing and valid for 2008, but may be subject to change.*'
- **disclaimer statement.** For example: '*In particular, the University reserves the right to change the content and/or method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unit of study or program which it offers, to impose limitations or enrolment in any unit or program, and/or to vary arrangements for any program.*'
- **ESOS disclaimer.** For example: '*International students studying in Australia on a student visa can only study full-time and there are also specific entry requirements which must be met. As some information contained in this publication may not be applicable to international students, refer to www.international.curtin.edu.au for further information. Australian citizens, Australian permanent residents, and international students studying outside of Australia have the choice of full-time, part-time and external study, depending on course availability.*'

2. ACCURACY AND CONSISTENCY

- All information must be accurate.
- All information must comply with the *Competition and Consumer Act (2010)*
- All courses that are not available to international students studying on a student visa must be clearly marked as not available to students in this category.
- All international promotional material should have consistent information:
 - about the University and its facilities. This information may be gathered from Curtin International, University Marketing and/or Corporate Public Relations and Publications.
 - on the reported **cost of living**, which must be consistent with information produced and published by Curtin International, such as in the current International Prospectus or the Curtin International website.
- Curtin University of Technology will be referred to as:
 - 'Curtin'
 - 'Curtin University'
 - 'The University'
 - **not** 'Curtin University of Technology'
 - **not** 'Curtin University Of Technology, trading as Curtin University' and
 - **not** 'CUT' or 'CU'

3. SCOPE AND APPLICABILITY

All information and promotional material must clearly state whether it is **applicable** to international onshore students, or Australian resident students or both. In particular, note that:

- International onshore students **cannot study part time or externally**. Include a statement such as *"Part-time and external study is only available to Australian resident students and international students studying outside Australia."*
- Information about **TISC** must be clearly stated as applicable only to Australian residents.

4. CRICOS REGISTRATION REQUIRED

Before advertising or promoting courses in any way to international students, Faculties/Schools/Areas must ensure that:

- All relevant courses have been approved by the Courses Committee and Academic Senate and are listed in Curtin's CRICOS register (Commonwealth Register of International Courses for Overseas Students).
- All course details provided are correct and consistent with details provided in the CRICOS register.

5. AGENTS & OFFSHORE COLLABORATORS

Curtin International is responsible for managing Curtin's promotional arrangements with all international recruitment agents and offshore partners. All material to be displayed by international agents and offshore partners must be approved in writing by the Manager, International Marketing Communications, University Marketing as appropriate for international distribution. Curtin International is responsible for the dispatch of generic University promotional materials to its agents only; it is not responsible for the distribution of promotional materials specific to the Faculties or other areas of the University.

Appendix 2

GUIDELINES FOR INTERNATIONAL PROMOTIONS AND EXHIBITIONS

All international promotional activities must comply with the following requirements, and be consistent with the Promotional Schedule issued as part of the annual International Marketing Plan.

1. CURTIN INTERNATIONAL ADMINISTRATION

For those events listed on the Promotional Schedule, Curtin International is responsible for:

Finance

- Payment of the event registration fees as determined in the Marketing Activities section of the current International Marketing Country Plan. Unless otherwise specified this will be for one exhibition booth per event.
- Payment of freight costs associated with sending generic brochures to each event.
- Payment of the travel, accommodation and living costs for the Curtin International Representative.

Freight

- Dispatch (including delivery tracking) of generic freight to each event.
- The Marketing Administrative Assistant and/or the Curtin International marketing representative will determine amount and types of Faculty brochures sent to each event unless specific requests for additional materials are received in writing from Faculty Marketing Representatives prior to the dispatch deadline given for each event.
- Faculty brochures for use at exhibitions must be delivered to the Marketing Administrative Assistant's office (Curtin International) at the freight dispatch deadline given for each event.
- Dispatch deadlines will be specified in Exhibition Information Kits provided to Faculty Marketing Representatives at least 1 month prior to each event.
- Curtin International has the right to refuse dispatch of any promotional material that does not comply with ESOS regulations.

Co-ordination

- Curtin International is responsible for dispatching Exhibition Information Kits and disseminating additional information (such as Newsletters and updates from event organisers) to all registered participants (*see note on Attendance*).
- The Promotion Schedule will be published on the Curtin International website and will be updated on a monthly basis.

Pre-departure Briefings

- Where there is Faculty Staff involvement in an event, prior to each event on the Promotional Events Schedule the Marketing Administrative Assistant and/or appropriate Regional Marketing Manager will conduct a briefing session for all participating staff.
- Attendance at pre-departure briefings is compulsory for all participating staff however in cases where a Faculty Staff is unable to attend, the Marketing Administrative Assistant will distribute an electronic copy of the pre-departure brief.

2. ADDITIONAL PROMOTION OF EVENTS

- Institution profiles, flyers for any agent visits or seminars by representatives, CD-roms, videos etc may be provided as additional promotion activities for any particular event.
- All International advertising must be arranged in consultation with Curtin International Marketing and Publications and University Marketing (refer to Appendix 1).

3. FACULTY RESPONSIBILITIES

For those events listed on the Promotional Schedule, Curtin International will NOT be responsible for:

Finance/Travel Arrangements

- Travel, visa, accommodation and living expenses for participants other than the Curtin International Representative for each event unless otherwise confirmed in writing by the Dean, International Student Admissions. Travel, visa and accommodation arrangement will be the responsibility of each participant.

Freight (late delivery/not approved by Curtin International)

- Freight of materials other than those approved by the Marketing Administrative Assistant and/or the Curtin International representative to each event.
- Freight of Faculty brochures and materials that arrive after the freight deadline provided for each event.
- Freight of materials for Faculties' independent events.

4. ATTENDANCE

- One person will be nominated by Curtin International as the team leader for each event. Usually this will be a Curtin International staff member.
- Faculty staff involvement is determined according to the Marketing Activities section (Faculty Budget) of the current International Marketing Country Plan. It is the responsibility of the Faculty International Marketing Manager to inform the Marketing Administrative Assistant in writing of the name(s) of staff from their Faculty who will attend.
- Curtin International will limit the number of participants at each event depending on such factors as:
 - number of participants permitted to attend by event organisers;
 - perceived staff requirement at an event; and
 - available booth space at each event.
- Unless otherwise specified the maximum number of staff attending an event will be 4 per registered booth.
- In the event that more registrations are received than the number allowed, Curtin International will advise on the appropriate Faculties to participate.
- In the event that more participants attend an event than required, the Curtin International Representative has discretion to implement a roster system for attendees that complies with the event organiser's requirements and Curtin International objectives.

5. POST EVENT REPORTING

- Reports of the event are to be submitted by the Curtin International representative or nominated team leader to the Dean, International Student Admissions within 2 weeks of the event conclusion. The reports are:
 - Event Report (Compulsory)
 - Market Update Report (as appropriate)

Appendix 3

GUIDELINES FOR SELECTION AND REVIEW OF INTERNATIONAL RECRUITMENT AGENTS

Note: These guidelines are as per Curtin International's documentation for ISO accreditation, and apply to agents recruiting international onshore students for Curtin's Western Australian campuses.

1. SELECTION OF NEW INTERNATIONAL RECRUITMENT AGENTS

The process for selection of agents is facilitated by the relevant Regional Marketing Manager in Curtin International.

- A request is received from a company wishing to act as an agent for Curtin to recruit international onshore students.
- If a new agent is not required for the company's recruiting country/countries, the Regional Marketing Manager advises the Marketing Administrative Assistant to inform the agent.
- If a new agent is required in the company's recruiting country/countries, the Regional Marketing Manager advises the Marketing Administrative Assistant to provide the Agent Request form to the agent.
- The Deputy Vice-Chancellor, International makes the decision to appoint an agent on the advice of the relevant Regional Marketing Manager, the Dean International Student Admissions, and the Faculty Deans International.
- All agents recruiting students into courses onshore must adhere to Education Services for Overseas Students (ESOS) Act compliance requirements, as stipulated in their agency agreement. One of the requirements is for agents to obtain approval in writing from the Manager, International Marketing Communications, University Marketing, prior to the distribution of non-Curtin designed promotional material about the University.

2. REVIEW OF INTERNATIONAL RECRUITMENT AGENTS

- Agents can have their agreements reviewed by Curtin University, mainly for the following reasons:
 - i. Areas of concern are brought to the attention of the relevant Regional Marketing Manager regarding possible issues of ESOS non-compliance by the agent, and/or the agent breaching the terms of the Agency Agreement.
 - ii. The imminent expiry of the Agency Agreement.
 - iii. An analysis conducted within 4 weeks of each semester's census date by the Dean, International Student Admissions and/or Associate Director, International Student Recruitment highlighting under-performing markets, and whether any agents have been under-performing.
 - iv. Annual Review of agent performance carried out by the Curtin International Marketing team for approval by the Deputy Vice-Chancellor, International.
- The relevant Regional Marketing Manager must work with agents to maintain good relationships and a high level of agent performance.
- Agency Agreements will usually be left in place until they expire, unless there are exceptional circumstances which requires the agreement term to be reconsidered.