



## International Marketing Procedures

### 1. STRATEGIC PLAN THEME AND COMPLIANCE OBLIGATION SUPPORTED

[Brand Communications Policy](#)

[Education Services for Overseas Students Act 2000 \(Cth\)](#)

[Competition and Consumer Act 2010 \(Cth\)](#)

Strategic Plan Theme: [Global Positioning](#)

### 2. PROCEDURAL DETAILS

These procedures assist in aligning and managing all areas relating to international marketing and recruitment to the University to effect efficient international student recruitment.

#### 2.1. The University's international marketing will:

- (a.) align with and support the [University's Strategic Plan and Enabling Plan](#);
- (b.) provide a consistent brand presence and experience;
- (c.) be coordinated and managed in a cost efficient and effective manner; and
- (d.) comply with relevant compliance obligations, including *Education Services for Overseas Students (ESOS) Act 2000 (Cth)*; the *National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students (The National Code) 2018*, and the *Competition and Consumer Act 2010 (Cth)*.

#### 2.2. CRICOS-registered courses only to be offered

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

#### 2.3. International University Marketing Coordination

Deputy Director, International Student Recruitment will, after consultation with faculties and University Marketing, publish a strategic marketing and advertising plan by 30 November each year.

#### 2.4. Curtin University Initiated International Advertising (print and digital)

- 2.4.1. All international advertising and promotional activities are to be included in the annual recruitment and marketing planning and approved as part of the Global Recruitment Plan by 30 November for the following year. Ad-hoc requests may be submitted and require approval from the Deputy Director, International Student Recruitment and the International Marketing Manager.
- 2.4.2. Faculties/Schools wishing to advertise internationally on an ad-hoc basis, must initiate a request with the relevant Faculty Marketing Manager within University Marketing, who will liaise with the Deputy Director, International Student Recruitment and the International Marketing Manager to confirm specifics.
- 2.4.3. International digital and print advertising initiated by Curtin University staff must be arranged in consultation with Curtin International and University Marketing, in accordance with the requirements of the Guidelines for International Promotional Material and Publications (Appendix 1) and include:
  - 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.

## **2.5. 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 University Marketing, the Deputy Director, International Student Recruitment.

## **2.6. Approval and coordination of international marketing, promotional and recruitment activities**

2.6.1. 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 Enabling Plan and the Global Recruitment 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.

2.6.2. To ensure that visits by University staff to international education fairs and exhibitions are planned and delivered with maximum efficiency and effectiveness, the Regional Recruitment Managers are responsible for planning all promotional and administrative activities prior to international exhibitions and promotional events in line with the Global Recruitment Plan. Any freight essential for the promotion of Curtin University offshore will be coordinated by the relevant Regional Recruitment 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.

## **2.7. Appointment and management of international recruitment agents**

2.7.1. The appointment of international recruitment agents may only be made by the Deputy Vice-Chancellor, International or nominee.

2.7.2. Recommendations of or applications for international recruitment agents will be submitted to the Deputy Director, International Student Recruitment for recommendation to the Deputy Vice-Chancellor, International.

2.7.3. The Deputy Director, International Student Recruitment and the Deputy Director, Transnational Education are responsible for effective day to day engagement and performance management of international recruitment agents. The Regional Recruitment Managers will provide annual reports to the Deputy Director, International Student Recruitment on performance against targets.

2.7.4. All payable commission to international recruitment agents is calculated and managed by the Deputy Director, International Student Recruitment. The basic commission rate is set at 12.5% of one year's fees, for all courses of at least one year's duration and 12.5% of one semester's fees if the course only takes one semester. Commission tiers of 15% and 17% are calculated according to performance of each agent and based on total of number of students recruited within an academic year and a percentage of offer-to-enrolment conversion.

2.7.5. 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).

## **3. RESPONSIBILITIES**

These management positions are responsible for implementation and compliance monitoring of the policy in their work areas:

- Deputy Director, International Student Recruitment
- Deputy Director, Transnational Education
- Senior Brand and Marketing Manager

#### 4. SCOPE OF PROCEDURES

These procedures apply to all members of the University community (which includes Council members, students, staff, University Associates, Curtin controlled entities, and all persons participating in University business or activities, including whether as a visitor, adjunct appointee, service provider, or contractor) in Western Australia.

#### 5. DEFINITIONS

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

##### Information and promotional material for international students

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.

#### 6. SCHEDULES

Nil

#### 7. RELATED DOCUMENTS/LINKS/FORMS

[Strategic Plan and Enabling Plan](#)

[Commonwealth Register of International Courses for Overseas Students \(CRICOS\)](#)

[Appendix 1 - Guidelines for International Promotional Material and Publications](#)

[Appendix 2 - Guidelines for International Promotions and Exhibitions](#)

<b>Policy Compliance Officer</b>	<a href="#">Barbara Lung</a> , Deputy Director, International Student Recruitment   Curtin International
<b>Policy Manager</b>	Deputy Vice-Chancellor, International
<b>Approval Authority</b>	Deputy Vice-Chancellor, International
<b>Review Date</b>	1 <sup>st</sup> April 2022

#### REVISION HISTORY

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P1.1	Approved	29/04/2003	Planning and Management Committee	PMC 21/03	PMC 29/03
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