

# Communications Policy

## 1 Purpose & Objective

- 1.1 This policy outlines the principles of IIBIT Education Group (IIBITEG) which guide its external communications with students, agents and media.
- 1.2 The objective of the policy is to ensure that external communications by and on behalf of IIBITEG are consistent with IIBITEG values, messaging and corporate visual brand identity.

## 2 Scope

- 2.1 This policy applies to all entities in Australia governed by IIBITEG.
- 2.2 This policy applies to all external communications including forms, standard letters, qualification issuance documentation, advertising, media releases, broadcast messages, digital publishing and print publications created by IIBITEG staff as part of their work.

## 3 Policy

- 3.1 All external communication is designed to build the brand and reputation of IIBITEG with the aim of:
  - a) attracting domestic and international students to study with IIBITEG;
  - b) develop and manage industry linkages;
  - c) proactively engage with other external stakeholders.
- 3.2 All staff and students, when using any of the logos approved for IIBITEG entities and any other brand marks, must comply with IIBITEG Brand Guidelines to communicate a consistent, visual identity and brand.
- 3.3 Use of logos, brand marks and CRICOS codes must be formally vetted and approved prior to dissemination.
- 3.4 In acknowledgement that all publically available information in relation to IIBITEG may impact on a decision by prospective students to apply and enrol to study with IIBITEG, IIBITEG ensures that in all publicly available material:
  - a) its CRICOS registered name and registration number is included;
  - b) no claims in relation to specific migration outcomes are made; and
  - c) no claims are made in relation to successful education assessment outcomes for students or prospective students.
- 3.5 IIBITEG ensures that the marketing of its educational services, information provided to prospective students, and ongoing communication with students during the course of their study is accurate, ethical, relevant, timely and consistent with its scope of registration and in compliance with Australian Consumer Law.
- 3.6 Marketing information and direct communication with prospective students prior to

accepting an offer to study with IIBITEG will advise, in plain English:

- a) information to assist in decisions about programs or subjects of study, including campus location, program design, duration and outcomes, prerequisites, assumed knowledge, admission criteria, when and where programs/subjects are offered, application dates, arrangements for recognition of prior learning, academic credit transfer, work integrated learning requirements, pathways to employment and eligibility for registration to practise where applicable;
- b) contact points, advice about orientation and induction, delivery arrangements, technical requirements for access to information technology systems for online activities, timetables, access to learning resources, avenues to participate in decision making and opportunities to participate in student representative bodies;
- c) the obligations of students and their liabilities to IIBITEG, including expected standards of behaviour, financial obligations, critical deadlines, policies for deferral, change of preference/enrolment and leave of absence, particular obligations of international students, disciplinary procedures, misconduct and grounds for suspension or exclusion;
- d) current academic governance policies and requirements including admission, recognition of prior learning, transition, progression, assessment, grading, completion, qualifications, appeals, academic integrity, equity and diversity, intellectual property and withdrawal from or cancellation of enrolment;
- e) on services and support including the types of services available such as educational resources including English language support, personal support services, cultural support and ancillary services, hours of availability, how to access services and emergency contact details where applicable;
- f) on resolution of grievances, including an explanation of processes for resolution of grievances and complaints and internal and external appeals processes, guidance on how to participate in the processes and sources of assistance including advocacy;
- g) indicative costs of living and studying in Australia, accommodation options, arrangements for health care and, where applicable, schooling obligations related to school-aged dependants, including the possibility that school fees may be incurred (international students only); and
- h) information on any association with other persons or organisations with which IIBITEG has arrangements for delivery of the program or course in which the student intends to enrol or may apply to enrol.

3.7 IIBITEG ensures that prior to enrolment and before fees are accepted, prospective students are informed of their rights and obligations, including:

- a) all charges associated with their proposed studies as known at the time and advice on the potential for changes in charges during their studies;
- b) policies, arrangements and potential eligibility for credit for prior learning; and
- c) policies on changes to or withdrawal from offers, acceptance and enrolment, tuition protection and refunds of charges;
- d) grounds on which the student's enrolment may be deferred, suspended or cancelled; and
- e) where applicable, details on the ESOS framework, including official Australian

Government material or links to this material online.

- 3.8 IIBITEG ensures that programs or subjects of study that are offered or intended to be offered are not marketed as accredited, whether by TEQSA or by a professional accreditation body, until such accreditation has been obtained.
- 3.9 IIBITEG recognises that agents are often the first point of contact between prospective students, IIBITEG and the Australian international education industry and is therefore committed to appointing agents who will act ethically and appropriately in conjunction with the legislative and regulatory framework governing the recruitment of overseas students to study with education providers in Australia.
- 3.10 IIBITEG appoints agents through formal contracts.
- 3.11 All appointed agents must be registered in the relevant country, state or province in which they are located and will be subject to IIBITEG's formal application, reference check and ongoing performance monitoring procedures.
- 3.12 Neither IIBITEG nor its agents will actively recruit international students from another registered provider prior to the overseas student completing six months of his or her principal program or course, except where any of the following apply:
- a) the releasing registered provider, or the course in which the overseas student is enrolled, has ceased to be registered;
  - b) the releasing registered provider has had a sanction imposed on its registration by the ESOS agency that prevents the overseas student from continuing his or her course at that registered provider;
  - c) the releasing registered provider has agreed to the overseas student's release and recorded the date of effect and reason for release in PRISMS;
  - d) any government sponsor of the overseas student considers the change to be in the overseas student's best interests and has provided written support for the change.
- 3.13 IIBITEG is committed to undertaking prompt corrective action in the event or likelihood of an agent engaging in false or misleading marketing or information dissemination.
- 3.14 IIBITEG is committed to maintaining intellectual freedom and enquiry.
- 3.15 Members of staff, external members of governance boards, students and other affiliates are free to contribute to public debate in their capacity as academic or subject experts as long as they do not purport to represent or speak on behalf of IIBITEG unless authorised to do so.
- 3.16 IIBITEG appoints a designated media contact point for managing all media relations, including media releases, for IIBITEG.
- 3.17 Staff authorised to represent IIBITEG to the media must conduct themselves at all times as representatives of IIBITEG and in accordance with all IIBITEG policies. Staff must disclose their official position.

## 4 Roles and Responsibilities

- 4.1 The IIBITEG Board of Governance is responsible for the oversight of this policy and related procedures.
- 4.2 The Senior General Manager (Operations) is responsible for:
- a) implementation of this policy and related procedures.
  - b) ensuring compliance with this policy and related procedures;
  - c) ensuring that staff are adequately notified of the existence of this policy and the related procedures;
  - d) benchmarking IIBITEG policy and standards with those adopted elsewhere in the tertiary sector; and
  - e) the monitoring of information available from the review of records relating to the implementation of this procedure.

## 5 Definitions

AGENT	means person or organisation (in or outside Australia) who recruits overseas students and refers them to education providers. In doing so, the education agent may provide education counselling to overseas students as well as marketing and promotion services to education providers.
AGENT AGREEMENT	means the agreement between IIBITEG and the Agent: including the Schedules
EXTERNAL COMMUNICATION	means all forms of engagement with students and stakeholders external to IIBITEG such as print advertising, leaflets and brochures, forms, websites, banner advertising, posters, handbooks, corporate display material, letters, formal emails, media releases and media
INTERNATIONAL STUDENT	means a non-resident of Australia or New Zealand studying at IIBITEG in Australia on a student visa or another type of visa
PROGRAM	means a degree, diploma or certificate or other qualification, which is approved by the IIBIT-AHE Academic Board and the IIBITEG Board of Governance, and is conferred upon completion of the relevant program requirements
PROSPECTIVE STUDENT	means a person who is considering attending IIBITEG but has not yet officially enrolled
STUDENT	means an admitted or enrolled student of IIBITEG  Admitted student means a student who has been admitted to an IIBITEG program of study and who is entitled to enrol in a subject of study.  Enrolled student means a student who has been admitted to an IIBITEG program of study who is enrolled in a subject at IIBITEG

**SUBJECT** means that each program of study comprises of a number of subjects which may be core/compulsory or elective. Each subject comprises a discrete set of objectives, content, methods and assessment which jointly ensure that program objectives and learning outcomes are met. Each subject consists of individual topics of study, unique to each subject

## 6 Associated Information

<b>Related Documents</b>	<ul style="list-style-type: none"> <li>• Governance Framework</li> <li>• Financial Framework</li> <li>• Academic Policy</li> <li>• Student Well-Being and Support Policy</li> <li>• Assessment Procedure</li> <li>• Minimum Entry and Program Entry Requirements Procedure</li> <li>• Student Academic Misconduct Procedure</li> <li>• Admission and Enrolment Procedure</li> <li>• Advanced Standing Procedure</li> <li>• Critical Incident Procedure</li> <li>• Student Complaint and Grievance Procedure</li> <li>• Collection of Student Fees and Charges and Issuance of Refunds Policy</li> <li>• Qualifications Issuance and Graduation Policy</li> <li>• Qualifications Issuance and Graduation Procedure</li> <li>• Academic Progression Procedure</li> <li>• Critical Incident Procedure</li> </ul>
<b>Related Legislation</b>	<ul style="list-style-type: none"> <li>• TEQSA Act 2011</li> <li>• Higher Education Standards Framework</li> <li>• National Code 2018</li> </ul>
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## 7 Change History

<b>Version Control</b>	Version 1.1	
<b>Change Summary</b>	V1.1 1-May-19	Update responsibility from SGMAC to SGMO and administrative updates