

Guidelines on marketing information and materials for international students

Overview

These guidelines and procedures apply to all marketing information, communication and materials including print and digital publications for international students, studying or intending to study on a student visa. They apply whether the prospective student is currently overseas, elsewhere in Australia or attending the University of South Australia.

The guidelines have been developed in accordance with the *Education Services for Overseas Students Act 2000* (ESOS Act) and the *National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018* ([National Code](#)).

Related Policies and Reference Documents

- Code of Practice: Marketing the University
- UniSA Branding and Style Guide
- UniSA Corporate Web Management Guidelines

1. Mandatory information

University name and CRICOS Provider Number

The University's name (University of South Australia) and Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) provider number (00121B) must be included in all written and online material where the University is:

- providing or offering to provide a program to an international student
- inviting an international student to undertake or apply for a program, or
- indicating the University is able or willing to provide a program to an international student.

This includes international student materials, such as:

- brochures
- study guides
- flyers
- advertisements (including in Australian and foreign newspapers)
- web pages



- business cards
- letterheads
- signature blocks (letter or emails)
- CRM email communications
- PowerPoint presentations
- subscription profiles
- digital and social media advertising
- posters
- banners
- promotional merchandise
- postcards
- videos, and

The inclusion of the University's registered name and CRICOS provider number is a mandatory minimum requirement and it does not in itself make the publication ESOS compliant.

Some specific promotional materials which do not promote programs or invite an intending international student to apply for a program do not require the CRICOS provider number to be displayed. These include merchandise (i.e. pens and t-shirts), radio advertisements and free seminars/lectures offered to the public.

2. UniSA International Marketing Resources

The primary sources of information about study opportunities at the University for international students are the following publications and digital resources:

- Undergraduate and Post Graduate Handbook for International Students
- Language and market specific print and digital publications
- International Students' website <https://international.unisa.edu.au/>
- Chinese language website <http://www.unisachina.com/>
- Email communication from the International Admissions team through the CRM and StudyLink systems.

The definitive source of program information is the University's program website <http://study.unisa.edu.au/>.

3. Academic Unit Publications

In addition to the core publications suite produced by the Communications and Marketing Unit (CMK) and UniSA International (UI), a range of targeted print and digital publications are produced by the University's Academic Units.

UniSA International recommends that Academic Units consider carefully the need for producing many extra hard copy publications. Both freight and distribution are expensive, agents prefer a limited range of references and the web is a more appropriate source for detailed, current information.

However, if materials are required, they need to be compliant with the National Code and ESOS Act and approved by UniSA International.

4. Requirements for Print and Digital Publications

- Publications used for the purpose of international student recruitment should be developed specifically for that purpose.

Promotional publications developed primarily for domestic student recruitment should be developed with the awareness that these publications might be read by international students and should therefore include the University's CRICOS provider number and the following statement:

“Information contained in [publication title/this publication] is for domestic students. International students should refer to information about entry requirements, fees and mode of study at <http://study.unisa.edu.au/>. For additional information please visit <https://international.unisa.edu.au/>.”

- The ESOS Act and National Code require all providers in Australia providing educational services to overseas students on student visas to be registered on CRICOS. The University's name (University of South Australia) and CRICOS provider number (00121B) must be included on all international student publications and communications (refer point 1).
- Information and marketing materials must comply with the [Australian Consumer Law](#).
- Program information must be accurate and at a minimum include:
 - the award title
 - duration
 - tuition fee, and
 - CRICOS course code.



- Program information should also include:
 - a description of the content of the program
 - campus
 - entry requirements including:
 - minimum level of English language proficiency
 - educational qualifications or work experience required
 - placements or work-based training
 - mode of study
 - teaching and assessment methods
 - any arrangements with another provider to deliver the program or part of the program (including their CRICOS provider number)
 - credit information where applicable.
- It may also be necessary to include information or links to the following:
 - [campus location and facilities](#)
 - [student services and support](#)
 - [accommodation options](#)
 - [indicative cost of living in Australia](#)
 - [living in Adelaide](#)
 - [International Student Guide](#)
 - [ESOS framework](#)
 - [student visa information](#)
 - [schooling obligations for dependants](#) (including information that school fees may be incurred)
 - [under 18s information and procedures](#)
 - the University's [Terms and Conditions of Payment and Refund of Fees for International Students](#), and
 - [grounds on which the University may defer, suspend or cancel a student's enrolment](#).
- A clear tuition fee statement must be included with respect to the potential for tuition fees to change during the student's program (see sample statement 2 at the end of these guidelines). Any additional costs that may be incurred through enrolment in a particular course (e.g. art materials, field trips, clinical placement accommodation) must also be clearly stated, as well as reference to the [Terms and Conditions of Payment and Refund of Fees for International Students](#).



- There must be a general disclaimer included (see sample statement 1).
- There must be a statement to the effect that international students should contact UniSA International for information about application procedures with the correct contact information included (see sample statement 3).
- Images used must depict a realistic representation of the study environment.
- Programs that are awaiting CRICOS registration **must not** be promoted to international students. A claim cannot be made that the CRICOS code is imminent.
- Programs that are not CRICOS registered may be offered to international students not studying on, or intending to study on a student visa (i.e. students can study program on another form of visa or study offshore). The following statement must be included:

“This program is not available to study on a student visa. International students may study this program on another form of visa or from their home country”

5. Prohibited practices

- In accordance with the National Code Standard 1, The University **must not**:
 - provide false or misleading information on:
 - associations with any other persons or organisations the University has arrangements with for the delivery of the program
 - any placement or work-based training a student is required to undertake as part of the program
 - entry requirements including English language proficiency
 - any other relevant information regarding programs or outcomes associated with the programs.
 - claim to secure a migration outcome from undertaking a program
 - guarantee a successful education assessment outcome, or
 - actively recruit a student where this conflicts with its obligations under the National Code Standard 7 (i.e. students in their first 6 calendar months of study with another principal provider).

6. Marketing Material Approval Process:

All materials containing information intended for distribution to international students must be referred to the Global Digital Recruitment team within UniSA International at the draft stage for checking, including each time such material is updated. The Global Digital Recruitment team will



ensure that the material meets University style and branding guidelines and that all general content regarding the University and Adelaide is up to date.

Please note that at least one working week turn-around is required for UniSA International review/approval. Email: Communications.team@unisa.edu.au

7. University Web Pages

Academic Unit's pages need to direct international students to the website <https://international.unisa.edu.au/> for information regarding application procedures and programs available to international students at the University of South Australia (see sample statement 3).

The University's program pages found at <http://study.unisa.edu.au/> include any changes to program information made since the publication of printed material and should be the primary online reference point for program and fee information for international students. This listing should not be duplicated on Academic Unit websites.

Where possible, staff responsible for updating websites should bear in mind that, due to the complex nature of university websites and user navigation, some international students will view Academic Unit web pages to ascertain further information about the Academic Unit, its disciplines, research strengths etc. As this may, of course, have a positive marketing benefit and should certainly not be discouraged, it is recommended that Academic Units regularly review and assess their web page content to ensure that information for domestic students is clearly distinguished from information for international students and that international students are referred back to the International website wherever appropriate.

Queries regarding international web pages can be directed to the Global Digital Recruitment team at UniSA International. Email: Communications.team@unisa.edu.au

8. Enquiry Management and E-Communications for Prospective International Students

This enquiry management system is streamlined by UniSA International and vetted for legislative compliance. It includes program and general information, personal follow-up of all enquirers, follow-up of students post-offer (to encourage acceptance of their offer), targeted email broadcasts advertising the University of South Australia and/or staff trips and events.

In order for the University to handle prospective international student enquiries effectively and ensure their inclusion in all follow-up procedures, it is recommended that staff outside UniSA International also take full advantage of this service and be guided by the following procedures:



Email enquiries: Forward to International@unisa.edu.au.

Mail: Forward to UniSA International at 101 Currie St, Adelaide, SA, 5000.

Telephone enquiries: Please advise the student that you will transfer their call to the appropriate UniSA International officer for immediate follow-up. Phone 8302 0114. Should Academic Unit staff wish to answer the query directly please record student name, phone number (including country and regional codes) and area of interest and email to International@unisa.edu.au

Research enquiries: Academic Unit staff will receive communications from prospective international HDR students relating to research proposals and requests for potential academic supervision.

Please refer these enquiries to The Graduate Research team at Research.Degrees@unisa.edu.au. Further information can be found at <http://www.unisa.edu.au/Research/Research-degrees/>.

9. Email Signatures

All University staff dealing with prospective international students must include the University's CRICOS provider number (00121B) at the bottom of their email signature.

Appendix: Sample Statements

The following sample statements have been provided to offer guidance on preparing materials for international students.

1. Disclaimer

The disclaimer below has been approved by Legal Services and should be used in all publications relating to international students.

Disclaimer:

The information contained in this publication is indicative only and is designed as an aid to students contemplating enrolment at University of South Australia. *While every effort is made to provide full and accurate information at the time of publication, the University does not give any warranties in relation to the accuracy and completeness of the contents.* The University does not accept responsibility for any loss or damage occasioned by use of the information contained in this publication. *The University also reserves the right to discontinue or vary arrangements, programs, courses (units), assessment requirements and admission requirements without prior notice.* While the University will try to avoid or minimise any inconvenience, changes may also be made to programs, courses (units), assessment requirements and staff after enrolment. The University may also set limits on the number of students in a program or course (unit). Program and course (unit) information is also published in the University Handbook, see <https://international.unisa.edu.au/>.

It is appreciated that some publications may have limited space available and therefore the text above highlighted in italics should be included in the disclaimer as a minimum.

2. Tuition Fee Statement

The statement below must appear wherever international tuition fees are stated in print or digital communication.

Tuition Fee Statement:

The Annual Tuition Fee is based on a standard full time enrolment (36 units per year). The tuition fee is accurate at the time of publication and is subject to change.

Once you have started your program, your tuition fees will increase each calendar year. However your fees will not be more than the fees for commencing (new) students. Your tuition fees will be based on your enrolment and the fees set for that year.



3. How to Apply Statement

The following statements can be used on Academic Unit websites and in any other material to refer prospective students to UniSA International for study information, application procedures and other information.

General Enquiries:

International students can visit the website <https://international.unisa.edu.au/>, phone or email to obtain information about application procedures and study opportunities at the University of South Australia.

Phone: +61 8 8302 0114

Free call

Australia:	1800 1818 58
China (Northern):	10 800 61 00 245
China (Southern):	10 800 261 0245
Indonesia:	001 803 61 269
South Korea:	0079 86 121 017
Taiwan:	00801 611 343

Email: international@unisa.edu.au

How to Apply

International students can [apply online](#)

Email: International@unisa.edu.au

Web: <https://student-unisa.studylink.com/index.cfm?event=security.showLogin&msg=eventsecured&fr=sp&en=default>

4. Further Information Statement

Where an additional printed or digital publication has been produced that does not contain all the information required by ESOS/*National Code* legislation, international students must be referred to the handbook for international students or the [International Students' website](#).

Other Important Information:

Prior to applying to the University of South Australia, please refer to the following website <https://international.unisa.edu.au/> for information on living in Adelaide, pre-departure and arrival information, support services and your rights under the ESOS legislative framework.