

FOUNTAIN College

Marketing Policy

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Policy Title: Marketing Policy

Policy Statement

The purpose of this policy is to provide guidelines to assist FOUNTAIN College to:

- produce high quality, effective and consistent marketing and promotional materials;
- ensure that all marketing and promotional material complies with the *Education Services for Overseas Students (ESOS) Act*; the National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students (*The National Code 2007*); and
- ensure that marketing and promotional materials are coordinated and consistent with FOUNTAIN College's marketing and brand objectives.

Scope

This policy relates to FOUNTAIN College and external parties producing marketing and promotional materials including, but not limited to, websites and advertisements for FOUNTAIN College. This includes materials used internally for information and promotional purposes and externally for marketing purposes.

Marketing Policy

Provision of accurate information consistent with legal requirements

The following points describe the key points to comply with the accuracy, integrity and consistency of information provided in marketing materials

- In the marketing and promotion of FOUNTAIN College, all information and promotional materials provided by FOUNTAIN College need to be accurate and complete, at all times complying with legal requirements, including the ESOS Act and the National Code 2007.
- The CRICOS code of FOUNTAIN College must be clearly identified on marketing and promotional materials including electronic form at all times.
- The marketing and promotional materials must include the duration of information validity provided.
- Requirements to be accepted in Fountain College
- The minimum level of English language proficiency
- Educational qualification
- Course code and name,
- Course content,
- Course duration and holiday breaks,
- Course qualification and its award,

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- Modes of study,
- Assessment methods,
- Campus locations and facilities, equipment and learning resources available to students,
- Tuition fees,
- Non-tuition fees including books, uniforms, camp and subject-specific fees,
- Accommodation options and indicative costs of living in Australia,
- The ESOS framework.

Australian Consumer Law Protections

The College ensures that we abide by the provisions of the Australian Consumer Law and provide information to overseas students and their parents/guardians about the consumer protections afforded to overseas students. The College ensures that we do not:

- in trade or commerce, engage in conduct that is misleading or deceptive or is likely to mislead or deceive
- engage in unconscionable conduct
- have unfair contract terms within our contracts with overseas students
- provide false or misleading representations about goods or services provided by the College.

Registered levels only to be promoted

Although FOUNTAIN College is accredited to run classes from Pre-primary to Year 12, only levels which are registered under Commonwealth Register of International Courses for Overseas Students (CRICOS) are permitted to be promoted and offered to prospective international students.

Those students who already study at another CRICOS registered provider want to transfer to FOUNTAIN College may be enrolled under circumstances meet by FOUNTAIN College transfer policy. FOUNTAIN College will not recruit a student if the student does not meet transfer requirements. This will be clearly specified at all marketing materials.

Marketing and promotional materials

When creating Marketing materials, the voice of the college needs to be efficient, modern, well mannered, and also knowledgeable. Readability is the main principal behind all use of type and colour combinations. In the final application, proofing should be carried out to ensure optimal clarity has been achieved. Marketing and promotional materials include but are not limited to:

- electronic materials – websites, CDs, DVDs, PowerPoint presentations;
- printed publications including posters, postcards, stickers, banners, displays;
- advertising – print, television, radio, Internet, email, SMS;
- promotional merchandise; and
- sponsorship materials.
- must not recruit any international students where this conflicts with the National Code, Standard 7(See the Overseas students Transfer Policy)

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FOUNTAIN College logo policy and application

The FOUNTAIN College logo is one of our most valuable assets and is part of the FOUNTAIN College identity developed to present the college to our target markets clearly and consistently in all marketing and visual media. Marketing and promotional materials' producers must not change the colour and its original display.

Advertising

All FOUNTAIN College advertising media placement outside Australia must be coordinated through the school management. Advertising may be made through print (e.g. newspaper, printed publications), television, radio, Internet, email, SMS. Prior to production of advertising materials, the producer must seek the approval of the school management.

Fountain College Advertainment, offer letter/ confirmation of enrolment/ completion of the study do not guarantee:

- visa outcome
- part time job availability or after course job
- completion of the course or year levels

Procedures

Overview

FOUNTAIN College has a documented process for approval and signing off promotional material. To adhere with *The National Code 2007*, the principal's delegate needs to ensure a compliance checklist is completed for all marketing material produced. The marketing material and compliance checklist is then to be sent to the principal's delegate of FOUNTAIN College **for approval** prior to release. The division will store marketing material and checklists for future auditing purposes.

The principal's delegate manages the branding role and sets criteria and processes for developing promotional materials and advertising. The division works to develop and promote a cohesive brand that utilizes consistent messages and themes and to prevent false or misleading information or advice to applying international students.

The compliance checklist for development of marketing materials, together with an explanation of concepts, will be available on the website at <http://www.fountain.wa.edu.au>.

Procedures

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At each stage of the marketing and promotional materials production process, the following procedures need to be adopted.

1. Copies of marketing and promotional materials should be forwarded by email to admin@fountain.wa.edu.au.
2. Staff members will review the marketing and promotional material for compliance with ESOS and *The National Code 2007* before providing approval via email.
3. Marketing and promotional materials' producers should allow at least a five working days turnaround on materials submitted to the principal's delegate for approval.
4. The principal's delegate will provide approval of materials in question via email.
5. The division will store marketing material and checklists for future auditing purposes.

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