
La Trobe Melbourne

Marketing Policy

Overview

La Trobe Melbourne seeks to ensure that its staff, partners and potential students have a clear and accurate understanding of the College, its education programs and related services.

To this end, La Trobe Melbourne has established a framework which ensures the marketing of the College and its education programs is undertaken in a professional manner that maintains the integrity and reputation of La Trobe Melbourne, the Navitas Group and La Trobe University.

Marketing Strategy and Planning

La Trobe Melbourne's marketing strategy is informed by La Trobe Melbourne's Strategic Plan and is articulated in a Marketing Plan, which is revisited annually.

The Marketing Plan spans a 12 month period commencing May each year, is developed by the Director of Marketing and the marketing team. This Marketing plan is then considered/revised by the College Director and Navitas Group Marketing.

Marketing Material

All marketing material must:

- clearly identify the name of the College;
- include the CRICOS number of the College and the programs being promoted;
- provide information which is accurate and unambiguous;
- be approved by the relevant authority identified in the La Trobe University/La Trobe Melbourne Agreement;
- be consistent with the Navitas Group Corporate Brand Guidelines;
- comply with the National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students (with particular reference to Standards 1, 2 and 4) (National Code);
- comply with the Education Services for Overseas Students (ESOS) Act (sections 8, 9 and 107).

Website Management

La Trobe Melbourne recognises the importance of continuous revision of its website to ensure staff, current and potential students, partners and the general public are presented with up-to-date and accurate information.

The website must comply with the Navitas Corporate Brand Guidelines.

Social Media

La Trobe Melbourne engages students, agents and the general public through social media and all staff are aware of and adhere to the Navitas Social Media Policy.

Training of La Trobe Melbourne marketing staff

La Trobe Melbourne actively supports and promotes staff training to aid in compliance with the marketing policy and its underpinning legislation. Training may include attendance at various internal and external programs, including that relating to NOOSR, UK NARIC, AEI, DIBP, CRICOS and PRISMS.

Marketing staff are familiarised with the National Code on commencement and are advised they:

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- cannot actively recruit students studying at other institutions before they have completed six months of study of the principal program in the package;
- that any applicant enrolled with another provider must produce a Letter of Release, and in the case of students younger than 18 years of age, written permission from a parent or legal guardian.

Education Agents

La Trobe Melbourne engages the services of education agents around the world to assist in its international marketing activities.

Appointment

Agents undergo an application process prior to appointment, which involves referee checks. If considered acceptable, the Agreement incorporates acknowledgement by the Education Agent that they and their staff have read and understood the National Code, the AVCC Code of Ethical Practice and ESOS.

As the appointment of Education Agents spans the Navitas Group, the Agreement is signed by the Group General Manager (Marketing).

Monitoring

Education Agents are monitored, reviewed annually and receive updated information and training via a range of means, including:

- face-to-face visits throughout the year from La Trobe Melbourne staff focussing on training regarding programs, facilities, admissions processes, support services, accommodation and lifestyle;
- face-to-face meetings with other Navitas College staff travelling for marketing/ admissions purposes;
- face-to-face visits with Navitas staff located in off shore offices, such as China, India, Japan, Korea, Vietnam, Turkey, Pakistan, Kenya, Colombia and Indonesia;
- face-to-face visits with La Trobe University staff based on a La Trobe University campus
- face-to-face visits with La Trobe University staff located off shore, such as India, China;
- dissemination of hard copy brochures, posters and other marketing collateral;
- teleconferences;
- Skype conference calls with La Trobe Melbourne Admissions and Marketing staff;
- email conversations and electronic flyers;
- agent familiarisation visits to La Trobe Melbourne;
- partnering to represent La Trobe Melbourne at educational exhibitions;
- outcomes of student surveys; and
- newsletters.

Dishonest or Unethical Conduct

Dishonest or unethical behaviour may include, but is not limited to:

- a deliberate attempt to recruit a student who has been studying with another provider for less than six months;
- facilitating the recruitment of a student who will not be able to comply with the conditions of his/her visa;
- creating a Confirmation of Enrolment, or causing one to be created, for anyone other than a bone fide student;
- deliberately providing information to a potential student, or to La Trobe Melbourne, which is incorrect or fraudulent;
- acting in a manner which is negligent, careless or incompetent;

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- providing unauthorised immigration advice.

If La Trobe Melbourne discovers an agent to have engaged in dishonest or unethical conduct, it will take immediate preventative and/or corrective action appropriate to the nature of the conduct. This could include:

- additional training which highlights La Trobe Melbourne's expectations;
- not accepting students recruited by the education agent;
- terminating the agreement with the education agent; and/or
- alerting relevant Australian authorities of the situation.

Agent Contact Details

Consistent with [Standard 4 of The National Code \(2007\)](#), La Trobe Melbourne will publish details relating to all agents in which La Trobe Melbourne has a formal written agreement, as follows:

- Agency Name;
- Legal Entity;
- Name of principal agent; and
- Street Address/es.

The details of these agents are clearly available and easily searchable from the La Trobe Melbourne home page.

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| Policy Title | Marketing Policy | |
| Policy Owners | Director, Marketing and Admissions, College Director.s | |
| Contact Persons | | |
| Key Stakeholders | | |
| Approval Body | LTM Executive Committee | May 13 2013 |
| | LTM Executive Committee | August 20 2014 |
| | LTM Executive Committee | July 5 2017 |
| Relevant Legislation | The Education Services for Overseas Students (ESOS) Act (2000) and The National Code (2007). | |
| Related Policies | | |
| Related Guidelines | | |
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| Date Effective | May 13 2013 | Next Review Date July 2019 |

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