



International Marketing Procedures

1. COMPLIANCE OBLIGATION SUPPORTED

[Brand Communications Policy](#)

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

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

2. PROCEDURAL DETAILS

These procedures assist in aligning and managing international marketing and recruitment for the University to facilitate efficient international student recruitment.

2.1. The University's international marketing and recruitment will:

- a) align with and support the [Curtin Strategic Plan](#);
- b) provide a consistent brand presence and experience;
- c) be coordinated and managed in a cost efficient and effective manner;
- 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 \(Cth\)](#); and
- e) manage personal information obtained as part of any international student recruitment campaign in accordance with Curtin's [Privacy Statement](#).

2.2. Offering of CRICOS-registered Courses Only

The University's international marketing will promote and offer only courses that are registered in the [Commonwealth Register of International Courses for Overseas Students \(CRICOS\)](#) to prospective international students who will be on student visas during their study in Australia.

2.3. International Marketing Coordination

- 2.3.1. The Deputy Director, Global Student Recruitment, in collaboration with Deputy Director, Marketing Acquisition, and after consultation with faculties, will approve and publish an international marketing and recruitment plan annually.
- 2.3.2. Faculties/ schools may submit a request for ad hoc international advertising and promotional activities to the relevant Marketing Manager, Acquisition in University Marketing and will do so in accordance with the [Guidelines for International Promotional Material and Publications \(Appendix 1\)](#) and the [Advertising Procedures](#); and will include:
 - a) a completed Brand Portal request, detailing requirements; and
 - b) an electronic copy of all text.
- 2.3.3. Faculties/Schools will submit an ad hoc request no less than four weeks prior to the in-market date.
- 2.3.4. The Marketing Manager, Acquisition upon receiving the request will liaise with the Deputy Director, Marketing Acquisition, and the International Marketing Manager to confirm specifics. The International Marketing Manager, together with the Deputy Director, Global Student Recruitment will assess the viability of the ad hoc request and approve if deemed appropriate.

2.4. Coordination and Approval of International Recruitment Activities

- 2.4.1. Regional Recruitment Managers are responsible for planning and coordinating all relevant international exhibitions and promotional events, according to the [Guidelines for International Promotions and Exhibitions \(Appendix 2\)](#) and in line with the regional recruitment plans.

- 2.4.2. Staff are permitted to undertake overseas recruitment activity for the recruitment of international students to Curtin University, provided the activity is:
- a) approved by the Deputy Vice-Chancellor Global (or nominee);
 - b) in accordance with the Curtin Strategic Plan and international marketing and recruitment plan;
 - c) undertaken in accordance with these procedures and supporting guidelines; and
- 2.4.3. The relevant Regional Recruitment Manager will coordinate any freight essential for the promotion of Curtin University offshore.

3. RESPONSIBILITIES

Responsibilities are as set out in Section 2.

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 any location or campus, within 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.

International student

Any student studying in Australia who is a citizen of any country except Australia or New Zealand, or a temporary resident of Australia, or a permanent resident of New Zealand.

International marketing and recruitment

All activities related to the promotion of Curtin University to prospective international students.

Marketing activity

The activity of promoting and selling Curtin's courses including but not limited to advertising, digital media content, printed collateral, and direct communication.

Recruitment activity

Activity designed to attract and engage prospective students to study at Curtin University, including but not limited to events, agent communications, and direct communications.

6. SCHEDULES

Nil

7. RELATED DOCUMENTS/LINKS/FORMS

Internal

[Advertising Procedures](#)

[Curtin Strategic Plan](#)

[Privacy Statement](#)

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

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

External

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

Policy Compliance Officer	Barbara Lung , Director, Global Curtin
Policy Manager	Deputy Vice-Chancellor, Global
Approval Authority	Deputy Vice-Chancellor, Global
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REVISION HISTORY

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