# Educational Resource: Marketing and Recruitment

## FAQs

## *\*sourced from AEI National Code Implementation Guide*

### Displaying CRICOS Provider Code

**Q Does all promotional material need to have our registered provider name and CRICOS number identified on them?**

A Yes. All written material, including web based materials, that promote a course or invites an intending international student to apply to undertaken a course, must list the registered provider’s CRICOS name and CRICOS number.

Section 107 of the ESOS Act 2000 makes a provider guilty of an offence if they fail to identify the registered provider for the course, for the location, and the registered provider’s CRICOS number.

**Q Which parts of a provider’s website should include the provider’s CRICOS registration details?**

A The home page of the provider should include the CRICOS registration details which are the CRICOS registered name and CRICOS number in a prominent position (ie not hidden away in tiny text in a corner).

Display the Department of Education and Training as the registered CRICOS provider and the CRICOS Code 00861K on your school website homepage as follows, “Sample Secondary College is accredited under the Department of Education and Training’s CRICOS registration (CRICOS provider name and code: Department of Education and Training, 00861K

All pages relating to marketing, recruitment, services and information for overseas students should include the CRICOS registration details.

While not required on every page of downloadable materials, the CRICOS registration details should appear somewhere on each document.

Best practice would be to include the CRICOS registration details in the footer of the provider’s website.

**Q Does a student handbook have to carry the provider’s CRICOS registration details?**

A It depends on how the student handbook is used.

If the handbook is used for promotional purposes, it must contain the provider’s CRICOS name and CRICOS number. It is mandatory to include these details on all marketing materials, including schools’ websites.

## CASE STUDY

## *\*sourced from AEI National Code Implementation Guide*

*At an international student fair in China, the International Secondary College is promoting its two CRICOS registered secondary courses to potential students. It has several brochures advertising the college and the benefits of studying in Australia. The representative of the college also displays a school handbook to give potential students an idea of the range of subjects and the facilities offered by the college. The brochures have the provider name and the provider CRICOS number, but the handbook does not include the CRICOS provider code because it was developed for enrolled students. This* ***may*** *be considered a breach if the handbook has been used deliberately at the fair to market the college and to recruit students or the handbook is used in some other way to influence a student to enrol with a provider.*