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English Path

Marketing and Recruitment Policy

Version History

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Introduction

The Marketing and Recruitment Policy outlines the procedures for ethical, accurate, and compliant marketing and recruitment practices at Green Academy Pty Ltd trading as English Path Australia herein after known as English Path. It ensures all promotional materials adhere to National Code, ESOS Act, and Australian Consumer Law requirements. The policy covers the recruitment of students, agent vetting, and approval of marketing materials. It promotes transparency and integrity by providing accurate course information and safeguarding students' rights, while also ensuring compliance with regulatory standards for education agents and recruitment processes.



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1. Purpose

This policy outlines the principles and procedures that govern the marketing and recruitment practices of English Path. It ensures that all promotional materials and activities are ethical, accurate, and fully compliant with Standard 1 of the National Code 2018, the Education Services for Overseas Students (ESOS) Act 2000, and Australian Consumer Law.

This policy also ensures that all education agents acting on behalf of the Green Academy Pty Ltd trading as English Path Australia (from here know as English Path) are appropriately vetted, monitored, and managed.

2. Definitions

Marketing Materials: Any promotional content in print or digital form (e.g., brochures, website, social media, agent flyers) used to advertise English Path courses or services.

Recruitment: The process of promoting and enrolling students into CRICOS-registered courses.

Education Agent: An individual or organisation contracted to recruit overseas students on behalf of English Path.

CRICOS: Commonwealth Register of Institutions and Courses for Overseas Students – a list of Australian education providers approved to recruit and teach international students.

3. Responsibility

PEO or Delegated Authority

- Approves all advertising and promotional content prior to publication
- Reviews compliance with National Code Standard 1
- Provides training to staff and agents on responsible marketing and recruitment practices
- Ensures accuracy of course-related marketing content
- Develop and distribute marketing materials in accordance with this policy
- Maintain consistency across all public facing communications
- Liaise with agents and ensure up-to-date marketing collateral is provided
- Has authority to approve and amend the Marketing Materials Compliance Checklist
- Ensures all marketing materials undergo compliance review using the approved checklist

Marketing and Admissions Team

- Ensures accuracy of course related marketing content
- Develop and distribute marketing materials in accordance with this policy
- Maintain consistency across all public facing communications
- Liaise with agents and ensure up-to-date marketing collateral is provided



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4. Scope

This policy applies to:

- All marketing materials and platforms used by English Path
- All staff involved in student recruitment and marketing
- All education agents representing English Path domestically or internationally

5. Policy

English Path is committed to ethical, accurate, and compliant marketing and recruitment practices that:

- Reflect the institution's genuine course offerings, fees, and outcomes
- Clearly state the provider's legal name and CRICOS code (04187G) in all materials
- All marketing and recruitment staff undergo regular training to remain updated on compliance obligations under the National Code, ESOS Act, and Australian Consumer Law
- Obtain written permission before publishing images, testimonials, or personal information
- Clearly disclose refund policies, entry requirements, duration, modes of delivery, and living costs
- Adhere to Australian Consumer Law and ESOS regulations at all times
- English Path ensures that any comparison with other providers is accurate, factual, and not misleading (Reference: Standard 1.3.1)
- English Path clearly identifies and discloses any education services delivered by third parties on its behalf (Reference: Standard 1.3.3)

6. Procedure

6.1 Development and Approval of Materials

All marketing and advertising content must be:

- Fact-checked and aligned with current course and fee information
- Reviewed by the DOS or delegated authority
- Approved by the PEO or nominated manager prior to publication or distribution
- Assessed using the Marketing Materials Compliance Checklist prior to approval
- Classified as either 'Approved', 'Not Approved', or 'Needs Adjustments' as per Section 3 of the checklist
- Documented with appropriate authorising signature, position, and processing date

6.2 Agent Vetting and Monitoring

All education agents must:

- Sign a written agreement outlining roles, responsibilities, and compliance expectations
- Be listed on the online English Path Agent Register



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- Receive regular training and updates on policies and procedures
- Be monitored through student feedback, performance metrics, and regular reviews
- A record of agent training sessions and communications will be maintained in order to demonstrate compliance.

English Path reserves the right to terminate agreements with agents found to be non-compliant with this policy or the National Code

6.3 Student Recruitment

Prior to enrolment, prospective students must be provided with up-to-date and accurate information, including:

- Entry requirements
- Course content, duration, assessment methods, and campus location
- Refund and cancellation policies
- Living costs, accommodation options, and schooling obligations for dependents
- A description of the ESOS framework
- Information about the Tuition Protection Service (TPS) and how it protects student fees (Reference: Standard 1.2.2)
- Details of English Path's complaints and appeals processes, including how to access them (Reference: Standard 1.2.2(i))
- Detailed information about campus facilities, equipment, and learning resources available to students (Reference: Standard 1.2.2(d))
- Clear information about English language proficiency requirements, including minimum test scores or equivalent evidence needed for course admission." (Reference: Standard 1.2.2(a))
- Where applicable, provide comprehensive information about welfare arrangements for students under 18 years of age." (Reference: Standard 1.2.2(e))
- Detailed information about accommodation options, including types, costs, and booking procedures, is provided to prospective students." (Reference: Standard 1.2.2(f))

6.4 Marketing Materials Compliance Standards

All marketing material must comply with National Code 2018 (Standard 1) requirements as verified through the Marketing Materials Compliance Checklist, including:

- Accurate representation of English Path's services and training products on scope of registration
- Inclusion of CRICOS Provider Code, CRICOS Course Codes, and legal name and trading name in all materials
- Obtaining consent when referring to another person or organisation in marketing materials
- Appropriate use of the English Path logo
- Clear disclosure when a third party is recruiting prospective learners



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- Advertising only licensed training products/courses as confirmed by the relevant industry regulator
- Containing no false or misleading content
- Making no guarantees regarding migration outcomes or successful completion

7. References

- [National Code of Practice for Providers of Education and Training to Overseas Students 2018](#) – Standard 1
- [Education Services for Overseas Students \(ESOS\) Act 2000](#)
- Australian Consumer Law
- ELICOS Privacy and Record Keeping Policy
- ELICOS Agent Agreement

8. Forms

- Agent Application and Vetting Form
- Marketing Materials Compliance Checklist
- Marketing Material Approval Checklist
- Agent Monitoring and Review Form
- Student Pre-Enrolment Information Checklist
- Photo/Video Consent Form