Metavision Institute Pty Ltd
A.C.N 102 838 844

Marketing & Student Recruitment Policy

Purpose

The purpose of this policy is to ensure that all marketing, promotional, and recruitment activities undertaken by or on behalf of Metavision Institute are ethical, accurate, transparent, and comply fully with relevant Australian legislation, including the Higher Education Standards Framework (Threshold Standards) 2021 (HESF), the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code), Education Services for Overseas Students Act 2000 (ESOS Act), and Australian Consumer Law.

Scope

This policy specifically outlines the institution's commitment to providing prospective students with accurate, transparent, and current information.

Relevant TEQSA Threshold Standards

This policy aligns with the requirements of sections:

Related HESF Domain	Section	Standard
Domain 7: Representation, Information and Information Management	7.1, 7.2	Representation; Information for Prospective and Current Students

This policy also covers Standards 1 (marketing information and practices), 2 (recruitment of an international student) and 4 (education agents) of the National Code 2018.

1. Policy

The following principles underpin this policy:

1.1 All marketing, promotional, and recruitment activities, whether undertaken by Metavision Institute staff or third parties (including education agents), must be conducted with the utmost professional integrity and must strictly avoid misleading or deceptive conduct.

1.2 Information provided to prospective students must be accurate, transparent, and current.

1.3 All marketing activities must fully comply with relevant Australian legislation and standards.

1.4 The engagement of education agents for the recruitment of international students must be governed by a high-level compliance framework.

2. Implementation

2.1 All marketing activities must be conducted with professional integrity, avoiding misleading or deceptive conduct.

2.1.1 Materials must not make false or unwarranted claims about employment outcomes, institutional ranking, or pathway opportunities.

2.1.2 Materials must not make misleading guarantees regarding course completion, licensing outcomes, or specific migration outcomes.

2.2 All marketing and advertising materials must clearly state the institution's full legal name, CRICOS details (where applicable), and unique institutional identifiers.

2.2.1 For all courses marketed to international students, the CRICOS Provider Code and the specific CRICOS Course Code must be prominently displayed on all relevant marketing and advertising materials.

2.2.2 All marketing activities must maintain a clear separation between accredited and non-accredited courses in all marketing formats.

2.2.3 Where non-accredited courses are marketed, the materials must include a clear, unambiguous statement that the course does not lead to an accredited Australian qualification and/or is not covered by the ESOS framework.

2.3 The following information must be disclosed:

2.3.1 **Course Details:** Marketing materials and institutional websites must clearly publish all material information about a course, including:

2.3.1.1 The exact qualification to be awarded and the awarding body.

2.3.1.2 The Volume of Learning (expected duration and contact hours).

2.3.1.3 Total cost (tuition fees, non-tuition fees, administrative costs, and payment schedules).

2.3.1.4 Specific entry requirements (academic and English language proficiency).

2.3.1.5 Modes of delivery (e.g., face-to-face, online, blended).

2.3.1.6 Assessment methods.

2.3.2 **Student Support Services:** Information on the range of academic and non-academic support services available to students must be accessible to prospective students.

2.3.3 **Provider Status:** All materials must clearly indicate the Metavision Institute's ABN and the accrediting authority for each course.

2.3.4 **Cooling-Off Period:** Information regarding the student's right to cancel and the refund policy must be readily available and communicated transparently to prospective students before enrolment is finalised, in compliance with ACL standards for consumer agreements.

2.4 The operational procedures for the recruitment, engagement, and management of education agents for international student enrolment are governed by the dedicated *Education Agent Recruitment and Management Policy* of Metavision Institute.

2.4.1 **Mandatory Agent Training:** The Marketing Manager must ensure that all education agents receive current training and maintain up-to-date knowledge of Metavision Institute's offerings, entry requirements, the National Code, and all relevant visa conditions.

2.4.2 **Record-Keeping for Agents:** Comprehensive records must be maintained, detailing the performance and activities of all education agents, including any instances of non-compliance and resulting actions.

2.4.3 **Accurate Agent Representation:** Education agents must not misrepresent their relationship with Metavision Institute (e.g., must not claim to be the exclusive representative if they are not).

2.5 Information to International Students: In addition to general accuracy, information provided to international students must include specific details on:

2.5.1 The location(s) where the course will be delivered.

2.5.2 Conditions for course deferral, suspension, or cancellation.

2.5.3 The process for a student to transfer between providers.

2.5.4 Metavision Institute's legal obligations under the ESOS Act and the student's visa obligations.

2.5.5 **International Student Study Load and Delivery Mode Restrictions:** Where courses are offered to international students, marketing materials must clearly state that: (a) international students holding an Australian student visa are required to study on a full-time basis and are not permitted to enrol on a part-time load; (b) no more than one-third of the total course may be delivered via online or distance learning; and (c) international students must be enrolled in at least one face-to-face unit in every compulsory teaching period. These disclosures are required under National Code 2018 Standards 1.2.4 and 2.1.1 and must be presented in plain English to prospective students before enrolment.

2.6 Any breach of this policy by staff, third parties, or education agents will be handled in accordance with the institution's disciplinary procedures and/or contract termination clauses.

2.7 All activities must fully comply with relevant Australian legislation and standards. This includes:

2.7.1 Higher Education Standards Framework (Threshold Standards) 2021 (HESF)

2.7.2 National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code) and the Education Services for Overseas Students Act 2000 (ESOS Act)

2.7.3 Australian Consumer Law.

2.8 All staff, third parties, and education agents are responsible for adherence to the policy.

2.8.1 Any breach will be handled in accordance with the institution's disciplinary procedures and/or contract termination clauses.

2.8.2 Breaches of the national standards will be reported to the relevant regulatory bodies as required.

2.9 The Chief Executive Officer holds ultimate accountability for policy compliance.

3. Responsibilities

3.1 Governance Board:

3.1.1 Approves changes to the Policy

3.2 Chief Executive Officer

3.2.1 Oversees the implementation of this Policy

3.3 Marketing Manager

3.3.1 Oversees all marketing materials, ensuring compliance to national standards.

3.3.2 Management of the Education Agent relationship and register.

3.4 Staff

3.4.1 Adherence to accuracy standards in all communications with prospective students.

3.5 Education Agents

3.5.1 Adherence to this policy, the written agreement, National Code 2018, all information accuracy requirements, and *the Education Agent Recruitment and Management* Policy.

Definitions

Term	Definition
Accredited Course	A higher education course of study that has been accredited by the national regulator, TEQSA, and meets the requirements of the Higher Education Standards Framework (HESF)
Australian Consumer Law (ACL)	The national law setting standards for business conduct and consumer protection, which governs how marketing and promotional claims must be made to ensure they are not misleading or deceptive
CRICOS	Commonwealth Register of Institutions and Courses for International Students. The official database of Australian education providers and courses available to people studying in Australia on student visas.
Education Agent	A third party, operating under a formal agreement, engaged by Metavision Institute to recruit international students. Their activities are governed by the Education Agent Recruitment and Management Policy.
ESOS Act	The Education Services for Overseas Students Act 2000. The legislative framework governing the delivery of education services to international students.
HESF	The Higher Education Standards Framework (Threshold Standards) 2021. The standards set by the Tertiary Education Quality and Standards Agency (TEQSA) that all Australian higher education providers must meet to be registered.
Marketing Activities	All promotional, advertising, and recruitment efforts, including print, digital media, website content, prospectuses, and third-party communications, undertaken by or on behalf of Metavision Institute.
Misleading or Deceptive Conduct	Any communication or claim that is inaccurate, false, unwarranted, or has the potential to mislead prospective students regarding course outcomes, fees, ranking, or completion guarantees, contrary to the ACL and HESF.
National Code	The National Code of Practice for Providers of Education and Training to Overseas Students 2018. It provides a set of nationally consistent standards that protect international students and supports the integrity of the student visa program.
Non-Accredited Course	A course offered by the institution that does not result in an accredited higher education qualification and must be clearly separated from accredited courses in marketing.
International Student	A student who is not an Australian citizen or permanent resident, typically holding an Australian student visa, whose recruitment is governed by the ESOS Act and National Code.
Prospective Student	Any individual who is seeking information about or considering enrolling in a course offered by Metavision Institute.
Third Parties	Any external individual or organisation, including but not limited to education agents, contracted to undertake marketing or recruitment activities on behalf of Metavision Institute.

Related Documents

Category	Documents
Policy	Education Agent Recruitment and Management Policy

Procedure	Marketing and Student Recruitment Procedure

Version Control

Field	Detail
Document Title	Marketing and Student Recruitment Policy
Approved by	Governance Board
Version No.	V1.1.1
Date approved	24/03/2026
Replaces Version No.	1.0
Next review due	
Custodian	Chief Executive Officer