



## **International Fee Paying Students**

### **Marketing and Promotion**

See *“Guidelines for the Education (Pastoral Care of International Students) Code of Practice 2016”*

Te Aro School ensures that the marketing and promotion to prospective international students of services provided by them includes clear, sufficient and accurate information enabling those students to make informed choices about the services provided.

Prospective students and their families will have a full and realistic picture of what it will be like to live and study at Te Aro School. Students and their families will be provided with detailed information to enable them to make sound decisions. This includes costs they may face and the reality of day-to-day life. This information will be regularly reviewed and updated.

#### **Understanding the information needs of students**

Understanding the needs of students is key in order to offer marketing and promotional information that supports them in making important decisions about their international education. There are a number of ways that Te Aro School will ascertain what information students require. These may include:

- interviewing existing and potential students
- questionnaires for parents
- surveys of partner agents
- reviewing international market information.

Surveys will be translated, if required, into other languages.

#### **Providing current information to students**

Current marketing information drives the decision making of prospective international students. Marketing information will be regularly reviewed. Marketing material will be designed to represent the school in an accurate and professional manner and will be offered to families through:

- the school website
- hard copies of other school documents (eg. Prospectus, Charter)
- photos and images
- Information for students and their families

Te Aro School will make available with marketing material:

- quality assurance review reports

- instruction, staffing, facilities and equipment
- the Dispute Resolution Scheme (DRS)

#### *Quality assurance review reports*

Te Aro School will include:

- a link to the latest Education Review Office (ERO)
- Review of school International Fee Paying Student practices (annual)

#### *Education instruction, staffing, facilities and equipment*

Promotional material may include information about approaches to education instruction, staff, facilities available and equipment students will have access to.

Information may be made available through:

- online links to the school's prospectus
- brochures and website images
- a virtual tour of the school, including school activities such as sports, drama and dance
- a Skype conversation between international staff and new students
- a video of classroom activities.

#### *The Disputes Resolution Scheme (DRS)*

It is important that students and families know what the DRS is and how they can contact FairWay Resolution, the DRS operator. Information about FairWay Resolution may be provided to prospective students through links to information about the DRS online at <http://www.fairwayresolution.com/istudent-complaints>.

#### *Study and living costs*

Potential students and their families will be provided with information about the costs they may face to allow them to make an informed decision about enrolment. Costs will cover course and study costs.