

Outcome 1: Marketing and promotion

01

[Link to outcome 1 in Code](#)

Signatories must ensure that the marketing and promotion to prospective international students of services provided by signatories includes clear, sufficient and accurate information enabling those students to make informed choices about the services provided.

The intent of this outcome is to ensure prospective international students and their families have a full and realistic picture of what it will be like to live and study in New Zealand, and in particular at your organisation.

This means supporting international students up-front with robust information, so they can make a sound decision about whether studying with you is the best decision for them. In addition to the benefits, international students will need to be aware of the costs they will face, the realities of day-to-day life as a student at your organisation, and where relevant, what kind of employment opportunities they are likely to have during and after their study.

It is important that this information is regularly reviewed so it remains current and sufficient for your particular students.

Navigating these guidelines

Under 18 year old and/or under 10 year old students

Headings specific to under 18 year old and/or under 10 year old students are highlighted in blue.

Icons are used throughout the document to help signatories locate information:

-  'Star icon' signals suggestions for good practice
-  'Arrow icon' draws attention to website resources.

12. Process

12(a)

Understanding the information needs of international students

Understanding the different information needs of international students will help signatories develop marketing and promotional resources to better support international students and their families make important decisions about their international education.



Some ways you might find out what information prospective international students require:

- interview current and potential students
- survey your international students within the first few weeks of enrolment
- survey your agents
- do your market research– i.e. Education New Zealand (ENZ) market information and Immigration New Zealand (INZ) data
- use information from social media (Facebook, WeChat, etc.) where appropriate.

12(b)

Develop and provide information to international students and review the information to ensure it is kept up to date

Ensure that you provide the minimum required information outlined in clause 12 (c) of the Code (see below) and that you have a process in place to check that the information is current and relevant for your prospective international students.

Your particular international learners may need information over and above the minimum requirements of the Code. This is a decision you need to make as the signatory provider, based on what you understand about your international students' information needs from the data you have gathered (→ see *guidelines for clause 12 (a) above*).



Possible ways to provide information to international students:

- make short video clips showing your education organisation, staff and students
- have an English as a Second or Other Language (ESOL) teacher check that your information is written in plain English and can be easily understood by non-native English speakers
- translate information into the languages understood by your prospective international students
- develop resources together with current students or alumni
- share case studies from current students or alumni.

I2(b) (continued)**Develop and provide information to international students and review the information to ensure it is kept up to date****Possible ways to review information to students to ensure it is up to date:**

- make a staff member responsible for regular review of the information
- check weblinks are working and any cost estimates are still accurate
- consider student/parent/agent feedback about your information and revise as appropriate.

**Useful links:**

[Immigration New Zealand \(marketing to international students\)](#)

[Immigration New Zealand \(international markets\)](#)

[Immigration New Zealand \(migrant exploitation\)](#)

[Education New Zealand \(about living, studying and working in New Zealand\)](#)

[Ministry of Education \(for parents\)](#)

[Education Counts Statistics New Zealand NZ Ready](#)

[New Zealand Now](#)

[Consumers Guarantees Act 1993](#)

[Advertising Standards Authority](#)

I2(c)**Required information for students**

Signatories must, as a minimum, provide information to prospective international students on:

- quality assurance results
- educational instruction, staffing, facilities and equipment
- the Dispute Resolution Scheme (DRS)
- potential learning outcomes, including pathways for further study and employment
- estimated study and living costs
- accommodation and transport.

How much information you provide about these areas is a decision you need to make based on your understanding of your international students' information needs.

I2(c)(i)**Quality assurance results**

Make sure the quality assurance information on your website is easily accessible.

For example, link to your latest quality assurance review (ERO, EER, AQA, etc.) and direct international students to information that is relevant.

I2(c)(ii)**Educational instruction, staffing, facilities and equipment available to international students**

Provide information about the services and facilities included.

**Consider including:**

- information about approaches to educational instruction
- information about when a course might be cancelled and what will happen in that case
- information about staff working with international students, as appropriate
- if language support is available to international students and their parents
- information about education and other facilities such as sporting areas, cafeteria, etc.
- if there are additional charges for any services or facilities.

Information can be made available through:

- online links to your organisation's prospectus, brochures and website
- a virtual tour of your organisation's facilities, including extracurricular activities such as sports, drama and dance
- a Skype conversation between international staff and new international students.

I2(c)(iii)**The Disputes Resolution Scheme (DRS)**

International students must be provided information about the DRS and how they can make a complaint through **iStudent Complaints**, the DRS operator.

→ Refer to outcome 10 for more details.

I2(c)(iv)**Potential learning outcomes, including pathways for further study or employment, where applicable**

Learning outcomes include information on key competencies and graduate outcomes as well as education outcomes and qualifications.

Check that your careers and pathway advice is up to date. Provide appropriate advice and links such as [Careers NZ](#).

**Consider:**

- whether your career options and pathways advice and support for domestic students can be adapted for International students
- if there is additional information you might need to provide for international students who want to return to their home country to study and whether successful completion of your programme meets requirements for entry to further study in their home country
- additional pathway advice for international students moving from, for example, intermediate to secondary school, or secondary school to tertiary education.

I2(c)(v)**Estimated study and living costs for international students**

As far as possible, provide relevant information to help potential international students and, if relevant, their parents understand the costs of living and studying in your region.

**These costs may include:**

- fees that are not refundable
- additional materials and equipment
- costs for having to resit examinations, if required accommodation (what is and is not included)
- leisure activities outside of school hours
- local transport.

The Department of Building and Housing website provides details of market rent based on bonds received by region: www.dbh.govt.nz.

12(c)(vi)**Accommodation and transport**

When developing information about accommodation and transport, consider:

Accommodation

- what types of accommodation are available and what standards to expect
- relevant aspects of your accommodation policies
- whether the accommodation must be assessed or approved

Transport

- including your transport policies relating to international students
- including your transport policies relating to motor vehicles
- making information about public transport available to students during orientation or at their pre-departure briefing