



PENLEIGH AND ESSENDON GRAMMAR SCHOOL

Marketing Policy

Penleigh and Essendon Grammar School is a Uniting Church school for boys and girls. The school has co-educational kindergartens in Essendon, two Junior Schools (one for boys in Essendon and one for girls in Moonee Ponds), two Middle Schools (one for boys in Keilor East and one for girls in Moonee Ponds) and a co-educational senior school (Year Eleven and Twelve) in Keilor East.

The school offers an extensive range of academic, cultural, sporting and development programmes from Kindergarten to Year Twelve.

All marketing information and practices of the school must be ethical and professional and represent the school clearly, correctly and honestly. No information given to students or parents should be knowingly false or misleading. The information given must be presented in a professional manner and maintain the integrity of the school.

The school's name must be identified on all material used in its communications with students and parents.

When providing information to overseas students (full-fee-paying-overseas students) all marketing information and practices must comply with the requirements set by the ESOS Act, the Education Services for Overseas Students Regulations 2001 and the National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007. The CRICOS provider code must be included on material intended for full-fee-paying overseas students.

The school will enrol a full-fee-paying overseas student only when the student is being directly cared for by a parent, close relative or nominated guardian who must be over the age of 21. The school will make this clear in its marketing to full-fee-paying overseas students.

The school will not knowingly enrol a full-fee-paying overseas student wishing to transfer from another non-government school before the student has completed six months of his principal course. The school will not provide information to a student with the intention of enrolling a student with the purpose of enrolling during this period.

The school will not establish formal or informal arrangements with any education agent to market itself to full-fee-paying-overseas students as a provider.

All information and practices of the school in its marketing must have the approval of the Principal or Vice Principal.

Updated: October 2008
To be reviewed October 2010
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