

Marketing and Information Update Schedule

Area to be reviewed	What will be checked/updated	Frequency	Person responsible	Record kept
International student fees	Tuition fees, admin fees, homestay costs, insurance estimates, refund information	Annually, or when fees change	Business Manager / International Director	Updated fee schedule
School website	International student page, application information, contact details, programme information, homestay information	Once per term	International Director	Website review record
Prospectus / information pack	Course information, school overview, accommodation, pastoral care, costs, enrolment steps	Annually	International Director	Updated prospectus / version control
Education agent information	Current fees, enrolment process, school information, programme updates, contact details	Once per term, and when key changes occur	International Director	Agent communication record

Application forms	Student details, caregiver information, medical information, consent sections, terms and conditions	Annually	International Director / Office Administrator	Updated application form
Homestay information	Homestay expectations, costs, support contacts, rules, emergency process	Annually, or when required	Homestay Coordinator	Updated homestay handbook
Student handbook / orientation information	School rules, Code information, complaints process, emergency contacts, wellbeing support	Annually, and before each student intake	International Director	Updated handbook / orientation checklist
Visa and insurance information	Links to Immigration New Zealand, insurance expectations, wording about requirements	Annually, or when official guidance changes	International Director	Review notes
Contact details	Staff names, phone numbers, email addresses, emergency contacts	Once per term	Office Administrator	Contact list update record
Marketing images and student stories	Consent for student images, accuracy of captions, appropriate representation of school life	Before publication	International Director / Communications staff	Media consent records

Social media posts	Accuracy of dates, costs, claims, programme details, and student images	Before each post	Communications staff / International Director	Post approval record
Policy and Code references	Correct reference to the Education Code, complaints process, NZQA information, relevant legislation	Annually, or when changes occur	Principal / International Director	Policy review record