

Marketing and Promotion

This policy outlines how Ruawai College meets the requirements of Code Outcome 13.

The Code requires signatories to ensure that information provided to prospective international school learners about living in New Zealand and studying at their school is clear, sufficient, and accurate enough to help learners make informed choices about whether to enrol.

Our school provides marketing information that is accurate, realistic, professional, and personalised. Our information for prospective international learners is age-appropriate and up to date. We use marketing tools such as our school website, pamphlets, Facebook, photos, and business cards.

Developing information for prospective learners

We proactively consider and evaluate the information needs of prospective international learners by completing interviews and surveys once students have been enrolled for an appropriate length of time.

We develop information based on our understanding of the needs of prospective learners and the requirements of the Code and recommendations of the Code Guidelines.

Our international director is responsible for ensuring that the information provided to prospective international learners is monitored, reviewed, and updated at least annually. This ensures it is accurate, current, and comprehensive so that learners and their families can make informed choices about the services we provide.

Providing information to prospective learners

As a minimum, we provide information about:

- **quality assurance results**
- the education provided, staffing, facilities, and equipment
- the relevant Dispute Resolution Scheme (DRS) rules
- potential learning outcomes, including pathways for further study (such as NCEA), and employment and residency pathways (where applicable)
- estimated study and living costs
- **accommodation** and transport.

We provide international learners and their families with this information and other relevant information about what it is like to live and study in New Zealand through our website.

Also see our school's Prospectus which is available on the school website.

This information is provided when prospective learners express an interest in our school. Further information is provided if learners decide to enrol, before the enrolment contract is signed. See **International Enrolment**.

Legislation

- Consumer Guarantees Act 1993

Resources

- Immigration New Zealand | Te Ratonga Manene: **Marketing to international students** ☐
- Immigration New Zealand | Te Ratonga Manene: **International markets** ☐
- Education New Zealand | Manapou ke te Ao: **School System and Qualifications** ☐

Release history: Term 4 2022, Term 4 2021, Term 4 2019