

## ESOS COMPLIANCE CHECKLIST FOR MARKETING MATERIALS

The following checklist should be completed and sent with the marketing material proposal or draft to the Principal's delegate at FOUNTAIN College by email to [admin@fountain.wa.edu.au](mailto:admin@fountain.wa.edu.au).

When preparing marketing materials such as the **FOUNTAIN College Handbook, prospectuses and program brochures or fliers**, Fountain College will ensure the following information is included:

- Clearly identify the registered provider's name and CRICOS Provider Code included; AND
- Relevant CRICOS program code(s); AND
- All information is accurate, clear and unambiguous; AND
- General description of program content; AND
- Level of qualification to be attained; AND
- Program duration; AND
- Teaching methods; AND
- Assessment methods; AND
- Inclusion of campus/program-specific information on facilities, equipment, and learning resources; AND
- Fees payable reference (<http://www.fountain.wa.edu.au>); AND
- The minimum level of English required; AND
- An accurate representation of the local environment, including location of campuses and indicative cost of living; AND
- Any of the above information can be provided in electronic form; however the link must be included. Reference to the FOUNTAIN College international students' website or the Handbook is sufficient.
- The text clearly states if the year level program(s) is not available to international students. For example: 'This program is not available to international students'.

When preparing marketing materials such as print advertisements, the officer responsible will ensure:

- The CRICOS Provider Code is included; AND
- All information is accurate, clear and unambiguous; AND
- The advert clearly states the target audience if it is not applicable to international students. For example: "This program is not available to international students"; AND
- Reference is made to the FOUNTAIN College website for more information and a contact telephone number is provided.

When preparing marketing materials such as **radio, video or television advertisements**, the officer responsible will ensure:

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**ALWAYS** refer to the electronic copy for the latest version

FOUNTAIN College CRICOS Provider Code: 03370E

- All radio or TV scripts are approved by the FOUNTAIN College Principal; AND
- All information is accurate, clear and unambiguous; AND
- The advertisement includes the FOUNTAIN College telephone number or website address to direct prospects to gain more information.

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