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### **Outcome 13: Marketing and Promotion Policy and Procedure**

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.

#### **12 Process**

Each signatory must—

- (a) proactively seek to understand the information needs of international students; and
- (b) develop and provide information to international students and review the information to ensure it is kept up to date; and
- (c) ensure that international students receive, as a minimum, information about the following:
  - (i) the signatory's quality assurance results; and
  - (ii) the educational instruction, staffing, facilities, and equipment available to international students; and
  - (iii) the DRS; and
  - (iv) potential learning outcomes for international students, including pathways for further study and employment, where applicable; and
  - (v) estimated study and living costs for international students; and
  - (vi) accommodation and transport, or ways to obtain such information.

### **Marketing and Promotion Policy and Procedures (Outcome 13)**

#### Rational:

As Signatories to the Code (2016) Otamatea Christian School needs to ensure that the marketing and promotion to prospective international students of services provided includes clear, sufficient and accurate information enabling those students to make informed choices about the services we provide.

As a minimum International Students will receive information about the following:

- i. Otamatea Christian Schools quality assurance results as they become available by the governing bodies of Education Review Office (E.R.O) and N.Z.Q.A audits.

**Procedure:** Results will be available on the school website and links to these as appropriate or upon request made to the school office. An office file is kept for all quality assurance results.

- ii. A. Information on the method Otamatea Christian School uses for instruction of International Students.  
B. Information on the staffing, facilities and equipment available to international students.



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**Procedure:** Information on the instruction program for International Students is available in the Otamatea Christian School International Student Prospectus. Information on the staffing, facilities and equipment available to international students are available in the Otamatea Christian School International Student Prospectus.

- iii. Information on the International Student Contract Dispute Resolution Scheme established by section 238J of the Act.
- iv. **Procedure:** Information on the International Student Contract Dispute Resolution Scheme established by section 238J of the Act is available in the International Student Handbook.
- v. Information on potential learning outcomes for international students, including pathways for further study and employment, where applicable.

**Procedure:** Information on the potential learning outcomes for international students, including pathways for further study and employment is available in the International Student Prospectus.

- vi. Information on estimated study and living cost for International Students.

**Procedure:** Information on the estimated study and living cost for International Students is available in the International Student Prospectus and includes the cost of leisure activities outside of school hours.

- vii. Information on accommodation and transport, or ways to obtain such information.

**Procedure:** Information on the accommodation and transport available to International students is available in the International Student Handbook.

In the interest of Best Practice for marketing and promotion Otamatea Christian School will endeavour to understand the information needs of the student by:

- a. Interviewing existing and potential students for Academic placement and homestays. This may be done by means of an interview form, face to face interview or an online interview.
- b. Reviewing international marketing information annually.

Otamatea Christian School will strive to provide marketing material that represents the school in an accurate and professional manner and will be offered to students and families through: the Otamatea Christian School Website, the Otamatea Christian School International Student Prospectus, the Otamatea Christian School Brochure. Photos and Videos will be used on the school website and in Hard Copy promotional material.

**This policy and its procedures will be reviewed annually.**

**Next Reviewed:** October, 2022