



International Students

Marketing and Communications Policy

Ivanhoe Girls' Grammar School international students and their families will be able to access sufficient accurate information about the School and its programs to enable informed choice and decisions. The School will market in a professional manner and with integrity.

Marketing and Communications Procedures

- The Ivanhoe Girls' Grammar School prospectus is available both in a printed version and via the School website. The prospectus preparation is coordinated by the Director of Communications and Marketing with input from:
 - the Principal
 - Deputy Principal/Head of Senior School
 - Head of Junior School
 - Director of Admissions
 - Director of Corporate Services.
- Material is reviewed and cross checked by the above members of the School. Both hard and soft copies are fully updated annually.
- All publications and communications clearly provide the School name and CRICOS number whether in print or electronically.
- The above procedures apply to all material whether produced for local students or the additional material produced specifically for international students.
- Only marketing material and communications which have been developed via the above compilation, review and approval process, can be used to promote Ivanhoe Girls' Grammar School, whether that be in print or electronic form, provided directly to prospective students/families, education agents or at exhibitions and fairs.

Agents

- The School uses education agents sparingly.
- A review of the agents was carried out during 2016. A similar review will be carried out each year.
- The School has Agent Agreements now with a very small number of agents.
- Selection and monitoring of the School's agents is carried out using the processes outlined in Standard 4.
- Selection, monitoring and assessment of agents is carried out using the processes outlined in Annex A of Standard 4.

Marketing Materials

- The prospectus and website are the main marketing materials used.
- A prospectus is mailed to those families or friends who enquire locally.