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<b>Related Documents</b>	<i>Marketing and Student Recruitment Policy</i> <i>Third Party Arrangements Policy</i> <i>Admission and Enrolment Policy and Procedures</i>

## 1. Purpose

This document details the policy and procedures for appointment and management of education agents operating on behalf of Analytics Institute of Australia (AIA). It aims to ensure that education agents are competent, ethical and uphold the reputation of the AIA and Australian Higher Education and protect the interests of prospective students.

## 2. Scope

- a. This Policy applies to all education agents appointed by AIA and should be made available to and adhered to by AIA staff involved in appointment and management of education agents.

## 3. Principles

- a. This Policy requires that all agents recruited by AIA understand and acknowledge their responsibilities and obligations under the Education Services for Overseas Students (ESOS) framework including the *Education Services for Overseas Students Act 2000* and the *National Code of Practice for Providers of Education and Training to Overseas Students 2018* (the National Code).

### **Education Agent Application and Selection**

- a. The CEO will approve the appointment of education agents, and the Marketing Manager has responsibility for the application and selection process, and general oversight of agents.
- b. All education agents interested in representing AIA will submit a completed *AIA Agent Application Form* to the Marketing Manager who will review and assess the application, conduct reference checks and conduct or arrange a site visit if deemed necessary.
- c. The Marketing Manager will also conduct interviews with the owners/directors and/or main managers of the educational agent firm (if applicable) and based on their assessment prepare a final review and approval report.

## **Appointment of Education Agent**

- a. For all successful applications, AIA will enter into written agreements with the education agents detailing the courses and jurisdictions in relation to which the education agent can represent the AIA.
- b. The standard written agreement outlines:
  - The responsibilities of AIA, including for ensuring compliance with the ESOS Framework
  - AIA's processes for monitoring the activities of the education agent in representing the AIA, and ensuring the education agent is giving students approved, accurate and up to date information
  - The corrective action that may be taken by AIA if the education agent does not comply with its obligations under the written agreement
  - AIA's grounds for termination of the written agreement with the education agent, including providing for termination in the circumstances outlined in Standard 4.5 of the National Code 2018; and
  - The circumstances under which information about the education agent may be disclosed by AIA to TEQSA or the Commonwealth.
- c. Education agents will also provide a standard declaration in writing that they will:
  - Take reasonable steps to avoid conflicts of interests with their duties as an education agent for AIA
  - Observe appropriate levels of confidentiality and transparency in their dealings with overseas students or intending overseas students
  - Act honestly and in good faith, and in the best interests of the student; and
  - Have appropriate knowledge and understanding of the international education system in Australia, including the Australian International Education and Training Agent Code of Ethics.
- d. Any deviations from the standard agreement will need to be justified by the Marketing Manager and recommended to the CEO for approval.

## **Education Agent Certificate**

- a. On appointment, education agents will be issued a standard certificate as an authorised education agent of AIA for student recruitment.
- b. The certificate will detail the education agent 's legal name and the regions in which they can operate, applicable courses, and the period of representation.

## **Education Agent Training and Information**

- a. The Marketing Manager will ensure that:
  - education agents have access to accurate and updated marketing material and information for student recruitment for all the applicable courses; and
  - are knowledgeable about the ESOS Framework and National Code 2018.
- b. The education agents will also be provided with regular updates, briefings and training on the admission requirements, course structure and student services by AIA.
- c. All education agents will need to provide the names of their staff members who will be involved in the counselling of prospective students and ensure that adequate training is provided to them.

## **Monitoring of Education Agents**

- a. The performance of education agents will be monitored by the Marketing Manager on an ongoing basis on various factors including:
  - Quality and completeness of student applications submitted
  - Formal and informal feedback from students and their parents on their services
  - Initiatives and activities undertaken by the education agent in the promotion of AIA courses; and
  - Adherence to the ethical code of conduct and accurate distribution of marketing material and information.

## **Dishonest or Unethical Conduct**

- a. Dishonest or unethical behavior by an education agent may include, but is not limited to:
  - A deliberate attempt to recruit a student who has been studying with another provider for less than six months
  - Facilitating the recruitment of a student who will not be able to comply with the conditions of their visa
  - Facilitating the recruitment of a student who will not meet AIA entry requirements and is unlikely to have the capacity to successfully their course of study
  - Creating a Confirmation of Enrollment, or causing one to be created by AIA, for anyone other than a bone fide student
  - Deliberately providing information to a potential student, or to AIA, which is incorrect or fraudulent
  - Acting in a manner which is negligent, careless, or incompetent
  - Providing unauthorised immigration advice.

- b. If AIA discovers an agent to have engaged in dishonest or unethical conduct, it will take immediate preventative and/or corrective action appropriate to the nature of the conduct. Any immediate corrective action extends to employees or subcontractors of that education agent.

This will include:

- Terminating the agreement with the education agent
- Not accepting students recruited by the education agent; and/or
- Alerting relevant Australian authorities of the situation.

### **Education Agent agreement renewal**

- a. An education agent agreement will only be renewed based on successful outcomes from on-going monitoring, and AIA's satisfaction that the agent has complied, and will continue to comply with, the terms of the agreement.

### **Termination of Education Agent Agreement**

- a. The education agent agreement will automatically cease on the date of expiry unless renewed.
- b. The education agent agreement may also be terminated before expiry in cases of any breach of agreement by the education agent as detailed in the written agreement and/or dishonest or unethical conduct.
- c. Upon termination, the education agent will return all the marketing and promotional material provided by AIA and handover any pending student applications to ensure that students are not disadvantaged.

### **Education Agent Information Database**

- a. The Marketing Manager will maintain and update a database of education agents which will be displayed on the AIA website.
- b. The AIA ensures that all agent details are included in the PRISMs database managed by the Department of Home Affairs and TEQSA and is kept up to date as agents are appointed or not renewed.

## **4. Responsibilities**

The Chief Operating Officer, in collaboration with the Marketing Manager, is responsible for maintenance and implementation of this Policy

## **5. Legislation and Associated Documents**

The following legislation and guidelines are relevant to this Policy

- Education Services for Overseas Students Act 2000
- National Code of Practice for Providers of Education and Training to Overseas Students 2018

The following Standards in the Higher Education Standards Framework relate to this Policy: 2.2.2, 5.2.4, 6.2.1c, 7.1.1, 7.1.4

## Version history

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