

## AGENT SELECTION AND RECRUITMENT POLICY AND PROCEDURE

### 1. PREAMBLE

The College recognises the role of educational agents in the recruitment of students. As such agents could be the first point of contact to get information about the College and to come to the College for study, College aims to use only those agents who conduct ethically. Accordingly, College has taken all measure to use only those Agents that have good knowledge of Australian educational system and regulations governing the international students. College, similarly, is committed to effectively managing the appointment and ongoing relationship with Agents who will act ethically and appropriately.

### 2. PURPOSE

The purpose of this policy and procedure is to identify Educational Agents that are ethical and appropriate for the College and to monitor their conduct including training them in good ethical recruitment of international students.

### 3. SCOPE

The scope of this policy applies to all students, staff, Educational Agents sending students to the College.

### 4. COMPLIANCE

The policy and procedure will comply with the Australian Government's following regulations:

- Higher Education Standards Framework (Threshold Standards)
- Standards for Registered Training Organisations (RTOs)
- National Code of Practice for Providers of Education and Training to Overseas Students, and
- Educational Services for Overseas Students (ESOS) Act

### 5. DEFINITIONS

**ESOS (Education Services for Overseas Students) Framework** is a bundle of parliamentary acts and legislative instruments that regulates Australian education providers in their interactions with international students and includes the Education Services for Overseas Students Act 2000 of the Commonwealth of Australia (the "ESOS Act") and related regulations.

**Agency Agreement** means a legal agreement between the College and an International Education Agent outlining the obligations and responsibilities of all parties to the agreement.

**International Student** means a student who is a temporary resident (visa status) of Australia; a permanent resident (visa status) of New Zealand; or a resident or citizen of any other country;

**Prospective Student** means a person (whether within or outside Australia) who intends to become, or who has taken any steps towards becoming a Student or an 'overseas Student' as defined by the ESOS Act;

**Recruitment Agent or Education Agent** means a person/agency authorised and managed by the University to recruit students on its behalf in accordance with Standard 4 of the National Code; and

**ISO Accreditation** means approval from a third-party body that a company runs to one of the internationally recognised International Organization for Standardisation management systems. The accreditation is a statement used to tender for business, informing stakeholders that the company will operate to a set framework and proof of a company's credibility and customer confidence in its brand, services or product;

**National Code** means the National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students. The National Code sits under the ESOS framework and provides standards for the conduct of registered providers and the registration of their courses;

**PIER (Professional International Education Resources) Education Agent Training Course** means, a free, online, industry-recommended course that provides Education Agents with information, products and professional tools about the Australian education system and Australia as a study destination. The course material is also a resource to help Agents remain aware of changes and developments in international education;

## 6. POLICY PRINCIPLES

SydneyMet will:

- select only reputable International Education Agents and ensure those agents act honestly and with integrity;
- enter into a written agreement with each International Education Agent approved to represent it in accordance with the agent assessment process as described under Section 6 below;
- maintain an accurate list of approved International Education Agents, which will be published on their respective websites;
- include the name of the International Education Agent on the Confirmation of Enrolment (CoE) where applicable;
- require their International Education Agents to have appropriate knowledge and understanding of the Australian international education industry;
- provide adequate training and information for International Education Agents, including their obligations under this policy, the individual Agency Agreement and Australian migration laws; and
- ensure that International Education Agents have access to accurate and up-to-date marketing information.

- All International Education Agents must abide by the principles of the National Code and the terms of their signed individual agency agreement (see H.7.01b Agency Agreement).

## **7. PROCEDURE**

### **7.1 Appointment of International Education Agents**

- An International Education Agent is appointed by signing a formal written Agency Agreement with the College.
- Prior to engaging a new International Education Agent, the College will request the completion of an Agency Application Form which incorporates the requirement for a declaration of interests on the part of the applicant.
- The College will undertake an assessment to satisfy itself that the potential agents will represent the College appropriately and will not pose risks to the College, Australia, staff, students or prospective students. This may include:
  - Assessing that the agent is registered to operate in their local jurisdiction.
  - Assessing the agent's history and track record in recruiting students for the Australian market.
  - Assessing the agent's knowledge of the Australian international education industry, understanding of the principles of the National Code and other requirements relating to the provision of their services.
  - Inspecting the agent's premises to ensure that they are appropriate and present a professional image.
  - Interviewing personnel working in the agency to assess their performance in advising students.
  - Obtaining information on the display of the College promotional materials.
- A database of approved International Education Agents and respective Agency Agreements is maintained by the Administrative Division.

### **7.2 Review of International Education Agents Performance**

- The College's Quality System Division, through Agents Oversight Committee, will manage ongoing operational performance monitoring of agents throughout the contract period.
- The College will monitor International Education Agent performance on a continuous basis and will conduct formal reviews of such performance at least every five years, or prior to each contract renewal period, whichever is sooner.
- Formal International Education Agent performance reviews will be conducted for those contracts up for renewal and the College will identify the indicators for such reviews.
- Renewal of an Agency Agreement will only be approved if the performance of the International Education Agent is found to be satisfactory.
- Where, on review, the performance of an International Education Agent is found to be unsatisfactory, action may be taken as specified in their individual Agency Agreement.
- Each year, a review report will be produced by Quality System Division which summarises the performance of International Education Agents. This report will be forwarded to the EO of the College and then to the Governing Council, which will oversee the ethical standards of the Agency.

### **7.3 Termination of International Education Agents**

- In the event that an International Education Agent has been found to breach the terms and/or conditions of the individual Agency Agreement, a party to the contract may terminate their Agency Agreement in accordance with the terms of the individual Agency Agreement.
- In the event that an International Education Agent has been found to have acted dishonestly, the College will terminate the individual Agency Agreement immediately in accordance with the terms of the individual Agency Agreement.
- A party to the Agency Agreement may terminate an Agency Agreement with an International Education Agent who does not comply with requirements as set out in the terms of the individual agency agreement, and in accordance with this policy.

#### **7.4 International Education Agent Remuneration**

- International Education Agents are remunerated by the College through either direct payment for particular services or payment of commissions based on enrolments attributable to an agent.
- The amounts payable, and terms of payment are determined by the individual Agency Agreement.
- Any other conditions will be specified in the individual Agency Agreement.

#### **7.5 Promotional Material and Events**

- The Administrative Division (with support from Marketing Officer) is responsible for the development of promotional materials and their supply to the Agents.
- International Education Agents and other organisations are notified of the availability of new promotional material.
- International Education Agent engagement is coordinated by Marketing Officer.

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