

# International Students – Appointment and Monitoring of Education Agents Procedures

---

## INTRODUCTION

The University recognises the role of international Education Agents in the recruitment of students who are often the first point of contact between prospective international students and the University. Their activities and ethics are important to the University and Australia's reputation as a desirable destination for international students.

The University must take all reasonable measures to use Recruitment or Education Agents that have an appropriate knowledge and understanding of the Australian international education industry and act with integrity and honesty. This is a requirement of the [Education Services for Overseas Students Act 2000](#) (the ESOS Act) and Standard 4 of the [National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007](#) (the National Code), [Tertiary Education Quality and Standards Agency Act 2011](#) (the TEQSA Act) and the Australian Qualifications Framework (AQF).

The University is committed to effectively managing the appointment and ongoing relationship with Agents who will act ethically and appropriately to ensure the reputation of the University and that of international higher education provision in Australia.

## COMPLIANCE

This is a compliance requirement under the:

- [Higher Education Standards Framework \(Threshold Standards\)](#);
- [Standards for Registered Training Organisations \(RTOs\)](#); and
- [National Code of Practice for Providers of Education and Training to Overseas Students](#)

## INTENT

This document outlines the University's responsibilities in the management of Education Agents and their activities for recruiting international students to ensure only reputable Agents are used.

## RELEVANT DEFINITIONS

In the context of this document

**AEI Agent Network** means the Department of Education and Training, Australian Education International network which manages the Australian Government's engagement with partner countries across the world on matters related to education;

**Australian Qualifications Framework (AQF)** means the framework for regulated qualifications in the Australian education and training system, as agreed by the Commonwealth, State and Territory ministerial council with responsibility for higher education;

**CRICOS** means the Commonwealth Register of Institutions and Courses for Overseas Students;

**Genuine Student** means an applicant that intends to obtain a successful educational outcome and has the language, education and material background to have a reasonable chance of achieving this educational outcome;

**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;

**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;

**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

**Streamlined Visa Processing** means the visa processing arrangements under which eligible student visa applicants from participating universities and eligible non-university higher education providers are assessed as though they are a lower immigration risk, irrespective of their country of origin.

## PROCEDURES

The Office of International Services is responsible for managing the activities of the University's international Education Agents to ensure only reputable Agents are used to recruit students on its behalf, in accordance with Standard 4 of the [National Code](#).

Where a course is marketed and delivered by another registered provider under an arrangement, the University must ensure that the provider has an appropriate Agent's policy in place covering the appointment, monitoring and performance of Agents.

### Recruitment

The Office of International Services will take all reasonable measures to recruit Agents that have an appropriate knowledge of the University courses and processes, relevant knowledge and experience of the legislative framework of Australian international education and training as well as Streamlined Visa Processing screening processes. Only Agents who can show evidence of having completed the PIER Education Agent Training Course endorsed by the Australian Government will be eligible to apply, although special consideration may be given if PIER training is not available in country of operation.

In markets where the University is seeking additional representation, or if an Agent shows exceptional student recruitment potential, the International Marketing and Recruitment team will invite prospective Agents to make application at any time. In markets where the University has sufficient representation, the International Marketing and Recruitment team will invite selected Agents to make application.

## Assessment and Selection

The Manager, International Marketing and Recruitment will assess the applicant's suitability to represent the University against:

- The location of the Agent and the country or countries the Agent will recruit from;
- An assessment of their premises and staff where practical;
- Demonstrated understanding of Australian legislation in regards to student recruitment, Streamlined Visa Processing (SVP), the Australian international education industry and the University;
- Relevant prior training completed, including whether any of the agency staff have completed the PIER Education Agent Training Certification;
- Evidence of Agent's experience in the recruitment of genuine quality international students, which may include:
  - Recruitment for other Australian universities or training providers;
  - Relevant industry partnerships;
  - AEI Agent Network registration; and
  - ISO Accreditation;
- Formal responses from relevant referees;
- Evidence of the Agent's marketing strategies and marketing experience;
- Agent's reputation and evaluation of any previous dealings; and
- Agent's fees and charges structure.

The University will not accept students from or enter into an agreement with any recruitment or education agent that it knows or reasonably suspects to be:

- Engaged in, or to have previously been engaged in, dishonest practices, including the deliberate attempt to recruit a student that clearly conflicts with the obligations of registered providers under Standard 7 of the [National Code](#);
- Facilitating the enrolment of a student that the agent believes or should know would not comply with the conditions of his or her student visa;
- Negligent, careless or incompetent or engaged in false, misleading or unethical advertising and recruitment practices, including practices that could harm the reputation of the University or the Australian international education industry;
- Misusing the Provider Registration and International Students Management System (PRISMS) to create Confirmations of Enrolment for other than a genuine student; or
- Providing immigration advice where not authorised to do so under the [Migration Act 1958](#).

## Appointment

Successful agents, who have demonstrated an appropriate knowledge and understanding of Australian international education industry and are assessed as meeting the requirements of the University and the obligations of the National Code, will be offered an Agent Agreement to represent the University, promoting courses with the intention of recruiting Genuine Students and Genuine Temporary Entrants, on a non-exclusive basis.

The Manager International Marketing and Recruitment will notify successful applicants by email and forward two (2) copies of the CDU Agent Agreement to formalise an ongoing and significant relationship in which the agent has undertaken to recruit students. The CDU Agent Agreement must be read and signed by the agent as acknowledgement of:

- The responsibilities of the education agent and the University and the need to comply with the requirements in the National Code;
- Provision for the education agent to access up-to-date and accurate marketing information;
- Key Performance Indicators;
- The processes for monitoring the activities of the education agent, including where corrective action may be required; and
- Termination conditions, including providing for termination when the education agent does not fulfil its responsibilities.

Unsuccessful applicants will be advised by email with feedback on where the Agency failed to meet the selection criteria along with an invitation, where applicable, to apply again at a later time.

The University will publicise through its website an up to date list of appointed education agents by country.

Note: The University is not required to have a written agreement with agents who act on behalf of students or parents.

### **Education Agent Training and Information**

The Office of International Services will maintain regular contact with Education Agents by phone, written communications, newsletters and visits to Agents' offices to provide up-to-date and accurate information on courses and marketing materials to enable them to conduct their business, including advice on:

- Course changes;
- Changes to the legal or regulatory conditions for Australian student visa requirements;
- Application and admission processing requirements;
- Enrolment dates; and
- News, events and other relevant Information about the University.

The International Marketing and Recruitment team will provide training to Education Agents during visits to an Agent's office and additional online training via Skype as required. Education Agents are encouraged to visit the University to undertake training sessions and familiarise themselves with the University and its facilities.

### **Monitoring and Review Education Agents**

The Office of International Services will regularly monitor the performance and activities of all Education Agents on an ongoing basis, to ensure that the University is using reputable Agents. This may include:

- Analysis of quality and quantity of applications on behalf of prospective students;
- Analysis of conversion rates from applications lodged to actual enrolments at the University;
- Analysis of visa grants and refusals for the University and for other Australian universities where possible;
- Adherence to the University's admissions processes;
- Progress and conduct of students;
- Analysis of recorded instances where a student claims to have been misinformed by the agent about his or her studies at the University; and/or

- The number of recorded instances where the agent has shown a lack of knowledge of student visa requirements or other matters relating to a student’s stay in Australia.

When monitoring processes indicate a deficiency or non-compliance with legislation or the [National Code](#), training and/or the provision of additional information in relation to the expectations of the University will be provided during visits to an Education Agent’s office.

The Office of International Services will conduct an annual review of all Education Agents to assess the status of the relationship and provide formal feedback.

Prior to the end of the year, the Manager International Marketing and Recruitment will conduct the performance reviews as part of the Agency Agreement using the following performance indicators:

- Student surveys;
- Application audits;
- Visits to the Education Agent’s offices;
- Submission of commission invoices in the format as set out in clause of the Agreement;
- Conversion rates (number of applications, offers and commencements);
- The number of visa applications submitted by the Education Agent that resulted in a student visa being granted or rejected;
- Confirmation by the Education Agent of receipt of communications sent by the University;
- The academic progress and performance of students recruited by the Education Agent; and
- Any other indicators or measures set by the University from time to time.

Where any practices by an Education Agent are identified as being negligent, careless or incompetent or being engaged in false, misleading or unethical advertising and recruitment practices, or engaged in practices that could harm the integrity of the University or Australian education and training, the Manager International Marketing and Recruitment must take immediate corrective and preventative action.

Where the University becomes aware of, or reasonably suspects, an Education Agent, or an employee or sub-contractor, of the conduct set out in Standard 4.3, of the [National Code](#), the Manager International Marketing and Recruitment is responsible for terminating the agreement with the Agent with immediate effect. This does not apply where an individual employee or sub-contractor of the Education Agent was responsible for the conduct and the Education Agent has terminated the relationship with that individual employee or sub-contractor.

## Records and Compliance

To ensure compliance with the [National Code](#), the Office of International Services will keep appropriate records of all Education Agents engaged by the University to formally represent it in the recruitment of international students, including:

- A dually signed written and current Agent Agreement;
- Evidence of Education Agent monitoring activity undertaken by the University;
- Evidence of processes for updating promotional material used by Education Agents and for informing agents of any changes;
- Copies of Agreements that have been terminated, where applicable; and/or
- Evidence of immediate corrective and preventative action (for example, record of telephone conversation, email or letter) taken when the University becomes aware that the Education Agent has become negligent, careless or incompetent or has engaged in false, misleading or unethical advertising and recruitment practices.

## ESSENTIAL SUPPORTING INFORMATION

### Internal

[International Student Policy](#)

### External

[Education Services for Overseas Students Act 2000](#) (Commonwealth)

[Higher Education Standards Framework \(Threshold Standards\) 2011](#) (Commonwealth)

[Higher Education Support Act 2003](#) (Commonwealth)

[Migration Act 1958](#) (Commonwealth)

[National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2017](#) (Commonwealth)

[National Vocational Education and Training Regulator Act 2011](#) (Commonwealth)

[Standards for Registered Training Organisations \(RTOs\) 2015](#) (Commonwealth)

[Tertiary Education Quality and Standards Agency Act 2011](#) (Commonwealth)

### Document History and Version Control

<b>Last amendment:</b>	15 Dec 2017	<b>Next Review:</b>	Mar 2017
<b>Sponsor:</b>	Deputy Vice-Chancellor, Global Strategy and Advancement		
<b>Contact Officer:</b>	Director, International Services		

Version	Date Approved	Approved by	Brief Description
1.00	5 Nov 2014	Vice Chancellor	Creation of original document and upload to CDU website.
1.01	15 Dec 2017	Governance	<ul style="list-style-type: none"><li>• Conversion to new template due to new University branding</li><li>• Updated hyperlinks</li><li>• Added Sponsor , Deputy Vice- Chancellor, Global Strategy and Advancement</li><li>• Amended National Code Changed from 2007 to 2017</li></ul>