

Education Agents Policy

Version number	2
Approved by	Corporate Governance Board
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Purpose

Education agents play a key role in marketing Sydney Institute of Higher Education (SI)'s higher education offerings and recruiting international students to SI. SI values its reputation as a higher education provider and acknowledges its responsibility to ensure all methods of representation- internally and by third parties- are ethical and maintain SI's academic integrity.

This policy establishes the framework for monitoring the representation of SI by its education agents. This policy establishes the roles and responsibilities of SI's decision-making authorities governing the representation of SI and identifies resolution processes for students who report grievances with any aspect of the way in which SI has been represented to ensure SI remains accountable for all forms of its representation.

Scope

This policy applies to all SI staff involved in the representation of SI and the recruitment, assessment and supervision of any education agent who represents SI.

Principles

The *Corporate Governance Board* is responsible for overseeing the academic integrity of SI, its reputation and public representation. This includes the representation of SI through an education agent.

The relationship between SI and all education agents who represent SI will be established by a formal contract that is approved by the *Corporate Governance Board*. In the event that an education agent violates the terms of their contract, the contract may be terminated.

Throughout their representation of SI, all education agents will reflect the values of SI and all interactions with prospective students will be conducted in good faith. All education agents appointed must have appropriate knowledge and understanding of the Australian higher education sector and the *ESOS Act*.

All information provided to prospective students about SI programs must be accurate and presented truthfully. The *Corporate Governance Board* is responsible for ensuring education agents are provided with the most up-to-date information that accurately reflects SI and its higher education offerings, including entry and English language requirements.

Procedures

Contract

All education agents must enter into a contract with SI before representing SI.

The following details must be included in the contract:

- that the agent will not misrepresent any aspect of the SI and its offerings
- that the agent must comply with, and maintain knowledge of, the *ESOS Act*
- processes the SI will implement to monitor the education agent's activities and performance
- the suspension and termination conditions of the contract.

Performance of Education Agents

SI will monitor the performance of education agents to ensure compliance with the contract of employment and ensure the information education agents provide prospective students is an accurate representation of SI, its programs, and graduate outcomes.

Education agents will undergo annual performance reviews, which take into account:

- student feedback
- the number of student application forms provided by the education agent that result in student enrolments
- the performance and successful completion of programs by previous students recruited through that education agent
- the use of marketing materials and strategies used by the education agent.

Complaints

SI is responsible for the conduct of its contracted education agents and will thus accept complaints and grievances regarding education agents through the channels established in the *Student Complaints and Appeals Policy*.

Minor breaches to the contract of employment

A minor breach of contract may trigger a defined probationary period for the education agent. In such an instance, the education agent must demonstrate improved adherence to their contract.

Serious breaches to the contract of employment

In response to serious breaches of contract, SI will suspend or terminate the education agent's contract.

SI will immediately terminate the employment contract of an education agent:

- when an agent is found to have breached the *ESOS Act*
- upon discovery of unethical conduct or misrepresentation by education agents.

A suspension may be instigated if a serious breach is suspected or reported, but SI must investigate the allegation according to the principles of natural justice.

For both suspension and termination, the education agent will be notified in writing, and must immediately cease to represent SI or use any marketing material provided by SI.

Processes for Monitoring Agents

The Agent will monitor the Agent's performance annually utilising any or all of the following methods:

- regular face to face meetings with the Agents onshore or offshore;
- telephone/teleconference meetings;
- submission of a regular report every three (3) months from the Agent to the Agent, detailing the number of students interviewed in the Agent's office and at other venues such as education fairs;
- survey of students recruited by the Agent;
- survey of parents of the students recruited by the Agent;
- performance benchmarks included in agreements;
- evidence that the Agent has undertaken Education Agent Training Program, (details of which can be found at <http://www.pieronline.org/eatc>).
- satisfactory completion by the Agent of SI agent training course, if any;
- spot checks by the Agent (eg- to observe the Agent at work at education fairs);
- Agent surveys; and
- Student cohort academic performance analysis to identify the academic progress of students recruited through the Agent (de-identified to preserve the privacy of the individual student(s)).
- An Agent must achieve at least 80% visa approval rate for the Agent to maintain this Agreement with SI.

Policy Implementation and Monitoring

The *Corporate Governance Board* delegates responsibility for the day-to-day implementation of this policy to the Business Development Manager.

The *Corporate Governance Board* will review all periodic reports from relevant committees and staff members, in accordance with the *Compliance Calendar*.

Additionally, the *Corporate Governance Board* will review all relevant student complaints, concerns raised by staff members, and instances of student or staff misconduct in accordance with the *Compliance Calendar*.

The *Corporate Governance Board* must ensure that findings from these monitoring activities are taken into account in planning, quality assurance and improvement processes.

Related documents

- *Education Services for Overseas Student Act 2000.*

Definitions

Contract of employment: the contractual terms agreed upon by SI and the education agent throughout the duration of the education agent's employment with SI.

Corporate Governance Board: the governing body responsible for oversight of all higher education operations, including the ongoing viability of the institution and the quality of its higher education delivery. The *Corporate Governance Board* delegates responsibility for academic matters to the *Academic Board*.

Education Agent: an individual or organisation contracted SI to promote education services to students or prospective students in selected regions.

Education Services for Overseas Students Act 2000 (ESOS Act): Australian federal legislation establishing legislative requirements and standards for the quality assurance of education and training institutions offering courses to international students who are in Australia on a student visa.

International student: an individual enrolled in a program at SI who is not a citizen of Australia or New Zealand, or an Australian Permanent Resident.

Prospective student: an individual who is interested in enrolling in an SI program.

Review schedule

This policy will be reviewed by the *Corporate Governance Board* every three years.

Version History				
Version number:	Approved by:	Approval date:	Revision notes:	Next review date:
1	Corporate Governance Board	13/11/2017		
2	Corporate Governance Board	29/07/2020	Process for monitoring agents	29/07/2023

▲ Related Documents	
English Language Entry Requirements Policy	
Information For Students Policy	
Marketing to Prospective Students Policy	
Student Complaints and Appeals Policy	

↗ Third Party Arrangements Policy
↗ Agent Agreement
↗ Academic Board - Terms of Reference
↗ Corporate Governance Board - Terms of Reference
↗ Business Development Manager

End of document: "Education Agents Policy"

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