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## Education Agent

### Procedure

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<b>Issue Date:</b>	<b>Issue History:</b>
August 2014	Initial release (V1.0)
September 2015	Reviewed (V1.1)
October 2016	Reviewed and updated related forms (V1.1)
November 2016	Updated to supersede Oct 2016 – Changed ‘Student Agent Survey’ to ‘Student Agent Review Form’ (V1.2)
August 2017	Reviewed and revised (V1.3) – Director of Quality Assurance removed

<b>Parent Policy Title</b>	<b>Education Agent Procedure</b>
<b>Procedure</b>	This procedure is in place to ensure that Cambridge International College (WA) has appropriate Education agent selection and monitoring business processes that comply with its regulatory requirements.
	<p><b><u>Appointment of Agents</u></b></p> <p>All applications must be lodged using CIC's Agent Application Form. The Applicants must nominate suitable referees and the application is assessed as detailed in the following process.</p> <p>Applicants who are not approved are notified in writing.</p>

### **Agent Appointment Process: Actions**

	<b>STEPS</b>	<b>WHO IS RESPONSIBLE?</b>	<b>COMMENTS</b>
1.	Agent Application Form sent to prospective Agent.	CIC Sales & Marketing Manager	
2.	Completed forms with required documentation attached returned to Cambridge International College	Prospective Agent	Business Profile etc to be attached.
3.	If determined to be suitable to appoint, contact referees for completion of Agent Reference Check.	CIC Sales & Marketing Manager	<p>In cases where referees are unable to complete the Agent Reference Check in writing then there are alternative options for Reference checks:</p> <ul style="list-style-type: none"> <li>• Marketing Manager to telephone referee and complete the form on their behalf</li> <li>• Provision of at least 4 of the following:               <ol style="list-style-type: none"> <li>1. Company profile</li> <li>2. ABN certificate or equivalent</li> <li>3. Partner institution list</li> <li>4. News articles or public relations material</li> <li>5. Existing relationship with another EduCo institution</li> </ol> </li> </ul>
4.	Once Agent Reference Check has been completed, reassess to determine if suitable to	CIC Sales & Marketing Manager	

	appoint.		
5.	Complete Agent Agreement.	CIC Sales & Marketing Manager	Ensure correct details are inserted i.e. title of agent, company registration number (if any); country of representation, address is listed in agreement.
6.	Agent Agreement approved and signed.	CIC Sales & Marketing Manager	
9.	Copies of Agent Agreement sent to office of agent.	Sales Ops /CIC Sales & Marketing Manager	
10.	Agent returns signed original copies of agreement.	Agent	
11.	Soft copy retained in Agent Management Systems and Agency Certificate sent to the agent.	CIC Sales & Marketing Manager	
12.	Details of agent updated in TEAMS and the Agent Management System once contract is finalised.	Sales Operation /CIC Sales & Marketing Manager	Updated continuously
13.	Details of agent updated on the website.	CIC Sales & Marketing Manager	Updated every two weeks
14.	Agent details are recorded in PRISMS.	CIC Admissions	Updated every two weeks

### ***Responsibility***

CIC Sales and Marketing Manager

### **Agent Agreements**

Approved applicants will be sent the Agent Agreement. All applicants approved as an agent shall be required to sign an Agent Agreement prior to undertaking any promotional activities on behalf of CIC.

On signing the agreement, the applicant becomes an approved education agent. Approved education agents will be sent an Agent Certificate that can be displayed in their office to show that they are approved agents of CIC and can provide information to prospective students about CIC. Approved agents will be added to the list of CIC Education Agents displayed on the CIC Website.

The original signed Agent Agreement shall be kept in the agent's file; the agent will also receive a copy.

### **Monitoring Agent activities**

To ensure that CIC is using reputable agents, CIC undertakes a monitoring procedure with all active agents. This monitoring process is outlined as follows.

### **Student Agent Appraisals**

During orientation all new students will be required to fill in a Student Agent Review Form (Survey). The CIC marketing team will review the feedback to ensure that all agents appropriately inform students and the decision to study with CIC is based on accurate information.

### **Annual Agents Performance Appraisals**

All onshore education agents will be required to conduct face-to-face meetings with the marketing department at least once per year, and offshore education agents will hold discussions over the phone/Skype at least once a year. Every year the marketing department will hold an annual meeting/seminar. This meeting addresses:

- Current practices
- Ensure current marketing materials are being used
- Discuss any issues or concerns, and
- Discuss the importance of Agent Newsletters from CIC

Individual meetings will be conducted as required. All records will be saved in the agent's file. The Annual Agents Review information will be filed and kept in the agent's records.

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

Either party can terminate the agreement by giving the other party 28 days prior written notice.

CIC will monitor the performance and activities of the agent throughout the contract period. When an agent agreement ceases, their name will be removed from the CIC website.

CIC will terminate the agent agreement with immediate effect if it is shown, or if CIC reasonably suspects, that the education agent is:

- Engaged in dishonest practices, including suggesting to overseas students that they come to Australia on a student visa with a primary purpose other than full – time study.
- Facilitating the enrolment of overseas students who the agent believes will not comply with the conditions of their student visas.
- Engaging in false or misleading advertising and recruitment practices.
- Uses PRISMS to create confirmations of enrolment of other than bona fide student
- Providing immigration advice when not authorised to do so.

CIC may also terminate an agent's appointment in the event of poor student academic performance as identified by the Director of VET Education by the processes set out under the 'Corrective Action' heading above.

The agent will be removed from the CIC website upon termination of the agreement.

### **Monitoring Agent activities**

To ensure that Cambridge International College is using reputable agents the College will initiate a monitoring procedure with all active agents. This monitoring process is outlined as follows.

- **Agent Student Appraisals:** On the day of orientation all the new students are required to fill Student Agent Review Form, marketing team ensure that the student's decision to study with the Cambridge International College was an informed decision based on accurate information given by Education Agent.
- **Annual Agents Performance Appraisals:** All onshore Education Agents will be required to conduct a face-to-face meeting with Cambridge International College at least once per year and offshore Education Agent will discussions over the phone/Skype once a year. Every year CIC holds an annual meeting seminar.

This meeting or the telephonic conversation will cover:

- Current practices
  - Ensure current marketing materials are being used
  - Discuss any issues or concerns
  - Discuss the importance of Agent Newsletter from Cambridge International College
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- Where any practices of the education agent are identified as being negligent, careless or incompetent or being engaged in false, misleading or unethical advertising and recruitment practices, including practices that could harm the integrity of Australian education and training, the college will take immediate action.
  - Where the above practice(s) by an agent is identified the VP Global Sales &Marketing/PEO are responsible for ensuring there is a change of the practices causing concern through counselling the agent or terminating the agreement. Any counselling or termination of agreements will be documented within the Agent file.
  - Agent files must be reviewed through the internal continuous improvement policy.

### **Continuous Improvement**

Representatives of both Cambridge International College and the agent will meet (may be teleconference/Video/Skype) at least once every semester to review the level and nature of services provided by the agent and overall operational arrangements of the partnership to ensure a highest quality of recruitment and student satisfaction and compliance with the requirements of the SNVR and ESOS Act.

The following matters will be discussed at these meetings.

- Results and progress and attendance of all students from the Education Agent
- Feedback outcome from Student Agent Review form.
- Communication strategy to ensure that the Education Agent is giving accurate and current information to prospective students
- All aspects of the quality assurance process
- Administrative issues
- Marketing material
- Any other issues as identified during the period

When agreed by partners in this partnership arrangement, modification/improvement will be made to the working arrangements and the agreement in accordance with the findings of the evaluation.

### **Corrective Action**

The Cambridge International College will take corrective action if the Education Agent fails to act in accordance with Education Agent Agreement. In particular corrective action will be taken if the education agent is negligent, careless or incompetent or has engaged in false, misleading or unethical advertising or practices that could harm the integrity of Australian Education and Training.

Depending on the circumstances corrective action could include

- Verbal counselling
- Written warning
- Provision of new and updated material
- Termination of Education Agent Agreement

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

Either party giving one month's notice in writing may terminate Cambridge International College Education Agent Agreement. The Cambridge International College will terminate the agent agreement if it is shown, or the Cambridge International College reasonably suspects, that the Education Agent is:

- Engaged in dishonest practices, including suggesting to overseas students that they come to Australia on a student visa with a primary purpose other than full – time study.
- Facilitating the enrolment of overseas students who do not comply with the conditions of their student visas
- Engaging in false or misleading advertising and recruitment practices
- Providing migration advice when not authorised to do so,

#### **Updating Information**

- Cambridge International College will ensure that the agent is provided with current information regarding the provider and the courses offered.
- New course documents and detailed information will be provided to agents whenever such documents are amended.
- Agents are required to notify Cambridge International College if any details related to the agent or its operations are altered.

Updates and information is communicated to agents via

- i. Regular newsletters
- ii. Visits from account managers
- iii. Website updates
- iv. Agent workshops and events on campus
- v. Sales conferences for off-shore markets
- vi. Regular emails from regional managers

#### **Implementation**

This Procedure will be implemented using the following strategies:

- All Marketing Staff is informed and given complete information of the above during their induction.
- The above policy and procedure is always maintained on the Cambridge International College intranet.
- Documentation distribution, e.g. posters, brochures, flyer, Newsletter and promotional material to Education Agent.
- By always ensuring Agents are informed of updates through agent meetings, flyer and every month newsletter sent through email or any other electronic medium.

#### **Quality Assurance and Communication**

Cambridge International College Vice President Sales and Marketing ensures that the Marketing department follows the right procedure as per Cambridge International College Policy and Procedure aligned with the ESOS Act.

Reviews and reporting will monitor the education agents performance and activities.

Clear communication across all stakeholders will help Cambridge International College to achieve the set targets. The VP Global Sales and Marketing ensures timely and relevant communication to current Education Agents. This includes communication on any updates and recruiting bona fide students and internal

	department communication to ensure compliance with National Code Standards and SNVR.
<b>Related Procedure:</b>	Marking information policy and procedures Education Agent Policy Admissions Policy and Procedure Fees and Charges Policy and Procedures Refund Policy and Procedures Transfer Between Provider Policy and Procedures
<b>Related Forms</b>	Education Agent Agreement Form Student Agent Review Form (Survey)
<b>Procedure Owner:</b>	VP Sales and Marketing /CEO Sales and Marketing Managers
<b>Approved by:</b>	CEO
<b>Approved Date:</b>	August 2014

**Definition (if any)**

***Forms/Record Keeping***

Title	Location	Responsible Officer	Minimum Retention Period
Agent Form	TEAMS	VP Global Sales & Marketing/Marketing Manager	
Agent reference check form	TEAMS	VP Global Sales & Marketing/Marketing Manager	
Agent Agreement	TEAMS	VP Global Sales & Marketing/PEO	7 years after contract has expired
Agency Certificate	TEAMS	Marketing Manager	
Agent Student Appraisals form	TEAMS	Marketing Manager	
Annual Agents Performance Appraisals form	TEAMS	VP Global Sales & Marketing/Marketing Manager	
Agent warning letter	TEAMS	VP Global Sales & Marketing/PEO	
Agent termination letter	TEAMS	VP Global Sales & Marketing/PEO	