

Agency Monitoring Policy and Procedure

Agency Monitoring Policy and Procedure	
Relevant Standards SRTO 2015: 2.1, 2.3, 2.4, 4.1 The National Code 2007: Standard 1, 4	Linked Documents Agent Checklist Agent Referee Check Form Marketing of New Courses Policy and Procedure Manager's Report: Agent Performance Review

1. Purpose

This policy supports and enhances college's marketing process by providing a mechanism for monitoring performance and marketing practices of colleges listed agents. This policy is in accordance with the Standards for Registered Training Organisations (SRTOs 2015), National Code 2007 and the ESOS Act 2000.

2. Scope

This policy/procedure applies to all international student operations and appointed agents of the College.

3. Definitions

Agent: Any person or organisation who has a written contract with ALTEC College to promote ALTEC College's programs to prospective students and obtain a fee for providing students to the college

Agent Contract: A written contract between ALTEC College and a person or organisation relating to promotion of ALTEC College's programs and recruitment of students, normally valid for one (1) year

CRICOS: Commonwealth Register of Institutions and Courses for Overseas Students

ESOS: Education Services for Overseas Students, governed by ESOS ACT 2000 and subsequent amendments to the act

The National Code: National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students

4. Legislative Context

- ESOS ACT 2000 and subsequent amendments
- ESOS Regulations
- The National Code 2007
- Migration Act; and Migration Regulations
- Competition and Consumer Act 2010
- Trade Practices Act 1974 (Cth)
- The Australian eMarketing Code of Practice 2005
- Privacy Act 1988 (Cth)

5. Policy Statement

The agents are first point of contact between ALTEC College and prospective students of ALTEC College and therefore the college puts a great emphasis on ethical, legal and honest conduct of its agents.

5.1 This policy aims to ensure that the actions of all ALTEC College agents are ethical and comply with ALTEC College's obligations under the relevant laws and codes of practice.

5.2 A key amendment of the ESOS Amendment Act (new subsection 21A), effective June 2010, requires all providers on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) to maintain a list of all persons, whether within or outside Australia, who represent or act on their behalf in dealing with overseas students or intending overseas students. Accordingly, ALTEC College will publish its list of all appointed agents on its website at: <http://www.altec.edu.au> and update the list if changes occur.

5.3 ALTEC College requires its agents to have an appropriate knowledge and understanding of the Australian international education industry, both higher education and vocational education and training and learning pathways of the courses offered by ALTEC College.

5.4 ALTEC College expect its agents to provide honest and accurate information about ALTEC College's courses to all the prospective students and offer the courses that meet the intended career and/or professional requirements of the prospective students.

5.5 ALTEC College expects the agents to treat all the prospective students respectfully and conduct themselves ethically and appropriately in all dealings with them.

5.6 ALTEC College will conduct referee checks on all the new and current agents and monitor their performance on an annual basis.

5.7 5.7 ALTEC College will make a decision on renewal of agent contract based on agent performance, Manager's Report and Agent Survey by Students. With a view to enhance on-going and timely monitoring, ALTEC shall undertake a formal agent/agency review at least once a calendar year; in addition to prompt/spot reviews undertaken where any breach is suspected.

5.8 ALTEC College expects all its agents to act in the manner consistent with legislative and regulatory requirements and comply with college's *Marketing of New Courses Policy and Procedure*.

5.9 ALTEC College will not actively or knowingly recruit a student where this clearly conflicts with its obligations under Standard 7 (Transfer between registered providers).

5.10 ALTEC College will immediately suspend or cancel the agency agreement and all student recruitment activities with an agent if it becomes aware of an education agent 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.

6. Quality Students

ALTEC College expects its agents to recruit quality students. For the College, quality students are who;

- Have clear career goals/plan and can rationalise how the chosen course of study will contribute towards the same;
- Make an informed decision on undertaking a course in Australia and demonstrate their preparedness to relocate to pursue their academic goals;
- Demonstrate financial capacity and/or arrangements to support their studies and living while in Australia
- Pay their fees as per the written agreement;
- Make education/learning a priority and maintain satisfactory academic performance;
- Adhere to the Student Code of Conduct and contribute towards maintaining a safe, supportive, collaborative, and positive learning environment; and

- Complete their course within the expected duration

ALTEC College will consider quality student outcomes as part of Agent's annual performance review.

6. Procedure of Monitoring Agent Performance

The procedure for the college in ensuring that all its Agents operate ethically, in the best interest of the college and in accordance with the requirements of the ESOS National Code is five-fold and based on;

- Selection of Agents
- Agents Contracts
- Student Feedback
- Communication with Agents
- Performance review

Selection of Agents

Whenever an Agent approaches the college to provide recruitment services or the College expresses interest in an Agent providing recruitment services to the college each Agent will be asked to complete and sign an information sheet. This sheet will request information that includes, but is not limited to, the following;

- Business details including
 - Business name
 - Name of contact person
 - Postal, email, website and telephone/fax contacts
- Primary countries of operation
- Membership of Professional Associations
- Names of three referees.
- A statement that they have never been convicted of engaging in dishonest or deceptive practices.

On receiving the information sheet, the college will establish an Agents file (either hard copy or electronic or both), check accuracy of information by phoning the Agent and sending a confirmation email. ALTEC College will also check claimed membership of professional associations and will contact referees. All outcomes of this checking will be recorded on the Agents file along with the information sheet. If any outcomes of these checks are unfavourable, then the College will take no further action and advise the Agent that they will not be engaging them to provide services. If all outcomes of the initial checks are favourable the Agents will be offered a contract.

Agents Contracts

All Agents engaged by the College to provide recruitment services will be asked to enter into a signed agreement (contract) with the College of. This contract will specify the requirements and undertakings of both parties consistent with the requirements of the National Code and ESOS Act.

The contract will be signed by both parties and a copy maintained on the Agents file.

Student Feedback

ALTEC College will include agent related information in its Student Satisfaction Survey and use this data to identify any issues related to agent's conduct or performance.

Communication with Agents

On-going and open communication with Agents is regarded by the college of as a critical part of the successful operation of the college.

The Marketing Manager will be responsible for such communications and will take every opportunity both in Australia and overseas to ensure that there is regular and ongoing communication with agents. The Marketing Manager will

ensure that all communications with agents; email, telephone, in writing will be logged or otherwise maintained on the Agents file.

It is also Marketing Manager's responsibility to ensure that all the agents have the most updated and the latest marketing and promotional materials. Marketing Manager will ensure that such materials are promptly distributed to all the agents within 5 working days of any changes occurring in the existing materials.

Performance review

Once each year at a time set to coincide with the end date for an Agents contract the manager will prepare a report. The report (sample attached) based on an analysis of the agents file and student survey results will include, but not be limited to;

- Number of students provided by Agent
- Number of students provided by Agent who have been reported to DIBP (Formally DIBP)
- Comment on student satisfaction
- Comment on responsiveness of Agents to communications with the Manager.
- Comment from General Manager of Education and Learning about attitude/commitment of students from this agent
- Number of students who sought transfer to another college in the period
- Areas of improvement required of Agent.

On the basis, this report CEO on the advice of the Marketing Manager will extend Agents agreement with the College, take corrective action prior to extending agreement or terminate the agreement. As part of extending the contract the Manager will ensure that all agent details held on file are accurate and up to date.

7. Responsibility

The Marketing Manager is responsible for;

- Preparing and sending marketing and promotional materials to all the agents and ensuring that they always have the most updated and the latest versions.
- Preparing Manager's Report on performance of each of the agents at the end of the year or at the time of Agent Contract review.
- Effective implementation and management of this policy as well as provision of information on ways to resolve complaints of breaches of this policy and procedure.

The Course Coordinators are responsible for running Student Survey by Agent each year and submit the results to the Marketing Manager.

The CEO has overall responsibility for the implementation and review of this policy and procedure.

Any complaints or breaches in relation to this policy should be reported to the Chief Executive Officer in person or by email to: info@altec.edu.au

Agency Performance Review Procedure

