

Education Agent Management Framework

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Responsible Officer	Head of Sales		
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Related Documents	<i>Education Services for Overseas Students Act 2000 (Cth)</i> National Code of Practice for Providers of Education and Training to Overseas Students 2018 <i>Privacy Act 1988 (Cth)</i>		
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2.0	Chief Executive Officer		

1. Context

The Education Agent Management Procedure articulates Australian College of Business Intelligence’s ACBI commitment to fostering integrity and transparency in its dealings with all partner Education Agents and outlines the procedure followed in their management.

2. Scope

This Framework applies to ACBI Education agents, staff, and affiliates.

3. Principles

The key principles informing this Framework are:

- Alignment with all regulator directives
- Transparency and ethical behaviour in all dealings with prospective and current ACBI students
- student interpersonal and personal effectiveness and wellbeing; and
- promotion and enhancement of ACBI reputation

4. Key Roles

ACBI’s *Education Agent Management Framework* relies on the internal set Code of Conduct, the regulator directives and the industry practice. ACBI partner Education Agents and staff have clear responsibilities in the recruitment process of prospective students and are trained to be responsive to students’ needs.

Role	Responsibilities
Education Agent	1 Promote all ACBI Education programs to prospective students; and 2 Seek written approval of ACBI Education for all Education Agent-created marketing materials before publishing; and 3 Ensure all counsellors, new and experienced, have access to the latest ACBI information and receive adequate peer training; and

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	<p>4 Ensure that all Education Agent counsellors attend ACBI training workshops; and</p> <p>5 Provide accurate, timely and comprehensive advice to prospective students: and</p> <p>6 Follow the Education Agent Service Standards; and</p> <p>7 Provide all students with a hard copy or electronic version of Australian College of Business Intelligence prospectus before applying to Australian College of Business Intelligence; and</p> <p>8 Assist prospective students to complete ACBI Admission Application Form: and</p> <p>9 Forward completed Admission Application Form to ACBI ; and</p> <p>10 Quality assure applications by prospective students prior to submitting to ACBI, ensuring completeness and program admission criteria have been met, wherever possible. Key indicators include:</p> <ul style="list-style-type: none"> I. 90% of applications are approved by ACBI without further information required; and II. 70% of applications are converted to enrolments in an ACBI Education program. <p>11 Leads provided by ACBI need to be contacted by the Agent within one (1) business day.</p> <p>12 Provide all correspondence regarding the application for admission to applicants; and</p> <p>13 Explain the Letter of Offer and Written Agreement to applicants and forward a signed (by student) copy to ACBI; and</p> <p>14 For overseas student, forward the student's payment and proof of Overseas Student Health Cover (OSHC) if not arranged through Australian College of Business Intelligence at the same time or after forwarding the student's signed Written Agreement: and</p> <p>15 Assist successful applicants in paying the required deposit to secure their enrolment; and</p> <p>16 Provide assistance to successful overseas applicants in completing their visa application: and</p> <p>17 Disseminate pre-arrival information to successful overseas applicants; and</p> <p>18 Assist in the development of marketing and promotional activities for ACBI programs: and</p> <p>19 Provide timely information to Australian College of Business Intelligence on the status of applicants; and</p> <p>20 Provide timely updates to Australian College of Business Intelligence regarding changes to contact details for the home office and any/all branch offices; at a minimum this will include the Education Agent's name, name of the principal liaison for counselling and admissions services, legal entity, street address, website address, phone and fax numbers, and relevant email contact address/es.</p>
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	<ol style="list-style-type: none"> 21 Provide reports to Australian College of Business Intelligence on market developments and related recruitment opportunities; and 22 Provide all ACBI' training materials to the Education Agent's student counsellors (including branch-office personnel) and ensure that all student materials are displayed prominently in Education Agent' office/s; and 23 Ensure that all information about ACBI's and the ACBI's programs is accurately portrayed and prominently displayed on Education Agent's website and in print materials: and 24 Act in accordance with all local and Australian regulatory obligations, including the ESOS Act; and 25 Advise potential students on the availability of credit for prior learning and assist them with the relevant Australian College of Business Intelligence application form; and 26 Declare in writing and take reasonable steps to avoid conflicts of interests with its duties as an education agent of Australian College of Business Intelligence .
<p>Australian College of Business Intelligence:</p>	<ol style="list-style-type: none"> 1. Provide a dedicated Account Manager within Australian College of Business Intelligence to support the Education Agent's recruitment activities: and 2. Provide detailed and timely information regarding Australian College of Business Intelligence and the programs it offers, including marketing and application materials; and 3. List the Education Agent's details on the ACBI's website with access from its home page; at a minimum this will include the Education Agent's name, name of the principal agent, legal entity, and street address. Additional information such as the Education Agent's web address, phone and fax numbers, and an email address may be published if provided by the Education Agent; and 4. Respond to standard enquiries from the Education Agent within two (2) business days; and 5. Provide a Letter of Offer to successful applicants within three (3) business days of submission of: <ul style="list-style-type: none"> - Completed application form including certified academic transcripts; and - Any applicable application fee; and 6. Provide an Electronic Confirmation of Enrolment (eCOE) for overseas students within three (3) business days of: <ul style="list-style-type: none"> - Receiving a signed <i>Written Agreement</i>, payment of the requisite deposit, and proof of OSHC if not arranged through Australian College of Business Intelligence; and - Meeting any conditions specified in the <i>Letter of Offer</i>; and

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	<ul style="list-style-type: none"> - Provision of <i>Pre-Visa Assessment Form</i> (only applicable in AL3 and AL4 countries); and - Receiving proof of appropriate accommodation and welfare arrangements (only applicable for students under the age of 18); and <p>7. Provide Education Agent Information Materials in respect of ACBI, ACBI’s programs, and ACBI relevant policies and processes; and</p> <p>8. Complete Commission payment calendar.</p>
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5. Education Agent Service Standards

In performing its duties and obligations as herein provided, the Education Agent will at all times:

- i. Act honestly, diligently, and faithfully, taking care not to mislead or deceive any potential student or his or her parents or guardians or o Australian College of Business Intelligence any governmental or semi- governmental authority in any manner whatsoever;
- ii. Uphold and do nothing to detract from the good name and prestigious reputation of Australian College of Business Intelligence or in any way endanger the status of any of its businesses as registered provider of education in Australia;
- iii. Refrain from detracting from the reputation of any other education provider;
- iv. Observe all the standards, guidelines and rules of all and any governmental and semi-governmental authorities both in Australia and in the Education Agent's country of operation.

6. Recruitment and Admission

The Education Agent must not:

- i. Engage in any dishonest practices, including knowingly promoting ACBI’s programs or deliberately attempting to recruit students who have not completed 6 months of their principal program with another provider or vice versa and suggesting to prospective overseas students that they may come to Australia on a student visa with a primary purpose other than full time study;
- ii. Facilitate applications for prospective overseas students who the Education Agent believes will not comply with visa requirements;
- iii. Provide prospective students with ‘immigration advice’ as defined in the Migration Act 1958 unless the Education Agent is separately registered under that Act;
- iv. Give a prospective student inaccurate information including, but not limited to information about:
 - a. The tuition fee payable to ACBI; or
 - b. His or her acceptance into an Australian College of Business Intelligence program.
- v. Withhold any tuition (or housing/miscellaneous) fees payable to ACBI by a prospective student or deduct any amount from the tuition fees payable by the prospective student;
- vi. Make any representations or offer any guarantees to prospective overseas students about the likelihood of obtaining a student visa;
- vii. Engage in false or misleading advertising or recruitment practices;
- viii. Make any false or misleading comparisons with any other education provider or their programs, or make any inaccurate claims regarding any association between ACBI’s and other education providers;

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- ix. Undertake any advertising or promotional activity about ACBI or the ACBI's programs without the prior written consent of the Institute;
- x. Commit ACBI to accept any prospective student into an Australian College of Business Intelligence program;
- xi. Use any registered or unregistered trademarks of ACBI without the prior written consent of Australian College of Business Intelligence;
- xii. Actively recruit, or attempt to recruit, prospective students that the Education Agent knows to have already engaged the services of another official representative of Australian College of Business Intelligence;
- xiii. Use or access PRISMS for ACBI' students without the prior written consent of ACBI;
- xiv. Use or access PRISMS to create a Confirmation of Enrolment for other than a bona fide student; nor
- xv. Enter into any contract, commitment, or obligation in the name of or on behalf of ACBI.
- xvi. The agent shall not, and shall cause its Affiliates not to, directly or indirectly through any of their respective Affiliates or Representatives or otherwise, to solicit or in any way entice to leave, interview, hire or enter into any agreement or contract with currently enrolled students of Australian College of Business Intelligence, or any of its affiliates, during the term of this Agreement, and for a period of one (1) year following termination of this Agreement.

7. Education Agent Agreement

The **Australian College of Business Intelligence** will take all reasonable measures to use agents that have an appropriate knowledge and understanding of the Australian international education industry and will not use education agents who are dishonest or lack integrity.

ACBI will enter into a written agreement with each education agent it engages to formally represent it and will not accept students from an education agent or enter into an agreement with an education agent if it knows or reasonably suspects the agent to be involved in any of the undesirable practices specified in the formal written agreement set out below.

The Education Agent Agreement will specify the following:

- The responsibilities of the agent and of Australian College of Business Intelligence.
- The need to comply with the requirements in the National Code of Practice for Providers of Education and Training to Overseas Students 2018.
- Processes for monitoring the activities of the education agent, including where corrective action may be required. ACBI will take immediate corrective and preventative action 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.
- Termination conditions, including providing for termination where ACBI becomes aware of, or reasonably suspects, the engagement by a formally engaged education agent, or an employee or sub-contractor of that agent, of the following conduct:
 - I. Engaged in, or to have previously been engaged in, dishonest practices, including the deliberate attempt to recruit a student where this clearly conflicts with the obligations of registered providers under Standard 7 (Transfer between registered providers).
 - II. Facilitating the enrolment of a student who the education agent believes will not comply with the conditions of his or her student visa.
 - III. Using Provider Registration and International Students Management System (PRISMS) to create Confirmations of Enrolment for other than bona fide a student.

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- IV. Providing immigration advice where not authorised under the Migration Act 1958 to do so.

Termination conditions do not apply where an individual employee or sub-contractor of the education agent was responsible for the misconduct if the education agent has terminated the relationship with that individual employee or sub-contractor.

8. References

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