



Title:

International Education Agent Policy

Version	1.0
TRIM file number	09/XXXX
Short description	A policy on agent management in accordance with the University's approved procedures.
Relevant to	Staff with the Division of Marketing Staff with the Office of International Relations Staff with the Division of Student Administration (Admissions Office)
Authority	This Policy has been approved by the Deputy Vice-Chancellor (Administration) in accordance with the Policy on Delegations and Authorisations.
Responsible officer	Director, Division of Marketing Manager, Office of International Relations Director, Division of Student Administration
Responsible office	Division of Marketing Office of International Relations Division of Student Administration
Date introduced	6 October, 2009
Date(s) modified	
Next scheduled review date	6 October, 2011
Related University documents	
Related legislation	Privacy and Personal Information Protection Act 1998 Copyright Act 1968 Copyright Amendment Act 2006 ESOS Act 2000
Key words	Policy, international marketing, education agent, international recruitment representative

1. DEFINITIONS

Agents – Agencies whose primary business is to recruit students into an educational institution where they are paid a commission for a successful placement. They may have one or more offices in Australia or overseas.

International Recruitment Representative (IRR) – an education recruitment agent engaged by CSU on a three-year IRR agreement formally to represent the University. An IRR is supported by the University with hard copy marketing material and other marketing support.

Interim International Recruitment Representative (Interim IRR) – an education recruitment agent who has not been approved by CSU formally to represent the University on a full three-year IRR agreement but has signed an Interim IRR agreement for each student application submitted to the University. The Interim IRR agreement is only valid for the time it takes to process that particular student application.

2. PURPOSE

2.1 This document sets out Charles Sturt University's (CSU's) policy in relation to the recruitment, management and termination of agents.

2.2 The objective of the policy is to ensure the University:

- (a) Selects high quality IRRs;
- (b) Provides adequate training and information for IRRs, including their obligations under the ESOS Act, National Code and AVCC Guidelines;
- (c) Provides adequate marketing materials and support to IRRs to assist with their recruitment;
- (d) Manages the IRRs in a professional and responsible manner;
- (e) Only pays commission to IRRs who have a current agreement with the University;
- (f) Reviews IRR performance every two years;
- (g) Terminates agreements with any IRRs that do not comply with CSU Policy and the ESOS Act, National Code and AVCC Guidelines.

3. SCOPE

This policy applies to staff with CSU's Division of Marketing, Office of International Relations (OIR) and Division of Student Administration (Admissions).

4. RESPONSIBILITIES

The Vice-Chancellor has delegated the oversight of recruitment, management and termination of agents to the Director, Division of Marketing, Manager, Office of International Relations (OIR) and Director, Division of Student Administration.

More specifically, the responsibilities of these areas include:

Recruitment of Agents

- a. Response to agent solicitations (Marketing);
- b. The selection, development and issuing of the IRR Agreement and Interim IRR Agreement (Marketing, OIR);
- c. Providing the Interim IRR Agreement to agents not on an IRR Agreement (Marketing);

Management of Agents

- d. The compliance of IRR activities with the ESOS Act, National Code and AVCC Guidelines. Non-compliance will result in termination of agreement (Marketing, OIR, Admissions);
- e. Ensuring each student application is submitted by a signed IRR or interim IRR (Admissions);
- f. Ensuring the student application is processed with or without a signed agreement (Admissions);
- g. Checking before the University makes any commission payment that OIR has on file either 1. a full IRR Agreement or 2. an Interim IRR Agreement (OIR);
- h. The review of Interim IRR performance and recommendation for full IRR agreement (Marketing).

5. ADHERENCE TO PRINCIPLES

The University relies on IRRs to recruit into on campus and distance education programs. The role of the IRR is to submit a student's application to the University. They are also responsible for providing the student with accurate and comprehensive information about the University and courses, and ensuring the required documents are attached to the application. The IRR recruiting for on campus study will also assist the international student with his/her visa application to the Australian Government.

CSU's policy in relation to the recruitment of new IRRs requires adherence to the following principles:

Quality Assurance

CSU should ensure IRRs are quality agents and are committed to abiding by the standards outlined in the ESOS Acts and National Code. Reviews and reporting will monitor IRRs performance and activities.

Timely and relevant communication

CSU should ensure timely and relevant communication to current IRRs. This includes communication from the Division of Marketing, the Division of Student Administration, and the Office of International Relations.

Relationship building

CSU should ensure all relationship building activities with IRRs are ethical and abide by CSU regulations and the National Code.

Services Agreement

CSU should ensure that any breaches of the Services Agreement between the University and the IRR are dealt with within a one week period (including electronic and written).

APPENDICES

1. International Education Agent Procedures

Table of amendments

Version number	Date	Short description of amendment