



Education Agent Policy

Policy purpose

This policy applies to the MEGT Education Group providers as listed below:

1. MEGT (Australia) Ltd trading as MEGT Institute
(ABN 85 006 266 280) of 29 Ringwood Street, Ringwood, Victoria 3134
RTO Provider Code 3945 CRICOS Provider Code 0251K
2. Australian Business Colleges Pty Ltd trading as Hales Institute
(ABN 57 050 235 384) of 55 Swanston Street, Melbourne, Victoria 3000
RTO Provider Code 3843 CRICOS Provider Code 01191B
3. Ability Education Pty Ltd
(ABN 60 075 234 007) of Level 4, 10 Quay Street, Sydney, NSW 2000
NSW CRICOS Provider Code 01530K
VIC CRICOS Provider Code 03112A

The policy outlines the requirements for Education Agents acting on behalf of MEGT Education Group providers to provide high standards of service and information to overseas students. MEGT Education Group providers take all reasonable measures to use education agents that have appropriate knowledge and understanding of the Australian international education industry, and who act with honesty and integrity. The policy and procedure comply with the provisions of the ESOS Act 2000 and amendments, and The National Code 2007.

Policy scope

This policy applies to the appointment of all education agents by MEGT Education Group both within Australia and overseas.

References

- Guide for Providers of Education & Training Services for Overseas Students
- Education Services for Overseas Student (ESOS) Act 2000
- Education Services for Overseas Students Regulations 2001
- Student Visa Reforms (DIAC) – July 2001 & December 2003
- National Code of Practice for Registered Authorities and Providers of Education and Training to Overseas Students (National Code 2007) (DEEWR)

Definitions

DIAC: Australian Government Department of Immigration and Citizenship

DEEWR: Department of Education, Employment and Workplace Relations



Procedure

The MEGT Education Group marketing staff, under the management of the Group Marketing Manager, is responsible for the selection, appointment, monitoring and management of the activities of education agents.

1. Education Agent Selection

Education agents are engaged to represent MEGT Education Group providers and recruit students for the providers.

- 1.1 A person or organisation wishing to apply to be an approved education agent of MEGT Education Group shall access the Education Agent Application on one of the MEGT Education Group providers' websites - complete and forward it to MEGT Education Group.
- 1.2 The applicant's suitability is assessed on the basis of National Code Part D: Standard 4.3

2. Appointment and Written Agreement

It is mandatory for MEGT Education Group providers to have written agreements with education agents who formally represent them. 'Formally' covers situations where the agent promotes MEGT Education Group providers courses with the intention of recruiting students for MEGT Education Group providers. (MEGT Education Group providers are not required to have a formal agreement with an Education Agent who acts on behalf of an international student or their parent.)

- 2.1 Education Agents are required to complete and forward the MEGT Education Group Education Agent Application Form
- 2.2 The MEGT Education Group Marketing Manager has the final responsibility to check the credential of the education agent and accepting or rejecting an application
- 2.3 The Marketing Manager will assess the application of the Education Agent and will only accept the application where the applicant has demonstrated that they have the appropriate knowledge and understanding of the Australian international education industry and will meet the obligations of the National Code. This will be undertaken via referee checks and evaluation of any previous dealings.
- 2.4 When the applicant has been assessed as satisfactory, the MEGT Education Group Marketing staff prepares the Education Agent Agreement and Schedule A and forwards two (2) copies to the education agent.
- 2.5 Where the application has been rejected the Education Agent will be notified in writing.
- 2.6 Both parties sign the Education Agent Agreement. The Agreement specifies responsibilities of each party and the need to comply with the National Code 2007.
- 2.7 The appointed education agent is issued with a letter of appointment, copy of the signed Agreement and Schedule/s to the Agreement and MEGT Education Group providers' marketing materials.
- 2.8 The agreement commences upon the commencement date specified in the agreement and remains in force until termination of the agreement by either party, or on the date specified under the Terms of Agreement if applicable.



2.9 A copy of the signed Agreement is retained by MEGT Education Group and the education agent is added to the list of approved agents and this list is made public on the MEGT Education Group providers' individual websites.

3. Education Agent training and information

MEGT Education Group providers ensure that education agents receive an information pack and have ongoing access to up-to-date and accurate information about the MEGT Education Group providers as well as marketing information and materials as set out in National Code Standard 1. Information used for marketing and recruitment purposes will be updated as changes occur. Provider information and marketing materials will be provided in both hard-copy and downloadable softcopy from the MEGT Education Group providers' websites. The Agent Agreement includes conditions related to MEGT Education Group marketing activities and materials being solely used for the purpose of promoting the MEGT Education Group providers.

The MEGT Education Group marketing staff maintain regular contact with approved education agents by phone, written communications and visits to the agent's office. Where the monitoring of education agents indicates a deficiency or non-compliance with legislation or the National Code, training and/or the provision of additional information in relation to the expectations of MEGT Education Group providers will be provided by MEGT Education Group. Education agents are encouraged to complete the PIER Education Agent Training Course.

4. Monitoring Education Agents

MEGT Education Group providers will track each education agent's effectiveness by reviewing the recruited students' course completion, drop outs and requests for transfers. A number of monitoring actions are taken to evaluate the education agent's activities. Regional Marketing Managers are required to monitor education agent activity via the following methods and provide a written report of outcomes to the International Sales and Marketing Manager where it has been identified that the education agent may be in breach of Standard 4.3 of the National Code.

Monitoring methods may include one or more of the following:

- visits to education agent's offices and face-to-face meetings where feasible
- telephone/teleconference meetings
- documented comments taken when speaking or visiting the agent
- reports from education agents
- feedback from students recruited by the agent
- surveys of students and/or parents of students recruited by the agents
- performance benchmarks against agreement responsibilities
- observation of education agents (for example, at joint marketing ventures)
- conversion rates of successful enrolments from letters of offer
- quality of students (completion rates, number of students reported to DIAC)
- recommendations from within the Industry
- informal feedback from industry colleagues

MEGT Education Group providers will take immediate corrective and preventative action if they become 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.



MEGT Education Group providers will not engage with an education agent who engages in unethical behaviour. The Agreements with education agents include processes for monitoring the activities of agents and termination conditions. The Education Group Marketing Manager and marketing staff are responsible for the review process.

MEGT Education Group will hold one or more review meetings at least once each year for the total review of education agents. Prior to the meeting, a review report for each education agent will be completed to inform the process and document any corrective action required.

5. Education Agent Change of Details

Marketing staff will update education agents contact details through:

- receipt of email advice or
- Written confirmation on letterhead

6. Termination of Agreement

If MEGT Education Group becomes aware, or reasonably suspects that the Education Agent, or an employee or sub contractor of the Education Agent has acted in breach of the conduct set out in Standard 4.3 of the National Code, MEGT Education Group will terminate the Agreement immediately. Where an individual employee or sub-contractor of the education agent was responsible for the unethical conduct, and the education agent has terminated the relationship with that individual employee or sub-contractor, termination of the agreement is not required as set out in National Code Standard 4.4.

If as a result of a monitoring review (or at any time during the period of the agreement) it is decided to terminate the education agent agreement, MEGT Education Group will give notice to the education agent in accordance with the terms of the agreement.



7. FORMS AND ATTACHMENTS

Education Agent Application
Education Agent Checklist
Education Agent Agreement

8. RELATED PROCEDURES

International Students - Admission Requirements

9. Approval and publication

This updated policy and procedure was approved by MEGT Education Group Continuous Improvement Committee and the General Manager, who are responsible for the overall academic governance of MEGT Education Group, and is effective from May 2010.

All policies applicable to education agents are available on the MEGT Education Group providers' websites

This policy forms part of the MEGT Education Group providers Standard Operating Procedures which are communicated to staff at induction. The National Training Manager is responsible for staff training associated with Policies and Procedures. Training takes place at staff planning and development days and at team meetings. Policies and Procedures are made available to staff via the MEGT shared drive.

Responsibility	General Manager and Marketing Manager
Policy Endorsed By	Continuous Improvement Committee
Endorsement Date	
Policy Complies with	AQTF 2007 and National Code 2007
Version Number	Ver <u>3</u> – 2010 (MEGT Group)