



Policy: International student education agent management

Purpose

To describe the standards underpinning the University's approach to ensuring the quality of its contracted Education Agents.

Overview

This policy sets out the principles for the appointment, management and termination of international Education Agents. This policy is compliant with requirements under the Education Services for Overseas Students (ESOS) Framework, the Higher Education Standards Framework together with the Australian International Education and Training Agent Code of Ethics (ACE).

These regulatory guidelines can be accessed here:

[National Code of Practice for Providers of Education and Training to Overseas Students](#)

[Higher Education Standards Framework](#)

[Australian International Education and Training - Agent Code of Ethics](#)

Scope

This policy applies to all staff of the Australian National University (ANU) and Education Agents engaged on behalf of the University.

Definitions

Education Agent: A person or organisation who is contracted by ANU to recruit international students and refer them to ANU. The Education Agent may provide education counselling to international students as well as marketing and promotion services to ANU. Education Agents may be operating in Australia and/or overseas.

ESOS legislative framework: Establishes legislative requirements and standards for the quality assurance of education and training institutions offering courses to international students who are in Australia on a student visa. ESOS also provides tuition fee protection for international students.

National Code of Practice for Providers of Education and Training to Overseas

Students (National Code): The National Code is a legislative instrument made under the Education Services for Overseas Students Act and sets nationally consistent standards to support providers to deliver quality education and training to overseas students.

HES Framework (Higher Education Standards Framework): is the definitive set of requirements for Australian higher education providers.

Leads refer to prospective students.

Lead-generation activities refer to marketing and advertising activities undertaken to promote ANU to prospective students.

Policy statement

1. ANU engages and manages Education Agents to:
 - a. support the University's student recruitment objectives
 - b. promote the University's programs and courses
 - c. undertake lead-generation activities and assist with conversion of these leads
 - d. provide in-country representation in existing, new and emerging markets for the University
 - e. counsel students on ANU pathway programs and provide 'leads' to these ANU programs
 - f. undertake Genuine Temporary Entrant (GTE) checks prior to the submission of applications to ANU
 - g. provide market intelligence, including trends, program popularity and demand to inform future recruitment strategy development.
2. The ANU International Strategy and Future Students Division (ISFS) is responsible for the management of ANU Education Agents, including:
 - a. communication with Education Agent staff
 - b. appointment, training, review and termination of Education Agents
 - c. conflicts of interest
3. ISFS undertakes ongoing management of Education Agents to:
 - a. promote the University's programs and courses with integrity and accuracy
 - b. uphold the high reputation of the University and the Australian education sector
 - c. ensure the University and prospective students receive high quality customer service
 - d. ensure transparent, fair and ethical dealings

- e. maintain compliance with ANU admissions and policy frameworks, values, and broader legislative requirements. This includes the ESOS legislative framework including the National Code, the Higher Education Standards Framework, and the Agent Code of Ethics
 - f. ensure adequate performance in terms of student quantity, quality and diversity as well as meeting any set Key Performance Indicators (KPIs).
4. ANU immediately suspends, discontinues or terminates a contract with Education Agents who:
- a. seriously breach their contract with the University
 - b. do not meet performance criteria or KPIs as set by the University
 - c. represent the University in an incorrect or dishonest manner
 - d. damage the reputation of ANU
 - e. do not comply with the University's admissions requirements, policy frameworks or values
 - f. do not comply with Australian legislative requirements including the ESOS legislative framework and the Agent Code of Ethics
 - g. provide services to students which are poor, unethical and dishonest.

Document information

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