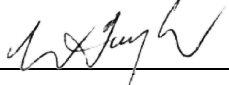


Policy Name	INTERNATIONAL AGENT RECRUITMENT & MANAGEMENT PROCEDURE
Policy Number	G017 – PR (Governance)
Purpose	<p>The purpose of this procedure is to outline the Institute’s approach to:</p> <ul style="list-style-type: none"> • Recruiting and training high quality international education agents • Monitoring and managing international education agents • Agent roles and responsibilities • Termination of agents.
Scope	<p>This procedure applies to the recruitment, management and termination of all international education agents by Whitehouse Institute of Design, Australia’s marketing team, across campuses and for all CRICOS courses offered by the Institute.</p>
Procedure	<p>This procedure has responsibilities for an requires actions by the following:</p> <ul style="list-style-type: none"> • Whitehouse Marketing Staff • Educational Agents. <p>Whitehouse Recruiting and Training Agents:</p> <ul style="list-style-type: none"> • Agents interested in wishing to apply to represent the Institute as approved Agents shall contact the marketing team in writing. • The marketing team may issue the prospective Agent with an Agency Application • The Institute will refer the Agent to the government's on line training program at https://eatc.onlinetrainingnow.com/courses/education-agent-training-course <p>Whitehouse Monitoring Agents:</p> <ul style="list-style-type: none"> • Performance monitoring includes but is not limited to: <ul style="list-style-type: none"> ○ Visits to Agents offices and face to face meetings where practicable ○ Telephone/skype meetings ○ Documented notes form agents meetings ○ Agent reports ○ Feedback from students recruited by the Agent ○ Surveys of students/parents of students recruited by the agent ○ Surveys of agents ○ Observations from educational fairs ○ Quality of students recruited (completion rates, statistics regarding students reported to DIAC etc) Conversion rates of offer letters to CoEs ○ Government or industry body advice/reports. • If issues of concern about an Agent's performance are identified through the year the Institute will immediately act to remedy the situation through further training and if required a written warning • Annual reviews will require summarizing all data on an agent for the academic year and writing a report with a recommendation for the Executive Director on the agent's performance.

	<p>Termination of Agency Agreements:</p> <ul style="list-style-type: none"> • The Institute may terminate the Agreement by notice writing to the Agent if the Agent does not adequately respond to any breach of the Agreement within 14 days after being given notice in writing requesting the breach to be addresses. • In the case of a serious breach, such as but not limited to being engaged in false or misleading advertising, unethical practices or breach of the The National Code 2018 the Agreement can be canceled without prior notice • In the case of receiving notification of termination of an agreement the agent should: <ul style="list-style-type: none"> ○ Submit all applications and fees received from prospective students up until the notice of termination, and ○ Immediately stop all advertising and other marketing of the Institute and return all material to the Institute by registered mail or reputable international freight company • Agents interested in representing the Institute should contact the Marketing Manager expressing their interest in writing • Agents should advise the institute’s marketing staff if stocks of marketing materials are low.
<p>Relevant Legislation</p>	<ul style="list-style-type: none"> • Education Services for Overseas Students Act 2000 (ESOS) • Privacy Act (Cwlth) 1988 • The National Code of Practice for Providers of Education and Training to Overseas Students 2018 (The National Code) • The Migration Act 1958 • The Migration Regulations 1994 • Privacy Amendment (Enhancing Privacy Protection) Bill 2012 (Cwlth)
<p>Key Related Documents</p>	<p>Code of Conduct</p> <p>Access and Equity Policy and Procedure</p> <p>Privacy of Students, Staff and Clients Information Policy and Procedure</p> <p>Whitehouse Website</p> <p>Education Agent Application</p> <p>Agent Reference Agreement Template</p> <p>Education Agent Certificate Template</p>
<p>Keywords</p>	<p>Advertising, marketing, CRICOS Code, brochures, website, social media, international marketing, education agent, recruitment, overseas student</p>
<p>Definitions</p>	<p>Agents: Individuals/organizations, either in Australia or overseas, whose primary business is to recruit students into an educational institution for which they are a paid a commission for successful placement.</p> <p>CRICOS: Commonwealth Register of Institutions and Courses for Overseas Students</p> <p>ESOS Act: Education Services for Overseas Students Act 2000 of the Commonwealth of Australia</p> <p>ESOS Regulations: Education Services for Overseas Students Act 2000 of the Commonwealth of Australia</p>

	<p>The National Code: National Code of Practice for Providers of Education and Training to Overseas Students 2018</p> <p>Prospective Student: A person who intends to become, or who has taken any steps towards becoming, a Student and 'overseas Student' or 'intending overseas Student' as defined by the ESOS Act 2000.</p> <p>Student: A person who holds an Australian Student Visa is an 'overseas Student' as defined by the ESOS Act 2000</p>
Responsible Officer	Executive Directors
Approval Authority/ Authorities	Board of Governors
Date Approved	02/05/2019
Date of Commencement	03/05/2019
Date for Review	02/05/2022
Documents superseded by this Procedure	001 – 008 – The implementation of the latest version of this policy supersedes all previous versions of this Policy.
Amendment History	<p>02/2019 Update procedure to reference The National Code 2018, replacing all National Code 2007 references.</p> <p>07/2018 Rebranding & Changed Formatting – Header & Footer</p> <p>06/2013 Approved</p> <p>12/2012 Changed formatting – including procedure and policy in one document. Minor adjustments and inclusions to policy wording.</p> <p>09/2012 Approved by Board.</p> <p>10/2009 Revision of 2007 version Prior approval Board of Governors – October 2009</p>

Signed and dated for Whitehouse Pty Ltd		<u>Leslie Taylor</u>	<u>2/5/19</u>
	Signature	Name	Date

INFORMATION FOR PUBLISHING ON POLICY REGISTER	
Category	Governance
Stakeholders	Board of Governors International Student Whitehouse Institute of Design