

International Education Agent Policy

Section 1 - Purpose

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

(2) The objective of the Policy is to ensure Charles Sturt University (the University):

- a. selects high quality International Recruitment Representatives (IRR);
- b. provides adequate training and information for IRR, including their obligations under the ESOS Act , National Code and AVCC Guidelines;
- c. provides adequate marketing materials and support to IRR to assist with their recruitment;
- d. manages the IRR in a professional and responsible manner;
- e. only pays commission to IRR who have a current agreement with the University;
- f. reviews IRR performance every two years; and
- g. terminates agreements with any IRR that do not comply with University Policy and the ESOS Act , National Code and AVCC Guidelines.

Scope

(3) This Policy applies to staff within the University's Division of Marketing and Communication, Office of International Relations (OIntRels) and Division of Student Administration (Admissions).

Section 2 - Glossary

(4) For the purpose of this Policy:

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

Section 3 - Responsibilities

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

(6) More specifically, the responsibilities of these areas include:

a. Recruitment of Agents

- i. response to agent solicitations (Marketing);
- ii. the selection, development and issuing of the IRR Agreement and InterimIRR Agreement (Marketing, OIntRels);
- iii. providing the InterimIRR Agreement to agents not on an IRR Agreement (Marketing);

b. Management of Agents

- i. the compliance of IRR activities with the ESOS Act , National Code and AVCC Guidelines. Non-compliance will result in termination of agreement (Marketing, OIntRels, Admissions);
- ii. ensuring each student application is submitted by a signed IRR or InterimIRR (Admissions);
- iii. ensuring the student application is processed with or without a signed agreement (Admissions);
- iv. checking before the University makes any commission payment that OIntRels has on file either 1. a full IRR Agreement or 2. an InterimIRR Agreement (OIntRels);
- v. the review of InterimIRR performance and recommendation for full IRR agreement (Marketing).

Section 4 - Adherence to Principles

(7) The University relies on IRR to recruit into on campus and online learning 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.

(8) The University's policy in relation to the recruitment of new IRR requires adherence to the following principles:

Quality Assurance

(9) The University should ensure IRR are quality agents and are committed to abiding by the standards outlined in the ESOS Acts and National Code. Reviews and reporting will monitor IRR performance and activities.

Timely and Relevant Communication

(10) The University should ensure timely and relevant communication to current IRR. This includes communication from the Division of Marketing and Communication, the Division of Student Administration, and the Office of International Relations.

Relationship Building

(11) The University should ensure all relationship building activities with IRR are ethical and abide by University regulations and the National Code.

Services Agreement

(12) The University 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).

Status and Details

Status	Historic
Effective Date	22nd May 2014
Review Date	30th June 2018
Approval Authority	Deputy Vice-Chancellor (Research, Development and Industry)
Approval Date	11th May 2014
Expiry Date	31st May 2020
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