

Cairnmillar Institute

International student education agent management policy

SSP013

Policy Name	International student education agent management policy
Policy number	SSP013
Date approved	4 July 2023
Approving body	Academic Board
Responsible officer	Chief Executive Officer & Provost
Implementation officer	General Manager
Next review date	Five years from approval date
Linked policies	International Student Policy Student Selection, Admission, and Enrolment Policy and Procedures (Higher Education)
Linked forms and documents	

1. PURPOSE OF THIS POLICY

To describe the standards underpinning the Cairnmillar Institute's (The Institute) approach to ensuring the quality of its contracted Education Agents.

This policy outlines 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 are noted in the resources and references section below.

2. SCOPE

This policy applies to all Cairnmillar staff and Education Agents engaged on behalf of the Institute.

3. DEFINITIONS AND ACRONYMS

For the purposes of this Policy and Procedure:

- a) **Agent:** A person or organisation (in or outside Australia) who recruits international students under an agreement with the Institute and refers them to education providers. In doing so, the agent may provide education counselling to overseas students as well as marketing and promotion services to education providers. The term 'agent' does not refer to an education institution with whom the University has an agreement for the provision of education (i.e., teaching activities).
- b) **Agent Agreement:** The agreement between the Institute and the agent including the schedules.
- c) **CRICOS:** Commonwealth Register of Institutions and Courses for Overseas Students.
- d) **ESOS Act:** Education Services for Overseas Students Act 2000 of the Commonwealth of Australia.
- e) **National Code:** National Code of Practice for Providers of Education and Training to Overseas Students 2018.
- f) **PRISMS:** Provider Registration and International Student Management Systems.
- g) **Prospective student:** A person who intends to become, or who has taken any steps towards becoming, an 'overseas student' or 'intending overseas student' as defined by the ESOS Act.

4. POLICY

4.1 Cairnmillar engages and manages Education Agents to:

- a) support the Institutes' student recruitment objectives,
- b) promote the Institute's programs and courses,
- c) undertake lead-generation activities and assist with the conversion of these leads,
- d) provide in-country representation in existing, new and emerging markets for the Institute,
- e) counsel students on CMI's pathway programs and provide 'leads' to these CMI programs,
- f) undertake Genuine Temporary Entrant (GTE) checks prior to the submission of applications to CMI,
- g) provide market intelligence, including trends, program popularity and demand to inform future recruitment strategy development.

4.2 Cairnmillar's Students Services Function is responsible for the management of CMI Education Agents, including:

- a) communication with Education Agent staff,
- b) appointment, training, review, and termination of Education Agents,
- c) conflicts of interest.

4.3 Student Services undertakes ongoing management of Education Agents to:

- a) promote the Institute's programs and courses with integrity and accuracy,
- b) uphold the high reputation of the Institute and the Australian education sector,
- c) ensure the prospective students receive high quality customer service,
- d) ensure transparent, fair, and ethical dealings,
- e) maintain compliance with CMI's 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).

4.4 CMI will immediately suspend, discontinue, or terminate a contract with Education Agents who:

- a) seriously breach their contract with the Institute,
- b) do not meet performance criteria or KPIs as set by the Institute,
- c) represent the Institute in an incorrect or dishonest manner,
- d) damage the reputation of the Institute,
- e) do not comply with the Institute'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 that are poor, unethical, or dishonest.

5 PROCEDURES

5.1 Student Selection, Admission, and Enrolment Procedures (Higher Education)

5.2 International student education agent management Procedure

6 RESOURCES AND REFERENCES

- 6.1 [Education Services for Overseas Students Act 2000](#);
- 6.2 [National Code of Practice for Providers of Education and Training to Overseas Students 2018](#);
- 6.3 [Higher Education Standards Framework \(Threshold Standards\) 2021](#);
- 6.4 [Higher Education Support Act 2003](#);
- 6.5 [Migration Act 1958](#);
- 6.6 [Tertiary Education Quality and Standards Agency Act 2011](#); and
- 6.7 [Australia's Foreign Relations \(State and Territory Arrangements\) Act 2020](#).