



## **GLOBAL COLLEGE AUSTRALASIA**

**Education Agents**



**Engaging, Managing and Monitoring the Performance**

**Policy and Procedure**

**RTO No: 45088 | CRICOS Code: 03564F**



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# GLOBAL COLLEGE AUSTRALASIA

RTO No. 45088 CRICOS CODE: 03564F

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## PRINCIPLES

### Our Commitment

At Global College Australasia (GCA) RTO ID: 45088, CRICOS ID: 03564F we're committed to making sure our partnership with education agents is clear, ethical, and beneficial for everyone involved. This includes our students from overseas who come to Australia to study. Here's a simple breakdown of what this policy covers and why it's important.

### Why This Matters

Overseas students studying in Australia are protected and supported by specific laws. These laws are part of what's called the Education Services for Overseas Students (ESOS) legislation. It sets the rules for delivering education to international students in Australia on a student visa.

The Australian Government looks after this legislation, which includes making sure educational providers like us meet certain standards. One of these standards is about working with education agents. These are the people who help students from other countries to come study with us.

### Our Responsibilities

The National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code) supports the National Strategy for International Education 2025 to advance Australia as a global leader in education, training and research. The National Code is like a handbook for how to offer education to international students the right way. It has a set of standards to make sure students are treated fairly and receive a quality education. One part of this code, called Standard 4, talks about the rules for working with education agents.

We promise at GCA to only work with education agents who really know their stuff about international education in Australia. They must understand the rules and ethics involved. This means they should know about the Australian International Education and Training Agent Code of Ethics. Most importantly, we don't work with agents who aren't honest or don't act with integrity.

### What We Do

- **Engage Wisely:** We choose education agents who are knowledgeable and ethical.
- **Manage Carefully:** We keep a close eye on how our agents work to make sure they're doing right by our students.
- **Monitor Constantly:** We regularly check to ensure our agents maintain high standards and follow the rules.

This policy ensures that everyone involved from our team to our agents, and most importantly, our students knows what to expect and how to act. It's all about making sure our students from overseas have a great education experience in Australia.



## SCOPE

### Who This Applies To

This procedure is for everyone involved with international students at Global College Australasia (GCA). It's important for ensuring that we all understand how to work effectively and ethically with education agents.

### What We're Doing

GCA has created this step-by-step guide to help us engage with, manage, and keep an eye on our education agents. This is to make sure they meet the high standards set out in the National Code 2018, specifically Standard 4. This standard helps us make sure that our agents are working in the best interest of our students and upholding our values.

### Why It's Important

Following these guidelines helps us:

**Regulate Agent Activities:** It ensures we have a system in place to oversee what our education agents do. This is so we can be confident they are representing GCA properly and ethically.

**Choose the Right Agents:** It guarantees we only work with agents who follow the rules and share our commitment to fairness and integrity.

### Reading It Together

This procedure should not be looked at in isolation. It works hand in hand with the Education Services for Overseas Students (ESOS) Act 2000 and the National Code 2018, including its Explanatory Guide. Think of these documents as a set of tools that, when used together, help us provide the best possible service to our international students and maintain the trust and confidence of our partners and the community.

## PROCEDURE FOR SELECTING AND ENGAGING EDUCATION AGENTS

### Overview

At Global College Australasia (GCA), we have a structured approach for selecting and engaging education agents to ensure they meet our standards and align with our commitment to ethical practices and compliance with relevant laws.

### How It Works

#### Stage 1: Training for New Staff

**Preparation:** Before starting their roles, new marketing specialists undergo training. This includes learning about the ESOS Act and National Code to ensure they understand the legal framework and standards for protecting international students and delivering courses.

#### Stage 2: Application Process

**Initial Contact:** Individuals or organizations interested in becoming education agents for GCA can either be invited or apply through our website or email. Applications must include detailed business information and references.



### Stage 3: Assessing the Application

**Checking References:** We evaluate an agent's suitability based on several criteria: Legal Compliance: Must be a registered business with a history of following Australian laws (or the laws of their country).

**Service Quality:** Demonstrated ability to provide counselling and support services.

**Market Knowledge:** Experience in recruiting international students and having qualified staff.

**Verification:** Our marketing office reviews the application for accuracy and thoroughness, checks references, and might also perform additional checks (e.g., with other education providers or relevant authorities) to ensure the agent's reliability.

### Stage 4: Finalising the Agreement

**Education and Checks:** Potential agents are educated about GCA's expectations through emails, PowerPoint presentations, and an Overseas Marketing Induction Booklet. This is followed by a final reference check before any agreement is signed.

**Automatic Refusal:** If an investigation reveals the agent has engaged in dishonest practices, facilitated non-compliant student enrolments, abused GCA goodwill with PRISMS, or unlawfully provided immigration advice, the application is immediately refused by the Marketing Director, Dr. Bindu Smith. This may result in the Agent Agreement suspension or termination.

### Conclusion

This detailed procedure ensures that GCA partners with education agents who are not only knowledgeable and experienced but also share our commitment to integrity and compliance with all relevant regulations. Our goal is to maintain a high standard of service for our international students, ensuring their education journey in Australia is supported by trustworthy and competent agents.

## AGENCY AGREEMENTS

### Crafting Clear Agreements

When we team up with education agents, we put everything in writing to keep our partnership transparent and aligned with high standards. Here's what our agreements with education agents include:

### Key Elements of Our Agreements

**Mutual Responsibilities:** The agreement clearly outlines what is expected from both the education agent and Global College Australasia (GCA). This covers complying with the National Code 2018 and the ESOS Act, ensuring both parties understand their duties and obligations.

**Monitoring Activities:** It's important for us to keep an eye on how our agents are doing. Our agreements include methods for regularly checking on the agents' work to make sure they're meeting our standards.

**Handling Concerns:** If there's a worry that an agent might not be doing their job properly, or if they're suspected of engaging in false or unethical practices, our agreements spell out how these situations should be addressed.

**Ending the Partnership:** Sometimes things don't work out, and it's necessary to part ways. Our agreements define the conditions under which the partnership can be terminated, making the process straightforward and fair.

**Legal Grounds:** The agreement clarifies which laws and regulations govern our partnership. This means everyone knows which legal standards apply, ensuring clarity and compliance.



## How Long the Agreement Lasts

**First Time Around:** Initially, our agreements with new education agents last for one year. This period allows us both to assess how well our partnership works.

**Continuing the Partnership:** If things go well, subsequent agreements can last up to three years. However, we commit to reviewing these partnerships annually to ensure everything is on track and both parties are happy.

## Our Commitment

These detailed agreements are part of our commitment to maintaining ethical, transparent, and effective partnerships with education agents. By clearly defining responsibilities, monitoring processes, and setting out how to address potential issues, we aim to provide a supportive and successful experience for our international students.

## MONITORING PERFORMANCE

### Keeping an Eye on Excellence

At Global College Australasia (GCA), we believe in maintaining the highest standards. That's why we continuously monitor the performance of our approved education agents using a variety of methods. This ensures they're always offering the best service to our students.

### How We Do It

#### A Mix of Approaches

**Listening to Our Students:** Student feedback is invaluable. It helps us understand how well our agents are doing from the people who matter most.

**In-House Analysis:** We regularly review how our agents are performing and how their students are doing in their courses. This gives us a clear picture of their effectiveness.

#### Detailed Methods

**Feedback Forms:** Analysing feedback from the Education Agent Feedback Form provides direct insights into agent performance.

**Regular Contact:** Keeping in touch with agents through phone and email ensures we're always connected and can address any issues promptly.

**Training:** We provide ongoing training for agency staff on regulatory requirements (including ESOS and National Code) and product knowledge to keep them up to date.

**Website Checks:** Regularly reviewing agent websites ensures the information they provide about GCA is accurate and current.

**Performance Checks:** Conducting checks on agents' performance and reputation, such as consulting with other education providers, referees, and relevant authorities, helps us verify their credibility.

**Student Outcomes:** Looking at study outcomes like course completion rates and visa compliance gives us an indicator of student success.

**Visa Data:** We also consider Department of Home Affairs data on visa grant or refusal rates as part of our assessment.



## The Bigger Picture

This monitoring isn't just about checking boxes; it's about ensuring our agents reflect our values and commitment to quality education. The results of our monitoring contribute to our annual review meetings, helping us make informed decisions about our partnerships.

## Record Keeping

All the information we gather from monitoring our education agents is carefully recorded in GCA's data management system. This ensures we have a comprehensive and accessible record of our agents' performance over time, allowing us to maintain the integrity of our agent network and uphold our standards of excellence.

## REGISTER OF AGENTS AND ANNUAL REVIEW OF AGENCY AGREEMENTS

### Keeping Records and Ensuring Quality

At Global College Australasia (GCA), we maintain a comprehensive and transparent system to manage our relationships with education agents. Here's how we ensure everything is up to date and meeting our high standards.

### Maintaining a Register

Current Listings: GCA keeps a register of all appointed agents and publishes an up-to-date list on PRISMS to ensure transparency.

### Annual Review Process

Scheduled Reviews: Each agency agreement is reviewed annually to ensure agents continue to meet our standards. The Marketing Director sets an annual schedule for these reviews.

### Review Criteria

1. Agents are categorised into two groups for review purposes:
2. Agents with No Students: Those who haven't recruited any students in the past year will become inactive in our system. Their agreements may not be renewed if they are due to expire. Ongoing agreements for these agents are subject to review by the Marketing Director to decide on future actions.

**Agents with Students:** Agents who have successfully recruited students are reviewed based on several factors:

- Monitoring evidence collected throughout the year.
- The number of student enquiries and enrolments through the agent.
- Student satisfaction with the agent's services.
- Student study outcomes, such as course completion rates and visa compliance.
- Department of Home Affairs data on visa success.
- Direct student feedback via the Education Agent Feedback Form.





## Based on the review, the Marketing Director may:

- Renew the agreement for up to three years for those that satisfy GCA's standards.
- Address any unsatisfactory performance issues with corrective actions or terminate the agreement if necessary.

## Actions Following Review

- **Non-Renewal:** Agents whose agreements are not renewed will be removed from PRISMS and GCA's website.
- **Corrective Actions:** If the review or ongoing monitoring reveals concerns, the Marketing Director may require the agent to undertake corrective actions, such as additional training or receiving a warning letter.
- **Termination:** Agreements can be terminated if an agent fails to meet the required standards or refuses to undertake corrective actions.

## Reporting and Data Management

- **Quarterly Reports:** The Marketing Director provides quarterly reports detailing agent performance, student enrolments, and satisfaction levels.
- **Comprehensive Data Storage:** GCA uses an institute-wide data management system to store all relevant information about agents, agreements, student feedback, and more. This system is accessible to all GCA staff but is managed and updated by the Marketing Director.

## Governance and Legal Compliance

- **Notices and Changes:** Any changes in address or contact details by either party must be communicated as per the agreement terms.
- **Governing Law:** All agreements are governed by the laws of Western Australia, ensuring legal compliance and clear jurisdiction for any disputes.

This structured approach ensures that GCA works with the best agents who are committed to our values and the success of our students. It allows for continuous improvement and accountability in our partnerships with education agents.

## Quality Assurance

Ensuring the highest quality in our operations and partnerships is fundamental at Global College Australasia (GCA). Our commitment to quality assurance means constantly evaluating and improving our processes, including how we work with education agents. We aim for excellence in providing international students with education services, ensuring their experience is positive, enriching, and aligns with the highest standards set by educational authorities.

## Feedback

At GCA, we believe in the power of feedback to drive improvement. Whether it's a suggestion, comment, or concern, the Executive Management Team at GCA is always open to hearing from stakeholders. Feedback on this procedure, or any other aspect of our operations, is not only welcomed but encouraged. It's an essential part of how we grow and improve. If you have something to share, please don't hesitate to reach out to us or the designated authority. Your input is valuable in helping us serve our students and partners better.



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## Version Control

To ensure our procedures remain current and reflect the latest practices, GCA implements strict version control measures. This means:

- Regularly reviewing and updating our procedures to incorporate new insights, feedback, and regulatory requirements.
- Maintaining a record of all changes, including what was changed, why, and when.
- Ensuring all stakeholders have access to the latest version of our procedures, promoting transparency and consistency in our operations.

This system of version control ensures that our procedures, including those related to engaging, managing, and monitoring education agents, remain effective, efficient, and in line with our commitment to quality and compliance.



## APPENDIX A

### GCA AGENT PERFORMANCE MONITORING FORM

GCA AGENT PERFORMANCE EVALUATION		Details
Agent Name:		
Country Serving:		
Recruitment Manager:		
Review Period*:		
Number of Students Enrolled:		
Performance Criteria	Satisfactory	Non-Satisfactory
1. Understanding of the ESOS Act, Australian visa regulations, and Genuine Temporarily Entrant		
2. Accuracy of information about GCA, including courses and services, provided to students/parents		
3. Awareness of GCA's Terms and Conditions of Enrolment and Refund Policy, informing students before enrolment		
4. Ethically responsible practice (e.g., no fraudulent documents)		
5. Pre & post-enrolment support to GCA and students		
6. Feedback from student(s)		
7. No false promises of job guarantees after course completion		
8. No offering of money or gifts (like iPhones or iPads) for signing up to courses		
9. Percentage of incomplete CoEs		
10. Percentage of visa refusal		
11. Percentage of visa cancellations		

**Other Comments (if any):**



**GCA Agent Performance Monitoring Form Office Use Only:**

- Continue appointing the agent
- More training required
- Warning letter issued
- Termination of the agreement

**Final Approval:**

- Yes
- No

**Initial of Staff Approved:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Initial of Recruitment Manager Reviewed:** \_\_\_\_\_

\*The Review Period might be set annually or as required, based on the specific needs and policies of GCA.

This template provides a structured approach for evaluating and documenting the performance of education agents, facilitating decision-making regarding their future collaboration with GCA.



**APPENDIX B**

**GCA STUDENT EDUCATION AGENT FEEDBACK FORM**

<b>GCA STUDENT EDUCATION AGENT FEEDBACK FORM</b>	
<b>STUDENT NAME:</b>	
<b>STUDENT ID NUMBER:</b>	
<b>COURSE TAKEN:</b>	
<b>AGENT NAME:</b>	

Questions	Yes	No	Comments
1. Did the agent provide you with true and accurate information about GCA before you enrolled (signed up)?	<input type="checkbox"/>	<input type="checkbox"/>	
2. Did the agent clearly tell you that you were enrolling in a course conducted by 'GCA'?	<input type="checkbox"/>	<input type="checkbox"/>	
3. Did the agent offer you any money or gift such as an iPhone or iPad to sign up to the course(s) at GCA?	<input type="checkbox"/>	<input type="checkbox"/>	
4. Did the agent promise or guarantee you that you would get a job if you completed the course at GCA?	<input type="checkbox"/>	<input type="checkbox"/>	
5. Did the agent clearly advise you about how the GCA course would meet your needs before you enrolled?	<input type="checkbox"/>	<input type="checkbox"/>	
6. Did the agent clearly advise you about the length of the course, study requirements, and assessment methods before you enrolled at GCA?	<input type="checkbox"/>	<input type="checkbox"/>	
7. Did the agent clearly advise you about the course costs, payment terms and conditions, and refund arrangements before you enrolled at GCA?	<input type="checkbox"/>	<input type="checkbox"/>	
8. Any other comments			

**THANK YOU FOR YOUR VALUABLE FEEDBACK**



## Office Use Instructions for the GCA Student Education Agent Feedback Form

To ensure the effective processing and analysis of the GCA Student Education Agent Feedback Form, please follow these instructions carefully:

### Reception and Logging

1. **Form Collection:** Ensure all feedback forms are collected promptly after completion by students.
2. **Initial Check:** Quickly review each form for completeness, especially the student ID number and agent name, to ensure traceability and accurate processing.
3. **Logging:** Log each form received in the feedback tracking system or spreadsheet. Record the date received, student ID, and agent name for future reference and analysis.

### Review and Action

4. **Data Entry:** Input responses from each form into the designated database or spreadsheet for analysis. Pay special attention to comments, as they provide valuable insights beyond yes/no answers.
5. **Flag Issues:** Highlight or flag any feedback indicating serious concerns, such as unethical practices by agents or misinformation provided to students.
6. **Compile Comments:** Summarize or categorize comments for easier analysis, identifying common themes or issues.

### Follow-Up

7. **Issue Escalation:** Escalate flagged issues to the appropriate department or staff member for further investigation or action. This may include the Recruitment Manager, Compliance Officer, or Executive Management Team.
8. **Agent Performance Review:** Incorporate feedback data into the annual or as-needed review of education agents. Use the information to assess agents' performance and decide on continuing collaboration, additional training, or termination of agreements.
9. **Feedback Loop:** Where appropriate, communicate back to students, acknowledging their feedback and informing them of any actions taken or improvements made. This step is crucial for maintaining trust and demonstrating that student feedback is valued and acted upon.

### Reporting and Analysis

10. **Analysis:** Regularly analyse the feedback data to identify trends, areas for improvement, and training needs for agents. This analysis should inform strategic decisions and policy updates.
11. **Report Generation:** Generate reports summarizing the feedback and the outcomes of any actions taken. Share these reports with relevant departments and at management meetings to inform broader strategic decisions.
12. **Continuous Improvement:** Use insights gained from the feedback to drive continuous improvement in the selection, training, and monitoring of education agents, enhancing the overall quality of student recruitment processes.



**Record Keeping**

13. **Secure Storage:** Ensure all forms and associated data are stored securely in compliance with privacy laws and regulations.

14. **Retention Schedule:** Adhere to GCA's document retention schedule, ensuring that feedback forms and data are retained for the required period for audit and compliance purposes.

Following these instructions will help ensure that student feedback is used effectively to monitor and enhance the performance of education agents, contributing to the continuous improvement of GCA's services to students.

**AGENT POLICY REVIEW**

Note: in assessing the Annual Review of Agent Performance:

- Three primary factors are considered
  - Visa refusal
  - Incomplete CoE's within principal course period of 6 months
  - Visa cancellation by Department of Home Affairs
- Action of the Institute for the authorised agent who has recruited 5 or more applications is in accordance with Table 1-.
- Action for less than 5 students, the Institute would most likely not involve termination but more likely be restricted to *Warning + Training + Closely monitoring*
- To GCA Incomplete CoE beyond the 6 months of the principal course cannot be solely attributed to the work or intention of the agent.
- Termination of contract for agent who has more than 3 student visa cancellations by Department of Home Affairs

**Table 1**

<b>Incomplete CoEs within principal course period of 6 months</b>						
		<b>0-25% of enrolled students</b>	<b>25-50% of enrolled students</b>	<b>50-74% of enrolled students</b>	<b>75-99% of enrolled students</b>	<b>100% of enrolled students</b>
<b>Visa refusal</b>	<b>100% issued CoEs</b>	Terminate contract	Terminate contract	Terminate contract	Terminate contract	Terminate contract
	<b>75-99% issued CoEs</b>	Warning + Training + Closely monitoring	Warning + Training + Closely monitoring	Terminate contract	Terminate contract	Terminate contract
	<b>50-74% issued CoEs</b>	Training + Closely monitoring	Training + Closely monitoring	Warning + Training + Closely monitoring	Terminate contract	Terminate contract
	<b>25-50% issued CoEs</b>	Training	Training + Closely monitoring	Training + Closely monitoring	Warning + Training + Closely monitoring	Terminate contract
	<b>0-25% issued CoEs</b>	No Action	Training	Training	Warning + Training + Closely monitoring	Terminate contract