



## AGENT INDUCTION MANUAL

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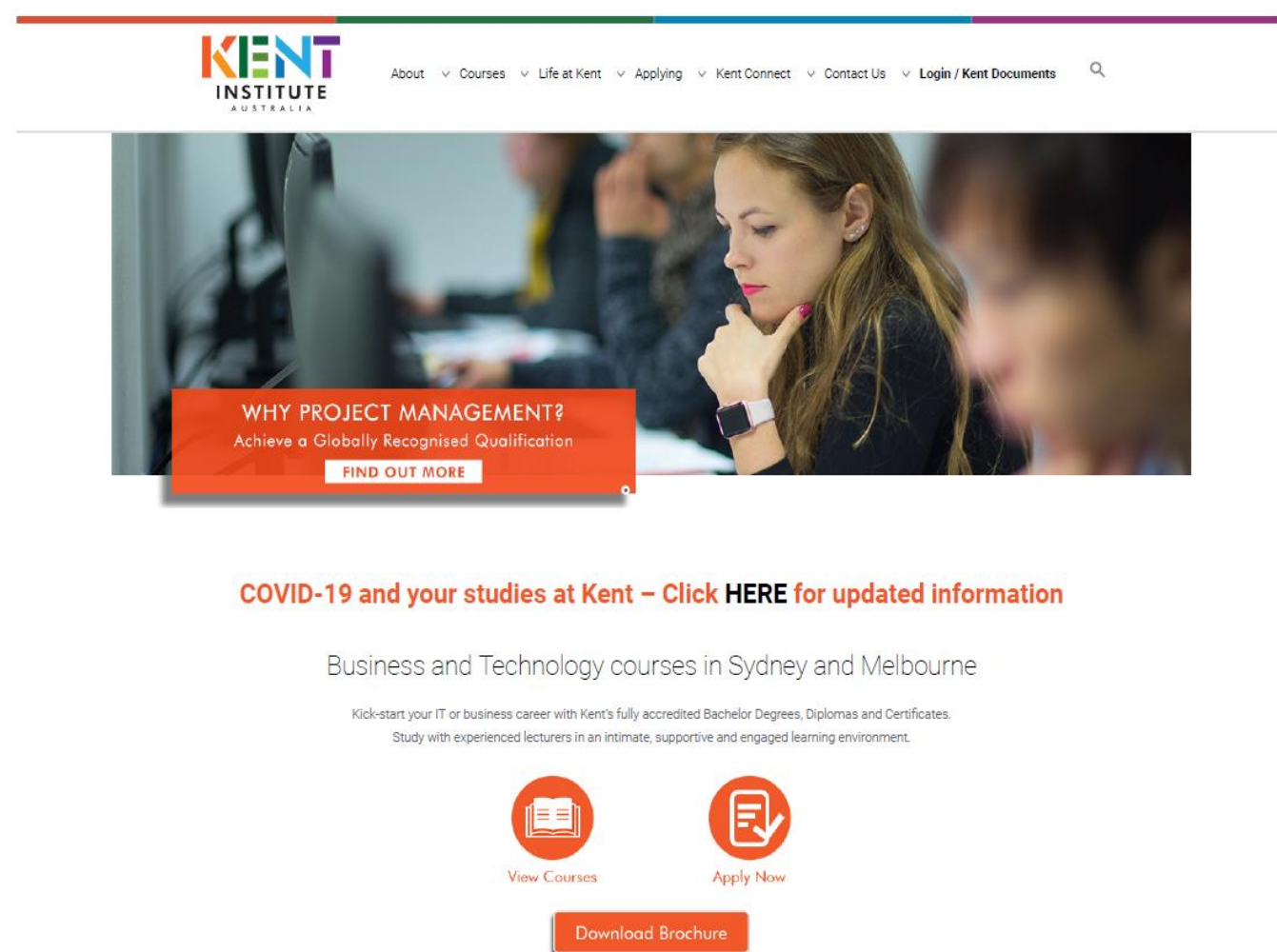
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## About the Kent Agent Induction Manual

The Kent Agent Induction Manual has been created to provide Agents appointed by Kent Institute Australia Pty Ltd (Kent) with information on how to promote Kent in an ethical, accurate and honest manner. In accordance with **Kent Agent Agreement**, every agent has agent documents containing information to comply with The Education Services for Overseas Students Act 2000 (ESOS Act) and the National Code of Practice for Providers of Education and Training to Overseas Students 2018 - Standards 1,2 and 4.9 (The National Code). The National Code is a legislative instrument made under the ESOS Act and sets nationally consistent standards to support providers to deliver quality education and training to overseas students.

## Kent's website

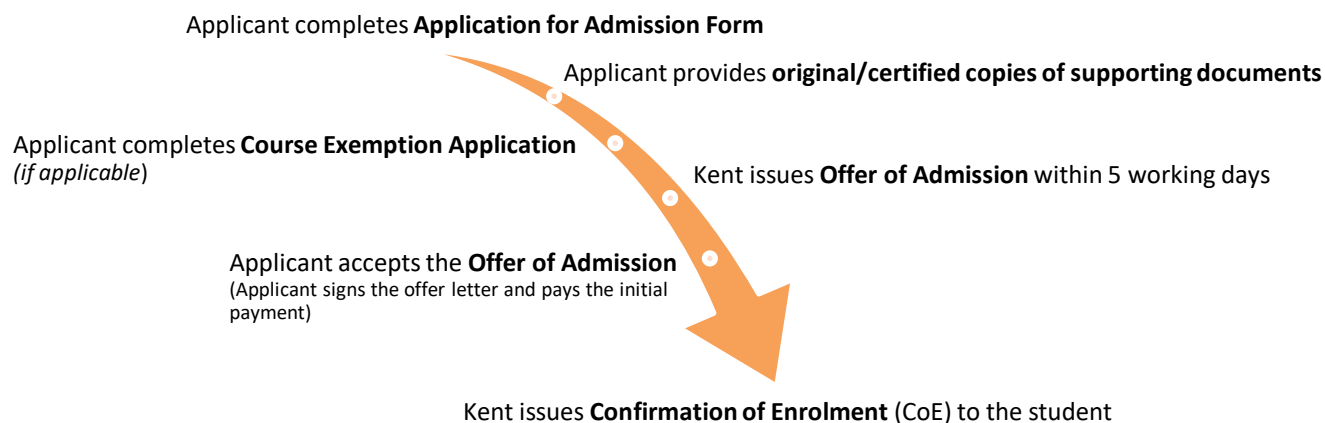
[www.kent.edu.au](http://www.kent.edu.au)



The screenshot shows the Kent Institute Australia website. At the top is a navigation bar with the Kent Institute Australia logo on the left and a menu of links: About, Courses, Life at Kent, Applying, Kent Connect, Contact Us, and Login / Kent Documents. Below the navigation bar is a large banner image of a woman studying. Overlaid on the bottom left of the banner is an orange box with the text "WHY PROJECT MANAGEMENT? Achieve a Globally Recognised Qualification" and a "FIND OUT MORE" button. Below the banner is a red text link: "COVID-19 and your studies at Kent – Click **HERE** for updated information". Underneath this is a section titled "Business and Technology courses in Sydney and Melbourne" with a subtext: "Kick-start your IT or business career with Kent's fully accredited Bachelor Degrees, Diplomas and Certificates. Study with experienced lecturers in an intimate, supportive and engaged learning environment." At the bottom of this section are three buttons: "View Courses" (with a book icon), "Apply Now" (with a document icon), and "Download Brochure" (a plain orange button).

## Applying to study at Kent is Easy

**How to Apply to study at Kent** is a summary page of Kent's student admissions information. We've made our application process as simple and stress free as possible. The flowchart below is an example of how a successful Kent application flows. Agents can support students at every stage of this process.



\* To view Kent's policies, forms and procedures, please click [Public documents](#).

## Why study at Kent

Kent offers Higher Education degree courses and Vocational Education and Training (VET) programs to international students. To view detailed information about Kent courses and programs, please see the Kent courses webpage on the [Kent website](#) or email your **M&R account manager** for a brochure (see [appendix A](#)).

## Representing Kent as an Agent

As a Kent agent, you can assist and support prospective students to choose the most suitable course at Kent. Some students may even decide to enrol in two or more courses. Kent agents have a reputation for being ethical and for acting in the student's and Kent's best interests.

The first step of the process in recruiting a prospective Kent student is to provide the relevant course information to the prospective student. This information is provided **on the next page**. From there, a student can commence completing their application for admission.

## Higher Education Courses

### Course Structure

- Course duration and start dates
- Course specialisation
- Campus information
- Study options

### Unit Guide

- Core units
- Specialisation units
- Elective units

### Admission Criteria

- Academic requirements
- English language proficiency

### Course Fees

- International student fees
- Scholarships
- Kent bursaries

## Vocational Education (VET) Programs

### Course Overview

- Introduction
- Learning outcomes
- Employment opportunities

### Course Structure

- Course duration and start dates
- Campus information
- Study options
- International students study requirements
- Exit pathways

### Admission Criteria

- Academic requirements
- English language proficiency

### Course Fee

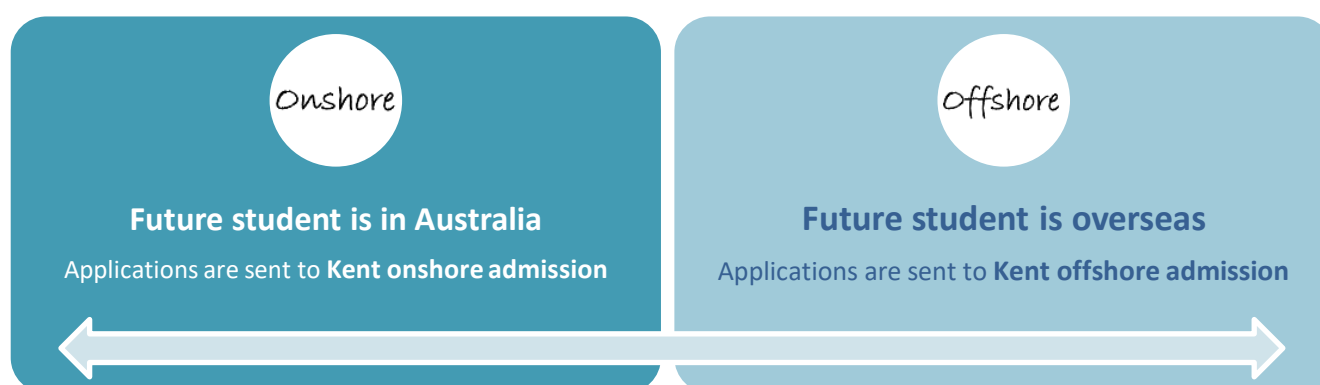
- International student fees
- Current promotions *(if applicable)*

## Applying to Kent

When submitting the Application for Admission form, the following documents must be emailed or posted to the **Kent admission team** (see **appendix A**). It is important to check all applications are complete with the supporting documents. This will help to avoid delays in processing applications.

- ❖ Completed **Application for Admission Form**:
  - The applicant must sign and date the form (*student signature must match their passport*)
  - The agent must complete the agent sections and sign and date the form.
- ❖ Original/certified copy of **supporting documents** (*such as academic transcripts, IELTS results*):
  - Agents must provide certified copies of documents
  - Documents which are received electronically (such as visa grant advice and skills assessments) do not need to be certified.

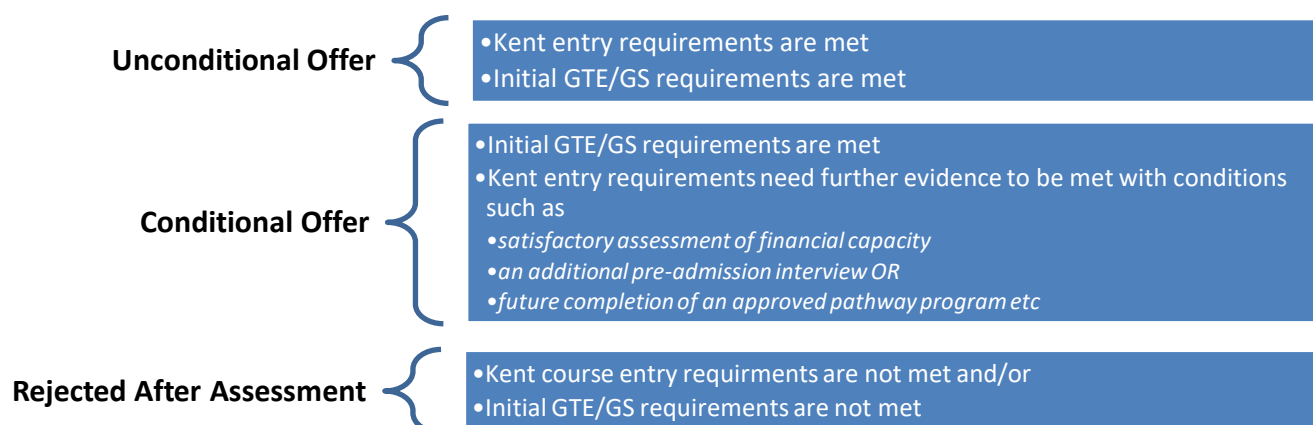
For details on how documents are certified, please see **appendix D**.



## Timeline of applications & assessment outcomes

Applications are assessed by the **Kent admissions team**. Every day, Kent receives significant interest and a large volume of applications. To assess each application fairly we do ask for your patience. Our team will update you as soon as possible at each stage of the application process.

There are three possible outcomes of the assessment of applications:



## Accepting the offer to study at Kent

Once an offer of admission has been assessed and approved, Kent will issue an offer letter to the student. Kent will also send a copy of the offer to the agent.

Before the student can accept the offer, the agent must:

- ❖ give the original offer document to the student (*with payment, refund conditions*);
- ❖ provide relevant Kent student policies and procedure information to the student (such as *Full Time Study Policy Procedure, Privacy Policy, Student Refund Policy & Procedures etc.*);
- ❖ explain any conditions which may apply to the offer (*the agent should seek advice from Kent admission teams, if in doubt*); and
- ❖ ensure all outstanding documents are provided to Kent before a Confirmation of Enrolment (CoE) can be issued.

To accept Kent offer, the student must:

- ❖ sign and date the relevant offer letter (*student signature must match their passport*); and
- ❖ pay the initial payment as specified in the offer letter (click [How to Pay](#) for student payment method).

The completed relevant offer letter and a copy of initial payment receipt must be sent via email to **Kent acceptance** before a CoE can be issued (see [appendix A](#)).

## Confirmation of Enrolment

International students studying at Kent require a **Confirmation of Enrolment (CoE)** from Kent and a visa from the [Department of Home Affairs \(DHA\)](#) for the length of their program. It is the student's responsibility to ensure their CoE is up to date and current while studying in Australia.

In line with the [Simplified Student Visa Framework \(SSVF\)](#), Kent issues the CoE to the student. A copy of the CoE will be sent to the agent.

The agent must give the original CoE to the student and remind the student of:

- ❖ the course start date
- ❖ the payment schedules and options to complete payment
- ❖ Student orientation programs and relevant requirements.

When the student visa is granted, the student can make arrangements to travel to Australia. Once in Australia, the student will attend the Kent orientation program for the relevant intake and campus and complete the campus enrolment process.

## Student refunds for Visa refusal

If a student has their visa refused, the student is eligible to apply for a student refund in accordance with Kent's **Student Payments Policy & Procedures** and **Student Refund Policy & Procedures**.

When applying a student refund request, the student must:

- ❖ submit completed **Student Refund Request Form**:
  - with correct bank account details for receipt of the refund; and
  - sign and date the form (*student signature must match their passport*).
- ❖ provide **supporting documents** of the student refund request:
  - Australian visa refusal letter from the DHA and/or
  - other relevant documents (if necessary – Kent will advise what documents might be required).

The completed student refund request form and relevant documents must be submitted to **Kent student finance** via email before student refund can be processed (see [appendix A](#)).

## Marketing Kent's programs

All agent information is provided accurately and with integrity, ensuring it is not false or misleading and is consistent with the ESOS Act, the National Code and other relevant Australian legislation. Agents can email their **M&R account manager** for a Kent brochure or go to [Kent website](#) to access information about admission requirements to different courses.

For Kent's public policies, tuition fee information, forms and other documents, the agent can download these documents from [Public documents](#).

## Promoting and marketing Kent to prospective students

Before undertaking any promotional and marketing activities on Kent's behalf, the agent must seek written approval from Kent to use their **marketing collateral** (see [appendix A](#)). Once approved, Kent will provide the agent with access to the **Kent Brand and Logo Manual**.

The revised National Code of Practice for Providers of Education and Training to Overseas Students 2018 commenced on 1 January 2018 and sets nationally consistent standards that govern the protection of international students and delivery of courses to those students by providers registered on CRICOS. [A general factsheet about the Standards can be found here.](#)

In accordance with **Agent Agreement** and the [National Code](#), Agents must ensure they comply to eleven standards:

- [Standard 1: Marketing information and practices](#)
- [Standard 2: Recruitment of an overseas student](#)
- [Standard 3: Formalisation of enrolment and written agreements](#)
- [Standard 4: Education Agents](#)
- [Standard 5: Younger overseas students](#)
- [Standard 6: Overseas student support services](#)
- [Standard 7: Overseas student transfers](#)
- [Standard 8: Overseas student visa requirements](#)
- [Standard 9: Deferring, suspending or cancelling the overseas student's enrolment](#)
- [Standard 10: Complaints and appeals](#)
- [Standard 11: Additional requirements](#)

## Agent Commission

The agent is entitled to commission for the course/s for which the agent referred the student to Kent. Kent agrees to pay the agent a commission payment for each student who is recruited and enrolled in a course and who has paid the respective course tuition fee to Kent. Commission amounts and payment terms are detailed in the **Kent Agent Agreement terms and conditions**.

Commissions are payable to the agent when:

- a) The student has paid in full the non-refundable enrolment fee and the course tuition fees for the relevant period of study;
- b) The student has commenced the relevant course with Kent and the census date for the relevant period of study has passed (please see the census date on [the important dates webpage](#)); and
- c) Kent receives a valid and appropriate invoice from the agent within 6-months of the census date for the relevant period of study.

**For Australian based agents** claiming commission, an appropriate and compliant [Tax Invoices](#) in accordance with the A New Tax System (Goods and Services Tax) Act 1999 must be submitted (see [appendix B](#)).

**For offshore agents** claiming commission, a valid and appropriate invoice must be submitted (see [appendix C](#)).

All invoices for agent commission should be sent via email to [Kent Commissions](#) (see [appendix A](#)). Kent will begin processing commissions within 21 days of receipt of a valid and appropriate invoice from the agent. Allowance should be made for receipts of telegraphic transfers and bank transfers.

## Agent Conduct

Agents must abide by Kent Policies and Procedures, notably the *Marketing and Student Recruitment Policy & Procedures* and *Agent Appointment and Management Policy & Procedures*.

Kent Agents are also expected to abide by all regulatory requirements in alignment with provisions in the:

- Education Services for Overseas Students Act 2000
- National Code of Practice for Providers of Education and Training to Overseas Students 2018
- The Australian International Education and Training - Agent Code of Ethics (refer to **Appendix E**)



## APPENDIX A – Kent Contact Details

### Sydney campus and Corporate office

Mezzanine, Levels 1, 5 and 11  
10 Barrack Street  
Sydney NSW 2000 Australia  
Phone: +61 2 9093 5151

### Melbourne campus

Levels 9 and 10  
350 Queen Street  
Melbourne VIC 3000 Australia  
Phone: +61 3 8353 0800

### Kent Admissions Team

Assesses onshore and offshore student applications

**Onshore Applications** | [OnshoreAdmissions@kent.edu.au](mailto:OnshoreAdmissions@kent.edu.au)

**Offshore Applications** | [OffshoreAdmissions@kent.edu.au](mailto:OffshoreAdmissions@kent.edu.au)

### Kent Acceptance

Receives signed offers of admission and processes / issues  
CoEs for students.

**Acceptance of Offer** | [Acceptance@kent.edu.au](mailto:Acceptance@kent.edu.au)

### Kent Student Finance

Processes student payments and student refunds

**Sydney campus** | [StudentFinance.Syd@kent.edu.au](mailto:StudentFinance.Syd@kent.edu.au)

**Melbourne campus** | [StudentFinance.Melb@kent.edu.au](mailto:StudentFinance.Melb@kent.edu.au)

### Kent Commissions

Process agent commission payments and replies to  
commission claim enquiries

**Agent commissions** | [Commissions@kent.edu.au](mailto:Commissions@kent.edu.au)

### Kent Marketing

Provides information regarding general marketing enquiries

**Marketing enquiries** | [Marketing@kent.edu.au](mailto:Marketing@kent.edu.au)

### Kent Marketing Collateral

Provides information on Kent advertising and assists agents  
to promote Kent

**Promote Kent** | [Marketing.Collateral@kent.edu.au](mailto:Marketing.Collateral@kent.edu.au)

### Kent Agent

Please contact Kent with changes to the company structure  
and or with updates to the business information

**Agent account & agreement changes** | [Agent@kent.edu.au](mailto:Agent@kent.edu.au)

## APPENDIX B – Sample Agent Commission Invoice – Australian based agent

<b>Agent Company Name</b>
Business Address
Phone Number   Email Address
ABN: XX XXX XXX XXX

### Tax Invoice

Invoice Number: Enter Unique Invoice Number

Date: Enter Invoice Date

### Bill To

Kent Institute Australia Pty Ltd

Level 11, 10 Barrack Street, Sydney NSW 2000, Australia

ABN - 49 003 577 302

Item No.	Student Details and Course Information	Tuition Fee Paid Amount	Commission Rate	Agent Commissio
1	Student ID (or offer ID): K999999; Student Full Name: First Sample; Course Name: <b>Bachelor of Business</b> ; Trimester Date: T2 2021	\$0.00	xx % ( <i>HE commission rate</i> )	\$0.00
2	Student ID (or offer ID): K888888; Student Full Name: Second Sample; Course Name: <b>Diploma of Account</b> ; Intake Date: 12 July 2021	\$0.00	xx % ( <i>VET commission rate</i> )	\$0.00
3				
4				

Subtotal

\$0.00

GST Total

\$0.00

Total Commission

\$0.00

### Agent Bank Details:

Bank Name:

Bank Address:

Account Name:

BSB:

Account Number:

Swift Code:

## APPENDIX C – Sample Agent Commission Invoice – Offshore agent

**Agent Company Name**  
Business Address  
Phone Number | Email Address  
Local Business Registration Number

### Invoice

Invoice Number: Enter Unique Invoice Number

Date: Enter Invoice Date

### Bill To

Kent Institute Australia Pty Ltd

Level 11, 10 Barrack Street, Sydney NSW 2000, Australia

ABN - 49 003 577 302

Item No.	Student Details and Course Information	Tuition Fee Paid Amount	Commission Rate	Agent Commission
1	Student ID (or offer ID): K999999; Student Full Name: First Sample; Course Name: Bachelor of Business; Trimester Date: T2 2021	AUD\$ 0.00	xx % (HE commission rate)	AUD\$ 0.00
2	Student ID (or offer ID): K888888; Student Full Name: Second Sample; Course Name: Diploma of Account; Intake Date: 12 July 2021	AUD\$ 0.00	xx % (VET commission rate)	AUD\$ 0.00
3				
4				

Total Commission

AUD\$ 0.00

#### Agent Bank Details:

Bank Name:

Bank Address:

Swift Code:

Currency:

Account Name:

Account Number:

Beneficiary (account holder) Address:

## APPENDIX D – Guidelines for the certification of documents

The following is a guide to help you prepare your certified documents correctly for Kent Institute Australia Pty Ltd (Kent). Certified documents are copies of important documents which need to be certified as true copies of the originals by a person authorised to do so.

### What is a certified copy of a document?

Under the *Statutory Declarations Regulations 2018*, a certified copy is a copy (often a photocopy) of a primary document that has on it an endorsement or certificate that it is a true copy of the primary document. It does not certify that the primary document is genuine, only that it is a true copy of the primary document.

**Step 1:** Obtain a copy of the important document

**Step 2:** Take the original document and your copy to an Authorised Officer who can certify documents

### In Australia

#### Kent accepts documents certified by the following people:

- Authorised education agent of Kent
- Kent student services officer
- Admissions officer or student services officer at any Australian university or TAFE college
- The official records department of the institution that originally issued the document(s)
- Registered health professions: Aboriginal and Torres Strait Islander health practitioner, Chinese medicine practitioner, chiropractor, dental practitioner, medical practitioner, medical radiation practitioner, nurse, midwife, occupational therapist, optometrist, osteopath, paramedic, pharmacist, physiotherapist, podiatrist, psychologist
- Public servants: Federal, state or territory or local – employed for five years or more
- Teacher (full-time) at a school or tertiary education institution
- Legal professions: legal practitioner, patent attorney, trademarks' attorney
- Court positions: bailiff, justice of the peace, judge, magistrate, registrar or deputy registrar, clerk, master of a court, CEO of a Commonwealth court
- Commissioner for Affidavits, or Commissioner for Declarations (dependent on jurisdictions)
- Government representatives (elected): Federal, state or territory or local
- Employees of the Australian Health Practitioner Regulation Agency
- Bank officer, building society officer, credit union officer, finance company officer – employed for five years or more
- Veterinary surgeon
- Accountant (member of ICA, ASA, IPA or CPA, ATMA, NTAA)
- Minister of religion, or marriage celebrant
- Member of: Chartered Secretaries Australia, Engineers Australia, other than at the grade of student, Australian Defence Force (an officer; or a non-commissioned officer with five years or more of continuous service); a warrant officer
- Australasian Institute of Mining and Metallurgy
- Notary public
- Police officer
- Sheriff or sheriff's officer.

### Outside Australia

#### Kent accepts documents certified by the following people:

- Authorised education agent of Kent
- Australian consular officer or Australian diplomatic officer (within the meaning of the Consular Fees Act 1955)
- Notary public
- Employee of the Commonwealth or the Australian Trade Commission who works outside Australia
- Justice of the peace
- Authorised officer of an offshore Australian Education Centre
- School headmaster of an offshore school or other recognised examining authority
- Authorised officer in accordance with local legislation/practice.

**Step 3:** The Authorised Officer will:

- Check your copy is the same as the original
- Visually compare your face against the photograph on any identity document to confirm that you are the person pictured (in any of the documents with a photograph)
- Certify the copy of your documents by stamping or writing *“This is a true copy of the original documents sighted by me”* or *“Certified true copy of the original”*
- Use the official stamp or seal of their organisation, or their profession and organisation name
- Sign and date each certified copy of the document or photograph.

## Multiple page documents

If the original is a multiple page document, each page must be checked against the copy to ensure that it is correct. The Authorised Officer can then proceed as follows:

- Initial each page
- Certify the last page as follows:

*I certify that this is a true copy of the document produced to me on (insert date)*

*Signature*

*Name*

*Qualification (e.g. JP, Pharmacist)*

## Kent does not accept documents which are not certified correctly

Examples of documents that Kent does not accept:

- Documents that are certified copies of copies or scanned copies - *it must be clear the Authorised Officer has sighted the original document*
- Documents that have not been correctly certified (i.e. missing signatures, date or credentials of the Authorised Officer)
- Documents certified by a Justice of the Peace without a registration number
- Documents that are photocopies or scanned copies without certification.

## Documents which do not need to be certified

Examples of online documents that do not require certification:

- The CoE (Confirmation of Enrolment)
- IELTS report
- Australian visa letter from the Department of Home Affairs.

## Privacy notice

Kent will take steps to verify that certified documents are authentic, in particular if it believes that the certification may be in question. Kent reserves the right to contact the issuing institution to verify the authenticity of documents submitted. Kent may also use the contact details provided by the Authorised Officer or obtain them from public registers for this purpose (e.g. a state's Justice of the Peace Register).

<b>Document Title:</b> Agent Induction Manual	
<b>Date Compiled:</b> 7 <sup>th</sup> September, 2015	<b>By:</b> Executive Manager Operations & Development
<b>Due Date for Review:</b>	<b>Website Access Permission:</b> Public
<b>Date Updated:</b> 19 <sup>th</sup> May, 2016, 1 <sup>st</sup> May, 2017, 9 <sup>th</sup> January, 2018 24 <sup>th</sup> January, 2018 16 <sup>th</sup> October, 2018 28 <sup>th</sup> August, 2019 14 <sup>th</sup> April, 2020 1 <sup>st</sup> July 2021  7 September 2022	<b>Reviewed by:</b> : Executive Manager Operations & Development Executive Manager Risk & Compliance Executive Manager Ops & Develop Executive Manager Ops & Develop Executive Manager Ops & Develop Executive Manager Ops & Develop Executive Manager Ops & Develop Manager Marketing & Recruitment Executive Manager Governance Systems / AB Secretary Director – Campus Operations
<b>Version Control Update (Current):</b> Version 1 – 7 <sup>th</sup> September, 2015 Version 2 – 26 <sup>th</sup> May, 2016  Version 3 – 1 <sup>st</sup> May, 2017 Version 4 – 9 <sup>th</sup> January, 2018  Version 5 – 24 <sup>th</sup> January, 2018 Version 6 – 16 <sup>th</sup> October, 2018 Version 7 – 28 <sup>th</sup> August, 2019 Version 8 – 14 <sup>th</sup> April, 2020 Version 9 – 1 July 2021  Version 10 – 7 <sup>th</sup> September, 2022	<b>Endorsed By:</b> Managing Director / Chief Executive Officer <b>Date:</b> <b>V1</b> - 7 <sup>th</sup> September, 2015 <b>V2</b> – Executive Manager Operations & Development 24 <sup>th</sup> May, 2016 <b>V3</b> – Managing Director 28 <sup>th</sup> April 2017 <b>V4</b> – Managing Director 9 <sup>th</sup> January 2018 <b>V5</b> – Managing Director 24 <sup>th</sup> January, 2018 <b>V6</b> - CEO 19 <sup>th</sup> October 2018 <b>V7</b> – Executive Chair 29 <sup>th</sup> August, 2019 <b>V8</b> – Executive Chair 14 <sup>th</sup> April, 2020 <b>V9</b> - Executive Manager Governance Systems / AB Secretary 1 July 2021 <b>V10</b> – Director – Campus Operations
<b>07/09/2022</b> – Review for currency. Addition of Appendix E - Australian International Education and Training - Agent Code of Ethics. Updates to contacts.	

## AUSTRALIAN INTERNATIONAL EDUCATION AND TRAINING

### Agent Code of Ethics

#### Introduction

Australia is committed to ensuring the highest standard of service and care is delivered across its international education and training sector and has a comprehensive international education and training quality framework to support this aim. The *Agent Code of Ethics* (ACE) is a critical component of this framework and provides a guide to the expected professional behaviour of individual agents and agencies working with Australian international students, parents, providers and fellow agents across the sector. The ACE builds on the London Statement's ethical framework and provides a set of Australian specific 'Standards' for Australia's education agents. The ACE also aims to support Australia's education and training providers to meet their obligations under the National Code.

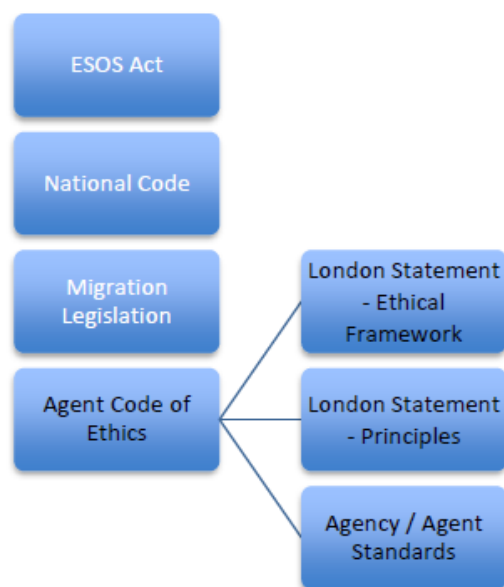
#### Purpose

The *Agent Code of Ethics* aims to:

- Outline the principles and expectations of fair and ethical conduct of Australia's offshore and onshore education agents
- Foster best practice among education agents to assist them to provide quality services to potential and existing international students and partner providers
- Provide assurances on the quality and standard of services provided by education agents recruiting into Australia
- Build on Australia's globally recognised international education and training quality systems to further enhance the reputation of Australia's education system.

#### Australian International Education and Training

Australia's international education and training provides a holistic approach across the sector to ensure the highest quality outcomes for everyone. Agent quality is one component of a comprehensive and integrated quality system.



#### Education Agent Code of Ethics

Australia's Education *Agent Code of Ethics* is based on three core elements of:

1. The London Statement's Ethical Framework
2. The London Statement's Principles
3. Australia's Education Agent Standards



## 1. Ethical Framework

The Australian education and training sector expects education agents to adhere to seven ethical principles, as outlined in the London Statement, that are supported by an underlying ethical framework of:

- **Integrity** – being straightforward and honest in all professional and business dealings;
- **Objectivity** – not allowing professional judgment to be compromised by bias or conflict of interest;
- **Professional** competence and due care – maintaining professional knowledge and professional service, and acting diligently;
- **Transparency** – declaring conflicts of interest to all clients, especially when service fees are charged to both the education provider and the prospective student;
- **Confidentiality** – respecting and preserving the confidentiality of personal information acquired and not releasing such information to third parties without proper authority;
- **Professional** behaviour – acting in accordance with relevant laws and regulations and dealing with clients competently, diligently and fairly; and
- **Professionalism** and purpose – acting in a manner that will serve the interests of clients and the wider society even at the expense of self-interest; recognising that dedication to these principles is the means by which the profession can earn the trust and confidence of stakeholder groups (individual clients, the public, business and government).

## 2. Principles

The London Statement Principles promote best practice among education agents and consultant professions that support international students. The Statement of Principles is a unifying set of understandings for the recruitment of students in international education that serve to promote best practice among education agents and consultants. The seven principles are:

### **Principle 1: Agents and consultants practise responsible business ethics**

- Avoiding conflicts of interest
- Observing appropriate levels of confidentiality and transparency
- Acting professionally, honestly and responsibly
- Refraining from being party to any attempt by students or others to engage in fraudulent visa applications
- Acting in the best interests of the student at all times
- Declaring conflicts of interest
- Being transparent in fees to be paid by students and commissions paid by providers
- Providing clear avenues for handling complaints and resolving disputes
- Complying with relevant laws and regulations.

### **Principle 2: Agents and consultants provide current, accurate and honest information in an ethical manner**

- Providing realistic and appropriate information that is tailored to the individual student's circumstances, particularly in relation to language skills, capacity to pay and level of study
- Specifying the rights and responsibilities of the student in the country of destination
- Refraining from claiming a direct government endorsement or privileged relationship with a public official or member of the government where one does not exist; including for example the misuse of national brand logos
- Providing a registration number or other identifier on advertising material
- Using institutions' officially approved material in promoting providers with whom agents have an agreement.

### **Principle 3: Agents and consultants develop transparent business relationships with students and providers through the use of written agreements**

- Signed by the student and the agent
- Signed by the provider and the agent
- Include information on the arrangements put in place by agents and consultants on behalf of the student, such as itemised payment schedules of fees and services, and refund and transfer policies
- Provide details on information provided under Principles 1 and 2, as a means of guiding agents and consultants to give appropriate information to students so that both students and agents understand what has been agreed to maintain student confidentiality
- Are archived in an appropriate manner so that the agreements can be made available to the student or an appropriate authority within a reasonable timeframe.



#### **Principle 4: Agents and consultants protect the interests of minors**

- Ensuring that the prospective student has adequate representation and support from a guardian and/or legal counsel during meetings with the agent or consultant and that this is recorded as informed consent before any money changes hands
- Ensuring that the client has the legal capacity to enter into any commitment
- Acting not only in accordance with relevant laws and regulations, but competently, diligently and fairly as befits dealings with minors.

#### **Principle 5: Agents and consultants provide current and up-to-date information that enables international students to make informed choices when selecting which agent or consultant to employ**

- Providing information to students about the accreditations the agents have met, the training they have undertaken, the memberships they hold to professional associations or processes undertaken to become registered and accredited education agents and consultants
- Providing information about themselves that support comparison of qualifications and experience.

#### **Principle 6: Agents and consultants act professionally**

- Participating in training courses and professional development wherever possible
- Becoming members of professional associations and networks that promote and support best practice in the recruitment of international students.

#### **Principle 7: Agents and consultants work with destination countries and providers to raise ethical standards and best practice**

- Sharing information on best practice in the recruitment of international students by education agents and consultants.

### **3. Standards**

To ensure alignment and equity, Australia's Standards for international education agents mirror the requirements for education and training providers as outlined in the ESOS Act and National Code. The ACE provides a guide to the expected professional behaviour of individual agents and agencies working with Australian international students, parents, providers and fellow agents across the sector. These Standards will be reviewed and updated to ensure continued relevance to the sector. The standards are:

Standard	Element
<b>Organisational Effectiveness</b>	<ul style="list-style-type: none"> <li>• Demonstrates effective organisational governance and appropriate ownership including a well-articulated strategic plan, policies and procedures.</li> <li>• Evidence of relevant and up-to date business licensing and or registration.</li> <li>• Discloses all relevant partnerships, affiliations and agreements are disclosed, including disclosure of sub agent representation agreements and a clearly articulated approach to managing these relationships is in place to ensure compliance with the ACE.</li> <li>• Offers assurance of the organisation's financial integrity and financial systems.</li> <li>• Provides clear and transparent disclosure of recruitment practices and activities including countries serviced</li> </ul>
<b>Business Ethics</b>	<ul style="list-style-type: none"> <li>• Demonstrates agency and individual agent adherence to the ethical standards and principles of the ACE.</li> <li>• Discloses any past, pending, threatened or potential litigation, arbitration or administrative actions or other disputes against the agency, CEO or other relevant business associate.</li> <li>• Provides current, accurate and appropriate information to students and offers a commitment to not knowingly providing false or misleading information.</li> <li>• Demonstrates openness and disclosure of any incentives to any party that may influence the student's decisions.</li> </ul>
<b>Staff Capability</b>	<ul style="list-style-type: none"> <li>• Demonstrates effective human resource management practices are in place to ensure all employees and representatives are trained, informed and act in the best interests of clients at all times.</li> <li>• Demonstrates a strong working understanding the Australian education and training system, including all relevant legislation, regulations and information.</li> <li>• Completion of an Agent Training program and or other relevant education and training qualifications or programs.</li> </ul>
<b>Agency Recruitment Practices and Standards</b>	<ul style="list-style-type: none"> <li>• Implements considered and targeted marketing practices, and ensures honest and accurate communication resources are in place.</li> <li>• Provides appropriate, fair and considered counselling of students including assessing the student's willingness and ability to complete the courses, their understanding of course and provider requirements and awareness of realistic employment and pathway outcomes.</li> <li>• Demonstrates and articulates a clear and fair complaints and appeals process.</li> <li>• Offers transparent and clearly articulated fees and charges including a documented refund policy.</li> <li>• Ensures strict confidentiality of personal information and ensures this information is not shared with a third party unless consent is given.</li> </ul>

## Australia's International Education Agent Code of Ethics - Overview

Ethics	Principles	Standards
<ul style="list-style-type: none"> <li><b>Integrity</b> - being straightforward and honest in all professional and business dealings;</li> <li><b>Objectivity</b> - not allowing professional judgment to be compromised by bias or conflict of interest;</li> <li><b>Professional competence and due care</b> - maintaining professional knowledge and professional service, and acting diligently;</li> <li><b>Transparency</b> - declaring conflicts of interest to all clients, especially when service fees are charged to both the education provider and the prospective student;</li> <li><b>Confidentiality</b> - respecting and preserving the confidentiality of personal information acquired and not releasing such information to third parties without proper authority;</li> <li><b>Professional behaviour</b> – acting in accordance with relevant laws and regulations and dealing with clients competently, diligently and fairly; and</li> <li><b>Professionalism and purpose</b> - acting in a manner that will serve the interests of clients and the wider society even at the expense of self-interest; recognising that dedication to these principles is the means by which the profession can earn the trust and confidence of stakeholder groups (individual clients, the public, business and government).</li> </ul>	<ul style="list-style-type: none"> <li>Agents and consultants practice responsible business ethics.</li> <li>Agents and consultants provide current, accurate and honest information in an ethical manner.</li> <li>Agents and consultants develop transparent business relationships with students and providers through the use of written agreements.</li> <li>Agents and consultants protect the interests of minors.</li> <li>Agents and consultants provide current and up-to-date information that enables international students to make informed choices when selecting which agent or consultant to employ.</li> <li>Agents and consultants act professionally.</li> <li>Agents and consultants work with destination countries and providers to raise ethical standards and best practice.</li> </ul>	<ul style="list-style-type: none"> <li>Agents and consultants comply with this framework and the ACE</li> <li>Agency demonstrates robust organisational effectiveness</li> <li>Agency demonstrates strong business ethics</li> <li>Agency supports staff capability development and ongoing education</li> <li>Agency demonstrates quality and effective recruitment practices and standards</li> </ul>