

## Agent Recruitment and Management Policy and Procedures

### 1. Scope

This policy is applicable to Headmasters Academy Pty Ltd and to education agents with engaged by Headmasters.

### 2. Purpose

2.1 This Policy and Procedures sets out how Headmasters engages international education agents (“agents”) with reference to the Institute’s obligations under the National Code 2018 and the Education Services for Overseas Students Act 2000 (“ESOS Act”).

2.2 This Policy and Procedure is in place to ensure that Headmasters has structured processes of:

- a) Application and approval in the recruitment and selection of education agents; and
- b) Monitoring and management of its agents.

### 3. Policy Principles

3.1 All Headmasters agents are required to enter into a written agency agreement with Headmasters.

3.2 Headmasters maintains current details of agents with whom Headmasters has an effective agreement in the Provider Registration and International Student Management System (PRISMS) and Headmasters Student Management System (SMS).

3.3 In addition to maintaining the details in PRISMS, Headmasters will upload agent details to the designated location outlined by ASQA within 30 days of an agreement being entered into and will similarly make updates to the same within 30 calendar days of an agent agreement coming to an end.

3.4 A current list of agents is also available on Headmasters website and the list will be updated at least biannually by the Marketing Manager. The list must be reconciled to ensure the consistency across PRISMS and SMS.

3.5 Headmasters will delete the agent record from PRISMS, SMS, ASQA portal and Headmasters website if the agreement with the agent is terminated.

3.6 All Headmasters agents are expected to act honestly and in good faith and not to engage in misleading and deceptive conduct in the recruitment of students.

3.7 All Headmasters agents warrant to have appropriate knowledge and understanding of the international education system in Australia, including the Australian [Training Agent Code of Ethics](#).

3.8 Headmasters has established processes to monitor its education agents. Headmasters will investigate, suspend and/or terminate agents who act in a dishonest, unethical or unprofessional manner in their representation of Headmasters or its courses.

#### **4. Procedural Statement**

##### **Agent Application and Approval**

4.1 Agents are generally sourced by Headmasters based on markets selected by management.

4.2 New agents can also be sourced, with assistance, from:

- a) Existing Headmasters approved agents; or
- b) Holmes Education Group entities in Australia or overseas.

4.3 An agent can also make an enquiry about becoming a Headmasters approved agent by:

- a) Contacting Headmasters directly by phone or email
- b) Visiting a Headmasters location

4.4 Before an application to become an agent is approved, due diligence checks must be undertaken regarding the enquiring agent's company profile, which will include but not be limited to checking the:

- a) Names of the agency and director(s) or authorised representative(s) that will sign the agreement; and
- b) Business Registration, Reference contact details from a minimum three Australian education institutions, and professional or industry membership.

4.5 If the agent's application is not approved following a due diligence check, the agent will be notified in writing by the Country/ Regional Manager or delegate.

4.7 If Headmasters decides to continue with an agent application, Headmasters will conduct a reference check on the agent.

4.8 If all due diligence checks are acceptable to Headmasters, Headmasters may approve an agent's application if the agent's recruitment supports Headmasters business needs. In such cases, an Agent Agreement will be created and sent to the agent for execution.

4.9 The Agent Agreement outlines Headmasters and the agents' duties and responsibilities.

4.10 The agent has three (3) months to sign and return the agreement to Headmasters.

4.11 Once Headmasters receives the signed agreement, Headmasters will

- a) Create a new agent account in Headmasters SMS;
- b) Enter the agent in PRISMS;
- c) Add the agent in website agent list when Headmasters conducts the biannual agent list review;
- d) In addition to the above procedures, for VET courses, Headmasters will upload agent details to the designated location outlined by ASQA within 30 days of

an agreement being entered into.

4.12 The list of Agents available on Headmasters website is updated at least biannually by the Marketing Manager.

### **Agent Training and Information Management**

- 4.13 Headmasters manages its international marketing using a 'Country/ Regional Manager' system.
- 4.14 Country Managers will monitor the Agent's activities on a regular basis, through various means such as data from internal databases, Australian Government agencies and their reports and student feedback.
- 4.15 Headmasters will provide all approved Agents with sufficient tools and resources to ensure that accurate and up-to-date information is given to prospective students at all times, and to ensure compliance with the relevant laws, regulations, standards and codes.
- 4.16 A standard Statement of Agent Responsibilities (Appendix A to this Policy) must also be provided to all new agents to ensure that the agent has an appropriate understanding and knowledge of their obligations under the ESOS Act (2000) and the National Code (2018).
- 4.17 Failure to abide by the above obligations will result in a review process which may result in the warning and termination of the Agent Agreement.
- 4.18 All new agents will also be provided appropriate training initially on the Headmasters courses and facilities as well as clarification of the agent's obligations and responsibilities under the National Code and ESOS Act. This training will be provided in person, via Skype, webinar, over the phone or through email.
- 4.19 The training will include the requirements of Headmasters in relation to the Genuine Temporary Entrant status of all prospective students aimed at managing potential visa risks arising from a student's reasons for seeking to study in Australia.
- 4.20 Ongoing training is also provided through various:
- a) Agent familiarisation visits to Australia, and
  - b) Agent training and workshops days held in market.
- 4.21 Headmasters will ensure that approved Agents are provided with up-to-date and accurate promotional material and informed of any changes to courses or campuses and/or any legislative or regulatory requirements (where applicable), through a range of communication means including update emails and newsletters, training webinars, regular agent meetings and agent visits.
- 4.20 All requests for use of the relevant Headmasters logo are to be emailed to the Headmasters CEO.
- 4.21 All advertising and use of the Headmasters logo must be approved by Headmasters prior to publication.

### **Agent Payments**

4.22 Payment of commission is made in accordance with the Headmasters Agent Agreement. In addition, agents may be eligible to take part in a Bonus Scheme. The Headmasters Bonus Scheme is reviewed each year and key performing agents are invited to participate.

### **Monitoring and Reviewing Agent Performance**

4.23 Country Managers are primarily responsible for managing and supporting agents and are required to:

- a) Visit each active agent at least once each year.
- b) Provide senior management with comprehensive reports quarterly and after each visit to a region/country visit.

4.24 Headmasters monitors and reviews the performance of its approved agents on an ongoing basis as well as through a formal annual review.

4.25 The review information may be provided through Country Managers, Australian government agencies and their reporting systems, local government agency reports around the world, as well as from student feedback.

### **Annual Agent Performance Reports**

4.26 The business will review agent performance at the end of every year.

4.27 Agents will be sorted into three groups:

- a) Non-Performing, i.e. those deemed to be unsatisfactory in their performance e.g. for severe breach of any items stipulated in the Headmasters Agent Agreement, breach of ESOS National Code compliance or where the relevant Country Manager formally raises concern in regards to the agents behaviour.
- b) Performing, i.e. those maintaining consistent enrolments and demonstrating a proven ability to continue to abide by all regulatory requirements.
- c) New, i.e. those registered with Headmasters for under 12 months.

4.28 Agents who are Non-Performing may become suspended in the Headmasters management system and no further enrolments will be allowed unless this status is changed to "Performing". Refer to next section on 'Warning and Termination.'

4.29 Performing agents may be provided with a number of incentives, including (but not limited to) bonuses.

4.30 Agents who have not worked in a professional manner and/or have not abided by all regulatory requirements, will have one or all of the following actioned:

- a) A warning letter or email
- b) Suspension of Agent Agreement (no enrolments allowed until performance improves)

- c) Termination of Agent Agreement (criminal activities and serious non-compliances)

**Warning and Termination**

- 4.31 A warning letter may be sent to an agent where they are deemed in Headmasters reasonable perspective to be non-performing. Where a warning is issued, it is entirely the Marketing Manager’s discretion as to what the recommendation for action will be.
- 4.32 In the first instance and in cases where non-performance issue is deemed minor, a letter or email of warning will be sent.
- 4.33 When an agent has been deemed to be in severe breach of an item stipulated in the Headmasters Agent Agreement then a letter informing the agent of termination is sent and the agent is given the right of reply to Headmasters.
- 4.34 Headmasters supports an agent’s right to appeal any decisions made by the business regarding their Agent Agreement. Agents must address their appeal in writing with any supporting documentation. The Marketing Manager will review the appeal and establish if the agent is eligible for a probationary extension of the Agent Agreement. It is at the discretion of the Marketing Manager to decide whether the agent’s response justifies the situation in question.
- 4.35 Authority to terminate agent agreements ultimately rests with the Principal Executive Officer.
- 4.36 Headmasters will remove the agent from the PRISMS and SMS within 30 calendar days of the termination being effective.
- 4.37 The terminated agent will be removed from agent list in Headmasters’ website when the biannual agent list review happens.
- 4.38 In addition to the above procedures, if an Agent’s agreement with Headmasters comes to an end, in the case of VET, Headmasters will update ASQA about the termination within 30 calendar days of the agent agreement coming to an end.

**Version Control and Accountable Officers**

It is the joint responsibility of the Implementation Officer and Responsible Officer to ensure compliance with this policy.

<b>Responsible Officer</b>	Marketing Manager
<b>Implementation Officers</b>	Marketing Manager in liaison with CEO
<b>Review Date</b>	June 2023
<b>Approved by</b>	
	Academic Board
<b>Associated Documents</b>	

Code of Conduct Policy PRISMS User Guide Website Management Policy and Procedure			
Version	Brief Description of the changes	Date Approved	Effective Date
2.1	<ul style="list-style-type: none"> <li>• Document formatted in line with the other policies.</li> <li>• Policy purpose revised by including agent monitoring and management.</li> <li>• Procedure for agent list review revised with more clarity.</li> </ul>	24 July 2020	24 July 2020

## APPENDIX A

### Agent's Ethical Practices and Responsibilities Statement

Australia offers a high-quality education experience to overseas students across all sectors, including English language and foundation programs through to higher education. By providing a fair and accessible system that supports overseas students, Australia has gained an enviable reputation as a popular study destination.

The Education Services for Overseas Students legislation is a robust framework that protects and enhances the experiences of overseas students in Australia. An integral part of the legislation is the [National Code of Practice for Providers of Education and Training to Overseas Students](#) (the National Code). The National Code provides nationally consistent standards for the conduct of registered providers and the registration of their courses.

Education institutions such as Headmasters must comply, and ensure that education agents comply, with the National Code to maintain their registration to provide education services to overseas students.

Under the National Code, education agents must act ethically, honestly and in the best interests of overseas students, as well as uphold the reputation of Australia's international education sector. In order to comply with these regulations, it is imperative that all education agents contracted to Headmasters understand and abide by the requirements and responsibilities set out in this Statement. Failure to do so will result in corrective action which may include termination of your education agent agreement.

Education agents must:

- a) enter a written agreement with Headmasters to be appointed as an authorised education agent
- b) not provide migration (visa) advice unless authorised to do so under Australian migration law

- c) not give false or misleading information, or engage in any deceptive practices, in the marketing and promotion of Headmasters courses
- d) not claim to commit to securing a migration outcome from undertaking a Headmasters course
- e) not claim that a Headmasters course will guarantee any specific career or job outcome for a student
- f) not actively recruit a student that has not completed the first six months of their principal course (except as permitted by Standard 7 of the National Code)
- g) not accept or recruit students reasonably suspected to be non-genuine entrants into Australia
- h) provide students with sufficient information to enable them to make informed decisions about studying with Headmasters in Australia
- i) declare in writing and take reasonable steps to avoid conflicts of interests with their duties as an authorised Headmasters education agent
- j) observe appropriate levels of confidentiality and transparency in their dealings with overseas students or prospective overseas students
- k) use Headmasters approved marketing and promotional materials in its recruitment activities
- l) have appropriate knowledge and understanding of the international education system in Australia, including the Australian [Training Agent Code of Ethics](#)
- m) notify Headmasters as soon as there are any changes to their Agency contact details and business information (i.e. registered address, email and/or director/owner details).

Please note: The Australian Government collects education agent details through PRISMS (the Australian Government's Provider Registration and International Student Management System) and makes available access to reports about the education agents Headmasters has engaged to recruit overseas students.

If you have any questions about any of the requirements and responsibilities outlined in this Statement, please speak to your Country Manager.

The Director-International is to investigate the allegations according to the following procedure:

- a) Make email contact with the agent and inform them that Headmasters intends to terminate their agreement.
- b) Request written explanation from agent as to why they are not adhering to the terms and conditions as set out in the Agreement.
- c) Provide a report to the Principal Executive Officer or delegate outlining the reasons for recommending termination of an agent agreement.