



VIBE College is the trading name of Adore Education Pty Ltd  
ABN 66088173433 | RTO 31652 | CRICOS 03500M  
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## Agent Appointment Policy and Procedures

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## Version Control

| Date        | Version | Changes made   | Author             |
|-------------|---------|--|--------------------|
| Jul 2016    | V1.0    | Initial Version release                                    | CEO/PEO            |
| Jul 2017    | V2.0    | Address and Company address change                         | CEO/PEO            |
| Feb 2019    | V3.0    | Addition of new ESOS Information & Agent appointment steps | Compliance officer |
| 22 Nov 2019 | V4.0    | Updates regarding ESOS 2019                                | Admin Officer      |

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## 1. SCOPE

VIBE College's agents are often the first point of contact between prospective students and the Australian International Education Industry. Their activities and ethics are important to Australia's reputation as a desirable destination for students. VIBE College is therefore committed to only appointing agents who will act ethically and appropriately. This policy and procedure apply to:

- Agents of VIBE College; and
- Staff of VIBE College involved in the recruitment, accreditation and monitoring of agents for VIBE College

## 2. POLICY

This Policy is created pursuant to the ESOS Act 2000 and Standard 4 of the National Code 2018 and outlines the steps VIBE College staff will take in the appointment of agents who meet the professional obligations required under the afore mentioned legislation and standards.

### 2.1. Agent Application Process

Before completing an application to represent VIBE College, agents are required to be familiar with the following:

- Education Services for Overseas Students Act 2000;
- Education Services for Overseas Students Amendment Act 2014;
- Education Services for Overseas Regulation 2019
- Providers of Education and Education Services for Overseas Students Act 2000 (ESOS Act)
- The National Code of Practice for Providers of Education and Training to Overseas Students 2018
- The Australian Government Department of Home Affairs
- Australian Skills Quality Authority information.

It is preferred that agents have completed an Education Agent Training course. International Education agents seeking to represent VIBE College are required to submit an Agent Application (available on the VIBE College website) along with their company profile and a copy of the registration of company or business. All Agents are required to nominate and include details of two referees.

In the case of newly established Agents who are unable to provide references, the application will be reviewed by VIBE College's Marketing Manager. Should the agent's application be successful, the college will provide training and monitor agent activities closely.

Agent Agreements by default are issued for a given period of time. Upon expiry of the Agent Agreements, the agents can apply for renewal of the same.

## 2.2. Monitoring and Review

VIBE College monitors the performance of the agents on an ongoing basis to ensure agents provide accurate, up-to-date, and clear information to potential students. This is through using one or more of the following:

- Quality of applications received and supporting documentation submitted
- Gathering feedback from students on the Agents performance during orientation and as needed
- Evaluate the activities of agents through one or more of the following:
  - Regular face to face meeting with agents Onshore or Offshore
  - Telephone/teleconference meetings
  - Surveys of students recruited by a particular agent
  - Agent return forms/surveys.

Agent Reviews are done periodically based on:

- The number of student applications received
- Conversion rate of student application through to enrolment
- The quality of applications, student completion rate etc.
- Student feedback regarding agent

If any agents have been identified as underperforming or have gaps in knowledge on VIBE College services, then VIBE College will assist to provide agents with additional training, as required.

### Working with Subagents

VIBE College requires all agents inform the College of any subagents who will be promoting VIBE College. It is the primary agent's responsibility to ensure that the sub-agents are not involved in any deceptive or misleading advertisements about VIBE College or its courses.

Details pertaining to termination are set out in the Agent Agreement.

### Marketing and Advertising

Only registered agents of VIBE College can market and advertise course/s offered by VIBE College. Any advertisements relating to VIBE College needs to be approved prior to placement to ensure adherence with VIBE College Policies. All advertisements must contain the VIBE College's RTO number and CRICOS code.

The Agent must not engage in any unethical, misleading or deceptive advertisement on behalf of VIBE College, and must also ensure that any subagent adheres to ethical advertising practices, as per VIBE College's International Marketing Information and Practices (provided to all Agents).

A Marketing Request Form is to be completed by approved representative agents of VIBE College wishing to promote VIBE College and its courses, who are planning to use the VIBE College logo, website link or course descriptions. All relevant sections of the form must be completed and sent to VIBE College for approval.

### 3. Procedure

#### Agent Appointment Process

|    | Steps  | Who is responsible?                          | Comments   |
|----|--|--|--|
| 1. | VIBE College Agency Approval   | Marketing Manager                            | Agent need to have at least one successful applicant to get the agency approval  |
| 2. | <i>VIBE College Agent Application Form</i> sent to prospective agent                                     | Marketing and Admin Staff                    | Available on Vibe College Website  |
| 3. | Completed form with documentation required attached and returned to VIBE College                         | Prospective Agent                            | Checklist: <ul style="list-style-type: none"> <li>• Completed agent application</li> <li>• Company profile</li> <li>• Business registration certificate</li> <li>• PIER qualifications</li> <li>• Other related documents</li> </ul>   |
| 4. | If determined to be suitable to appoint, contact referees for completion of <i>Agent Reference Check</i> | Marketing and Admin Staff                    | Contact the referees and forward them the "Agent Reference Check" form. Must receive a minimum of one referee in order to appoint (where provided)<br><br>In case Agent is entirely new, and unable to provide references, appoint the agent with permission of the Head of International, train and monitor closely |
| 5. | Once <i>Agent Reference Check</i> has been completed, reassess to determine if suitable to appoint       | Marketing and Admin Staff                    |  |
| 6. | Details of Agent updated on varies VIBE College databases  | Marketing and Admin Staff                    |  |
| 7. | Prepare the <i>Agent Agreement</i>   | Marketing and Admin Staff (Signed and dated) | Send a copy to the agent's designated email address  |

## 4. Definitions

|                             |  |                           |   |
|-----------------------------|--|---------------------------|---|
| <b>8.</b>                   | Agent return signed original copies of the agreement   | Prospective Agent         | VIBE College staff will then file the copy under the Agent Record   |
| <b>9.</b>                   | Prepare a list to Update: PRISMS/ASQAnet/Website   | Marketing and Admin Staff | List to be provided to the Marketing Manager on a monthly basis – to be updated on PRISMS, ASQAnet and VIBE College website |
| <b>Agent</b>                | An accredited person or organisation with the authority to promote VIBE College’s programs and services to students or intending students in nominated regions   |                           |   |
| <b>Agent Agreement</b>      | The agreement between VIBE College and the agent including the schedules   |                           |   |
| <b>CRICOS</b>               | Commonwealth Register of Institutions and Courses for Overseas Students. All courses and Education Providers have a designated CRICOS Code   |                           |   |
| <b>ESDS Act</b>             | Education Services for Overseas Students Act 2000 of the Commonwealth of Australia   |                           |   |
| <b>ESDS Regulations</b>     | Education Services for Overseas Students Act 2000 of the Commonwealth of Australia   |                           |   |
| <b>National Code</b>        | National Code of Practice 2018 for Registration Authorities and Providers of Education and Training to Overseas Students   |                           |   |
| <b>Prospective Student</b>  | A person who intends to become, or who has taken any steps towards becoming, a student, an ‘overseas student’ or ‘intending overseas student’ as defined by the ESDS Act   |                           |   |
| <b>Prospective Agent</b>    | An accredited person or organization who wishes to have the authority to promote VIBE College programs and services to students or intending students in nominated regions   |                           |   |
| <b>Student</b>              | A person who holds an Australian Student Visa and is an ‘overseas student’ as defined by the ESDS Act  |                           |   |
| <b>Relevant Legislation</b> | <ul style="list-style-type: none"> <li>▪ The ESDS Act 2000 (Cth);</li> <li>▪ The ESDS Regulations 2001 (Cth);</li> <li>▪ The Migration Act 1958 (Cth);</li> <li>▪ The Migration Regulations 1994 (Cth);</li> <li>▪ The National Code 2018; and</li> <li>▪ Any other legislation or regulations relevant to governing the provision of education to overseas students in Australia</li> </ul> |                           |   |