



Defining whether an education agent is successful or not

Education agents play a critical role in promoting Australian education, recruiting students, facilitating travel plans and supporting students throughout their Australia experience. Without the work of the thousands of education agents recruiting on behalf of Australian institutions, the \$32 billion dollar industry and the tens of thousands of jobs it creates for Australians would never have achieved the level of success it has.

Education providers specialise in the delivery of education, and they do not have the resources to market themselves and counsel students across 195 countries while providing full administrative support to ensure successful enrolments. This is the critical role education agents play - promoting Australian and guiding students to the most appropriate education providers and universities. With recent changes to student visa regulation, an education agent's role has moved beyond marketing, guidance and recruitment to also include vital assistance with student visa submission and GTE screening.

When considering the role of an education agent, and what makes them successful - ultimately, it's the satisfaction of both student and the education provider that is the most meaningful metric. The International Student Education Agent Association has defined 8 critical components with key performance indicators that can indicate a high performing agent.

Agent Role	Success KPIs
<p>1. Ethically promote Australian Education</p>	<p>Success KPI 1: Agent successfully generates excitement and interest for studying in Australia using accurate and honest information</p> <p>Success KPI 2: Agent successfully recruits students to study in Australia</p> <p>Success KPI 3: Agent accurately aligns student's expectations vs realities of living in Australia.</p> <p>Success KPI 4: Agent adheres to the Agent Code of Ethics, found here: https://bit.ly/2Gv9TRm</p>
<p>2. Define Student Outcomes</p>	<p>Success KPI 1: Agent takes a holistic view of the student and their needs, goals, etc. to determine the appropriate outcomes required from an overseas study experience</p> <p>Success KPI 2: Student reaches their desired outcome</p> <p>Success KPI 3: Students refer their agent to others (via word of mouth, written testimony or positive reviews) due to satisfaction with agent's performance in regards to this element.</p>
<p>3. Accurately Presents Australian Institution Options</p>	<p>Success KPI 1: Agent accurately presents information to student about the relevant institutions including course information, fees, refunds, location.</p> <p>Success KPI 2: Courses presented and selected match the student needs and desired outcomes</p> <p>Success KPI 3: Partner education providers demonstrate their satisfaction with the agent regarding this function by continuing to have the agent represent the institution, and/or supporting the agent to further promote the institution.</p> <p>Success KPI 4: Students refer their agent to others (via word of mouth, written testimony or positive reviews) due to satisfaction with agent's performance in regards to this element.</p>
<p>4. Supports and Enables Genuine Students</p>	<p>Success KPI 1: Identifies genuine students in accordance with Genuine Temporary Entrant guidelines as stated on the DOHA website and filters out non-genuine applicants.</p> <p>Success KPI 2: Ensures the students goals and needs are matched to the appropriate education provider</p> <p>Success KPI 3: Students refer their agent to others (via word of mouth, written testimony or positive reviews) due to satisfaction with agent's performance in regards to this element.</p>

<p>5. Supports Enrolment Processes</p>	<p>Success KPI 1: Applications are presented to the education provider complete, reducing the workload for admissions team (Decision ready applications)</p> <p>Success KPI 2: The agent accurately presents information and documents from the education provider throughout the enrolment process to the student in a timely manner.</p> <p>Success KPI 3: Students refer their agent to others (via word of mouth, written testimony or positive reviews) due to satisfaction with agent's performance in regards to this element.</p> <p>Success KPI 4: Partner education providers demonstrate their satisfaction with the agent regarding this function by continuing to have the agent represent the institution, and/or supporting the agent to further promote the institution.</p>
<p>6. Support Student Visa Submissions using publically available information</p>	<p>Success KPI 1: Applications for student visa are submitted with all required information, and according to Genuine Temporary Entrant requirements in accordance with publically available information on the DOHA website (Decision ready applications).</p> <p>Success KPI 2: The student clearly understands the visa conditions and their rights and responsibilities</p> <p>Success KPI 3: Students refer their agent to others (via word of mouth, written testimony or positive reviews) due to satisfaction with agent's performance in regards to this element.</p> <p>Success KPI 4: Partner education providers track visa grant success rates through PRISMS and are satisfied with the visa grant rate associated with the respective agent.</p>
<p>7. Ongoing student support</p>	<p>Success KPI 1: Student feels comfortable settling in to new life in Australia due to the information presented by the Agent, and onshore support provided</p> <p>Success KPI 2: Education agent provides ongoing support during their studies in Australia including mediation on issues with the education providers and relevant providers of services such as accommodation, health insurance, travel and mental health.</p> <p>Success KPI 3: Students refer their agent to others (via word of mouth, written testimony or positive reviews) due to satisfaction with agent's performance in regards to this element.</p>

	Success KPI 4: Partner education providers demonstrate their satisfaction with the agent regarding this function by continuing to have the agent represent the institution, and/or supporting the agent to further promote the institution.
8. Adherence to Relevant Laws and Codes	Success KPI 1: Agent complies with relevant laws pertaining to operating a business in Australia and offshore (if relevant) Success KPI 2: Agent complies with relevant codes such as the National Code, ESOS Act and Agent Code of Ethics Success KPI 3: Partner education providers demonstrate their satisfaction with the agent regarding this function by continuing to have the agent represent the institution, and/or supporting the agent to further promote the institution.

Education agents serve both education providers and students. While some organisations may enrol thousands of students each year, others may provide smaller more niche marketing services. If programs are represented accurately, students are treated ethically and both parties have their expectations met or exceeded, then the role of the education agent can confidently be said to be successful.

Sincerely,

ISEAA - International Student Education Agents Association Executive
members of the Board & ISEAA Members.

Ana Regina Da Silva

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Deputy Chair

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Recommendations to Joint Standing Committee on Migration - Education Agents

ISEAA was requested by the Joint Standing Committee to provide any further background information or recommendations to assist the committee in discussing matters relating to education agents.

ISEAA will liaise and cooperate with relevant state and federal government departments, as well as provider peak bodies to instigate continuing professional development for educational agents around ethical education counselling services and adherence to the Migration Act regarding delivery of immigration advice.

This includes, but is not limited to the following recommendations from ISEAA:

- Education agents must either have an internal licensed migration agent directly employed by their company or have a formal agreement with a registered migration agent to whom they can refer cases where migration advice is being provided beyond basic student visas preparation assistance and lodgment services.
- Due to the volume of students interested in studying in Australia, subsequent student visa applications lodged, breadth of functions required and undertaken by education agents and the complexities of recruiting students from multiple languages, cultures and geographies, it is not recommended that this task be assigned solely to the limited number of migration agents in Australia
- As a longer term solution to the issue of unlawful migration advice, ISEAA strongly recommend DOHA to consider creating a training module for education agents dealing exclusively with student visa subclass 500. The training package would be required for all registered education agents, and would require continuing professional development on an annual basis.
- Students have an expectation that their education agents will assist with their student visa application, as this is one of the key reasons why students request the services of an education agent. According to a 2018 Education Agent Barometer by i-graduate.com, released at the ICEF Berlin Education Agent Workshop on November 2

2018, (2018 Agent Barometer: Global survey tracks agent perspectives on destinations, online learning, alumni, and student experience) student visa assistance was regarded as the third most important feature of an education agent's services, following program selection counselling and program application.

- The purpose of the suggested training package would be to allow education agents to continue to support students and education provider applications, in order to comply with the Migration Act.
- Education agents to have mandatory Professional Indemnity insurance.
- All education agents to have an auditable client bank account to receive monies from students for college fees, health insurance, accommodation or other service fees that is separate from the ordinary business operating account.
- A designated representative of the education agent to undertake annual training and professional development re the ESOS Act, National Code and Code of Ethics
- Sector specific recognition and registration processes to be provided to education agents. This will include continuing professional development and a formal recognition process for members of ISEAA that is in turn recognized by education providers.
- Provider peak bodies and their members to support ISEAA in encouraging their onshore agent network to join and abide by ISEAA guidelines and regulations.
- The establishment of a formal review panel to receive and investigate complaints about Education Agents made to ISEAA. The panel will then advise the student on the most appropriate state or federal government departments to seek mediation, such as International Student Ombudsman, or the relevant state-based Department of Fair Trading.
- DET and DHA to recognise ISEAA as a Peak Industry Body representing the international education recruitment sector. This includes ensuring ISEAA representatives are actively consulted with and invited to participate in government instigated reviews, discussion and/or negotiations relating directly to all facets of the international education sector in Australia.
- ISEAA to engage with offshore education agent associations, initially to have

their members with onshore offices in Australia join ISEAA, but with the long-term objective of establishing affiliate status and offshore membership with key agent associations and their members globally.

We encourage further dialogue are happy to engage in any further discussions or questions you may have to help support and further your enquiry.