

EDUCATION AGENT POLICY

1. Purpose

The *Education Agent Policy* provides the framework for monitoring the representation of Ikon by its Education Agents. This policy establishes the roles and responsibilities of Ikon's decision-making authorities governing the representation of Ikon by its Education Agents.

2. Scope

This policy applies to all of Ikon's employees, controlled entities, partnerships, contractors and any individuals or groups authorised to undertake international student recruitment on behalf of Ikon.

3. Related Policies

This policy should be read in conjunction with the following documents:

- Education Agent Agreement
- Grievance and Appeals Policy
- Third Party Management Policy
- Privacy Policy

This policy can be downloaded from the [Policies & Procedures](#) section of Ikon's website. Staff can download it from the policy library in Canvas.

4. Definitions

"Education Agent Agreement" means the written agreement between Ikon and the Education Agent that sets out the terms of the Education Agent's engagement by Ikon.

"Education Agent" means an agent engaged by Ikon to recruit overseas students or intending overseas students under the ESOS Act and National Code.

"Education Services for Overseas Students Act 2000 (ESOS Act)" means the Australian federal legislation establishing legislative requirements and standards for the quality assurance of education and training institutions offering courses to international students who are in Australia on a student visa.

"International student" means a person enrolled in a course at Ikon who is not a citizen of Australia or New Zealand, or an Australian Permanent Resident.

"Prospective student" means a person who is interested in enrolling in an Ikon course.

POLICY

5. Principles

- 5.1 The Board of Directors is responsible for the representation of Ikon by its Education Agents.
- 5.2 The relationship between Ikon and its Education Agents shall be established by a written agreement (the Education Agent Agreement), the form of which is approved by the Board of Directors.

- 5.3 Throughout their representation of Ikon, Education Agents shall reflect the values of Ikon and all interactions with prospective students shall be conducted in good faith. Education Agents shall have appropriate knowledge and understanding of the Australian higher education sector and the *ESOS Act*.
- 5.4 All information provided to prospective students by Education Agents about Ikon and its courses shall be accurate and presented truthfully. The Board of Directors is responsible for ensuring Education Agents are provided with up-to-date information concerning Ikon and its higher education offerings.
- 5.5 In the event that an Education Agent breaches a material term of the Education Agent Agreement, the agreement will be suspended, with appropriate corrective actions undertaken, or terminated.

PROCEDURES

6. Education Agent Agreement

- 6.1 All Education Agents shall enter into a written agreement with Ikon before representing ikon.
- 6.2 The following details are to be included in the Education Agent Agreement:
 - that the agent shall not misrepresent Ikon and its offerings
 - that the agent shall comply with, and maintain knowledge of, the ESOS Act
 - processes Ikon shall implement to monitor the Education Agent's activities and performance
 - suspension and termination provisions

7. Monitoring Education Agent Performance

- 7.1 Ikon shall monitor the performance of Education Agents to ensure compliance with the *Education Agent Agreement* and ensure that the information Education Agents provide prospective students is an accurate representation of Ikon, its courses, and graduate outcomes
- 7.2 The performance of Education Agents will be monitored and reviewed by Ikon on a regular basis. This may include:
 - student feedback
 - analysis of the quality and volume of applications from Prospective Students
 - analysis of conversion rates from applications lodged to enrolment
 - analysis of the academic progress of students recruited by the Education Agent
 - adherence to admissions processes
 - the performance and successful completion of courses by previous students recruited through that Education Agent
 - the use of marketing materials and strategies used by the Education Agent
 - scheduled meetings with the Education Agent
 - information obtained from third parties such as alerts from regulatory bodies
 - spot checks and ad-hoc review of agency practices and marketing activities
 - direct questioning and surveying of Students recruited by the Education Agent
 - monitoring of grievances where they are related to the Education Agent's performance

- monitoring visa refusals of Prospective Students recruited by the Education Agent

7.3 Ikon will conduct annual performance reviews of its Education Agents and at any other time at its discretion.

8. Complaints

8.1 Ikon is responsible for the conduct of its Education Agents and shall accept complaints and grievances from students regarding Education Agents through the channels established in the *Grievance and Appeals Policy*.

9. Minor Breaches to Education Agent Agreement

9.1 A minor breach of the Education Agent Agreement by the Education Agent shall trigger the instatement of a probationary period for the Education Agent. During this timeframe the Education Agent shall be required to demonstrate improved adherence to the agreement.

10. Serious Breaches to Education Agent Agreement

10.1 In the event an Education Agent breaches a material term of the Education Agent Agreement, Ikon will suspend or terminate that agreement and take appropriate further corrective actions.

10.2 Ikon shall immediately terminate the agreement with the Education Agent:

- if the agent is found to have breached the ESOS Act
- upon discovery of unethical conduct or misrepresentation by the agent

10.1 A suspension may be instated if a serious breach is suspected or reported, following which Ikon will investigate the allegation.

10.2 For both suspension and termination, the Education Agent shall be notified in writing, and shall immediately cease to represent Ikon or use any marketing material provided by Ikon.

11. Publication

11.1 This policy is published in the [Policies & Procedures](#) section of the Ikon website. Staff can also access this policy via the Policy Library in Canvas.

Policy Information & History

Policy Category	Academic, International
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Approved by	Board of Directors
Date of Approval	23 November 2021
Endorsed by	CEO
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Next Review Date	October 2024
Government Legislation	Tertiary Education Quality and Standards Agency Act 2011 Higher Education Standards Framework (Threshold Standards) 2021 National Code 2018
Responsible Officers	CEO
Benchmarking:	External referencing activities were conducted against comparable providers and best practice using publicly available information including: Kaplan Business School, Education Centre of Australia, University of New South Wales, Excelsia College, SP Jain School of Global Management, and Charles Sturt University.