



Australian Government

Department of Education and Training

*Every second door turns to education agents...*

AIEC 2018

- Brett Galt-Smith, Director, Policy & Legislation
- Ben Houston, Director, Regulation, Recognition & Tuition Protection

# What is an education agent?

- **Agent** of a provider means a person (whether within or outside Australia) who represents or acts on behalf of the provider, or purports to do so, in dealing with overseas students or intending overseas students
- **High managerial agent** of a provider means an employee, agent or officer of the provider with duties of such responsibility that his or her conduct may fairly be assumed to represent the provider in relation to the business of providing courses

*Education Services for Overseas Students Act 2000*




# Role of education agents


- Valuable partners in international education
- Expertise and knowledge to assist students, providers and regulators
- Education agents and migration agents – potential overlap
- Risks in the roles and activities of agents that must be managed
- Australian education providers are best placed to manage their relationships with education agents as the ESOS regulatory framework requires



# Providers and their agents


- The National Code was strengthened in 2018 to require registered providers to:
    - ensure marketing and promotion is not false or misleading and is consistent with Australian Consumer Law (Standard 1)
    - have a written agreement with their education agents (Standard 4)
    - ensure their education agents act ethically, honestly, and in the best interest of overseas students (Standard 4)
    - terminate the relationship with an education agent if engaging in false or misleading practices (Standard 4).
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# Complaints and fraud

- If a complaint is made to us about an agent:
    - Where legal advice allows, information is shared with providers.
  - If an allegation of fraud is made to us about an agent:
    - The Government will work with police.
  - We will always provide TEQSA, ASQA, state and territory school regulators, Department of Home Affairs and Austrade with any information we receive on complaints or fraud.
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# Joint Standing Committee on Migration

## *Efficacy of current regulation of Australian migration agents*

- Our submission and testimony at the public hearing focused on:
    - role of education agents
    - recent changes to the ESOS legislative framework which strengthen obligations on providers
    - support we provided to develop an Agent Code of Ethics
    - our recent activities to enhance reporting on agent performance
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# Challenge of regulating agents

- Limits on the reach of Australian law for extraterritorial jurisdictions
- Difficulty accessing sub-agents
- Low level of complaints received – how much dissatisfaction or bad behaviour exists?
- Increases regulatory reach of Government






# Increasing engagement with industry


- Maintain providers' responsibility for managing agents
  - Support students, providers and agents with enhanced data reports
  - Increase communication activities to prospective overseas students to increase their awareness of agents
  - Engage with agents, including through forums like this
  - Support for self-regulation through industry-led education agents' associations
  - Monitor agent activity through posts
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# Government engagement with education agents

Shared responsibility across government:

- The department monitors provider obligations on the use of agents under ESOS.
  - Austrade supports education agents to access agent training and two-way information sharing.
  - Whole of Government approach – DET, Austrade, Home Affairs and state and territory representatives hold joint information sessions for agents in-country.
  - Global network working with education agents to promote Australian education and to support student choice.
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# Enhanced data


- The department has enhanced data collection and reporting on the performance of education agents.
  - Since 1 January 2018, education providers must enter and maintain details of the education agents they use in PRISMS.
  - Upcoming amendments to the ESOS Regulations will further clarify information that must be recorded.
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# Increased transparency

- Online publication of education agent performance data for students, providers and agents
- Support for providers and students to engage with higher-quality agents



# Improving self-regulation

- Stakeholder engagement: Department of Education, Austrade, the Department of Home Affairs and the national regulators consulting with PIER Online, the International Student Education Agents Association, and Education New Zealand
  - Data-sharing platform: training, guidance and information resources
  - Encouraging and rewarding best practice
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Assist migrants & students

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## International markets

[India market](#)

[The Philippines market](#)

[Education agent performance data](#)

# Education agent performance data

Approval rate data for education agents, including licensed and exempt advisers, recruiting students from the Viet Nam, Philippine and India markets.

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	A	B	C	D	E
1	<b>Education agent performance - India student market - 2018 (Jan-Jun)</b>				
2	<ul style="list-style-type: none"> <li>* Published by Immigration New Zealand in September 2018, next update due in January 2019.</li> <li>* Calculated based on offshore fee paying and scholarship student visa applications from Indian nationals, <b>completed 1 January-30 June 2018</b>.</li> <li>* Includes all agents (licensed and exempt) with 10 or more Indian student visa application decisions during this time period.</li> <li>* Does not include applications that were withdrawn, lapsed, or declined on medical grounds.</li> <li>* Contact <a href="mailto:IEengagement@mbie.govt.nz">IEengagement@mbie.govt.nz</a> if you have any questions about the information contained in this spreadsheet.</li> </ul>				
3					
4					
5	<b>Agent name</b>	<b>Approval rate</b>	<b>Volume range</b>	<b>Associated LIA</b>	
6	<b>Total for India market</b>	<b>81%</b>	<b>4805 student visas</b>	<b>N/A</b>	
7	A K Study Point	69%	10-20 student visas	No	
8	AJ CONSULTANT	64%	10-20 student visas	No	
9	AJV Services Ltd	91%	51-100 student visas	Yes	
10	AK Consultants	100%	10-20 student visas	No	
11	Albatross Student Education Pvt Ltd	78%	51-100 student visas	No	
12	Angel Edunext	45%	10-20 student visas	No	
13	Avenues Overseas	83%	10-20 student visas	Yes	
14	Avf Consultants	85%	10-20 student visas	No	
15	Bitrack Consultants	60%	10-20 student visas	No	
16	Brighton Overseas	75%	10-20 student visas	No	
17	Canam Consultants Limited	85%	21-50 student visas	No	
18	Charms Education & Immigration Services	80%	51-100 student visas	Yes	



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# Agent Data

# Agent involvement for COE creation per year per sector

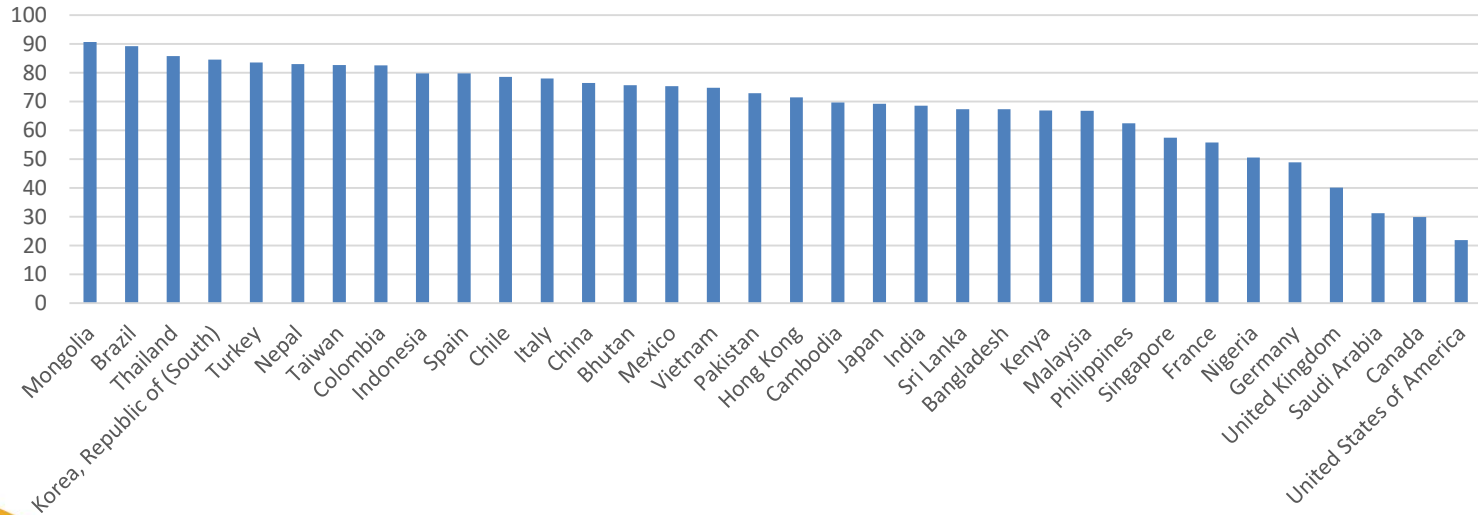
Category	2013	2014	2015	2016	2017	2018 ***
All	60.3	68.2	70.8	72.2	73.5	74.2
HIGHER EDU	57.2	64.0	66.7	69.9	70.6	70.9
VET	57.1	66.9	71.2	71.0	73.5	75.0
SCHOOLS	63.3	72.5	75.0	75.3	76.9	80.1
ELICOS	74.1	81.4	82.6	83.8	85.2	85.5
OTHERS	43.6	49.2	47.9	53.2	51.8	51.4

\*\*\* Data extracted 12/09/2018



# Agents involvement in top markets

% of Agent Involvement - Top 35 Countries

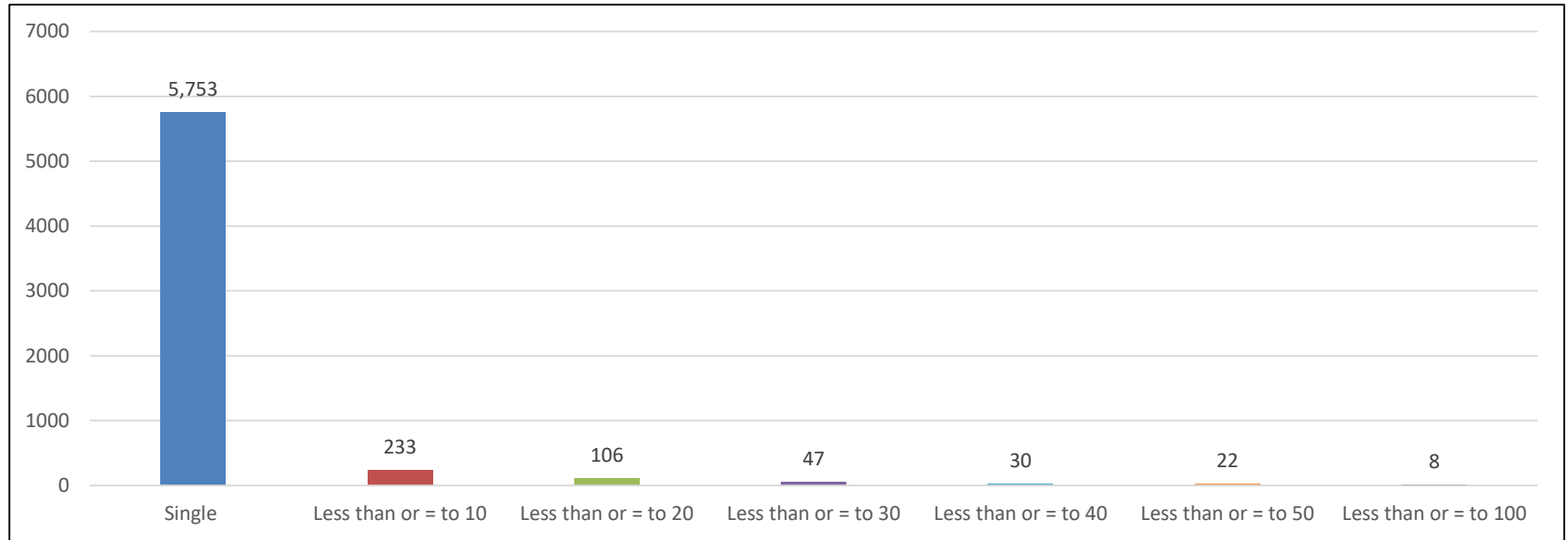


# Agents and Agencies

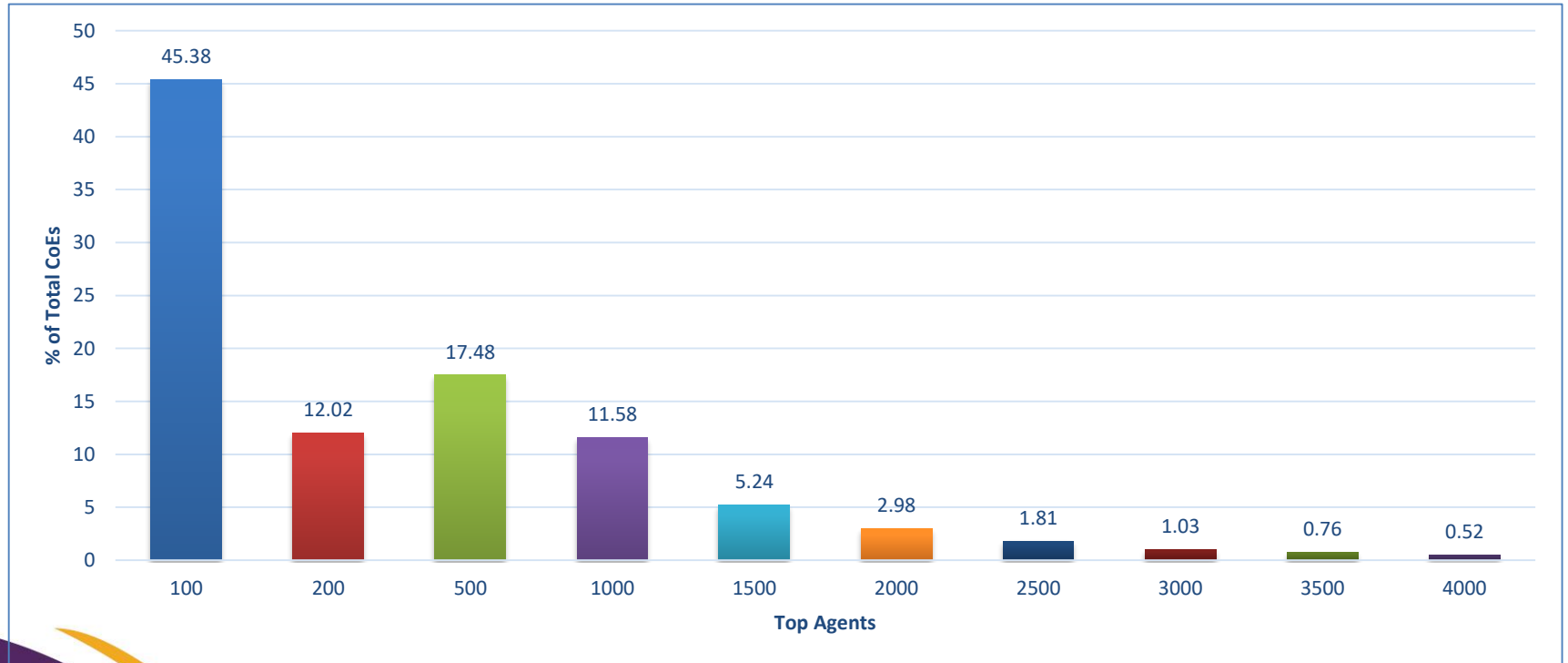
- Based on Agents or Agencies who have created CoEs between 04 April 2012 and 12 September 2018, there are 10,626 Agencies and 26,565 Agents
- In 2017, there were a total of 6,200 active Agencies



# Agents per agency

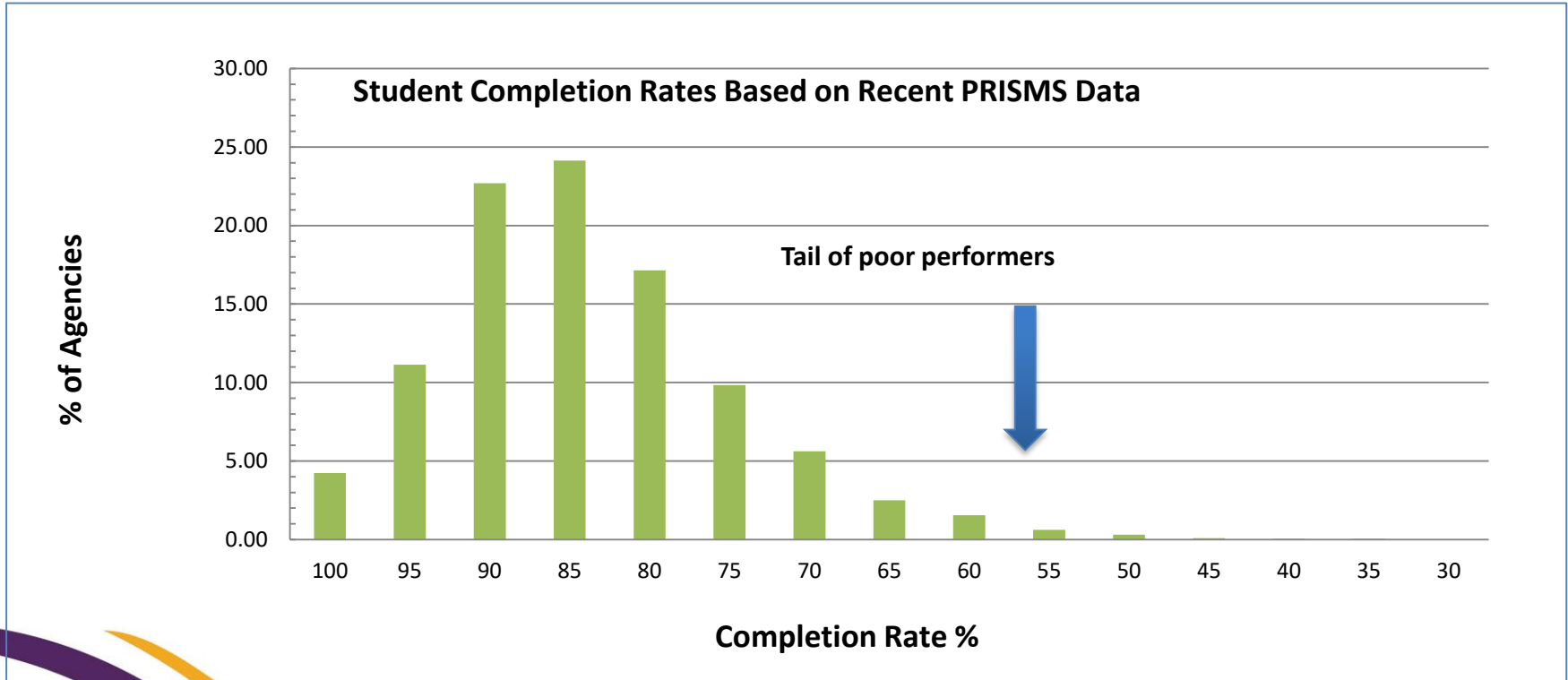


# Agency size by enrolment data in PRISMS



The top 100 agencies manage 45% of agent enrolments  
The top 500 agencies manage 75% of agent enrolments  
The top 2000 agencies manage 94% of agent enrolments

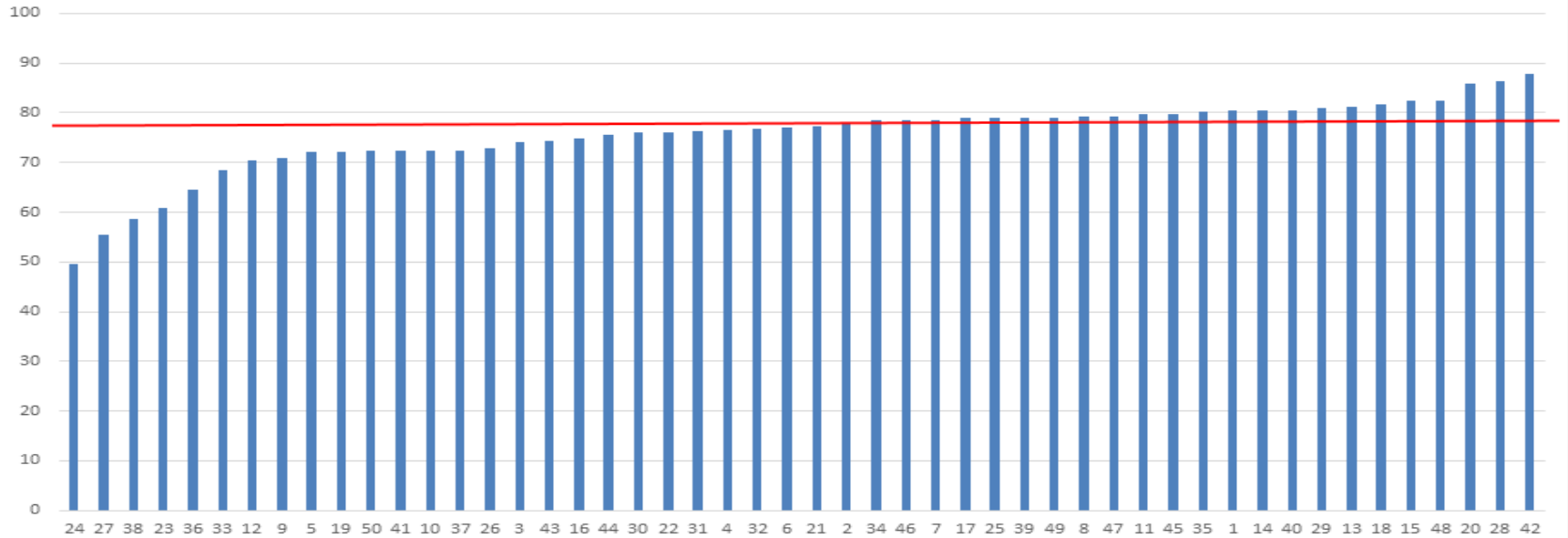
# Good Agents = Good Students = Good Completion Rates



- The top 89% of agencies have at least a 75% completion rate
- The top 97 % of agencies have at least a 65% completion rate
- The bottom 1% of agencies (73) have enrolment completion rates lower than 60% (as low as 30%)

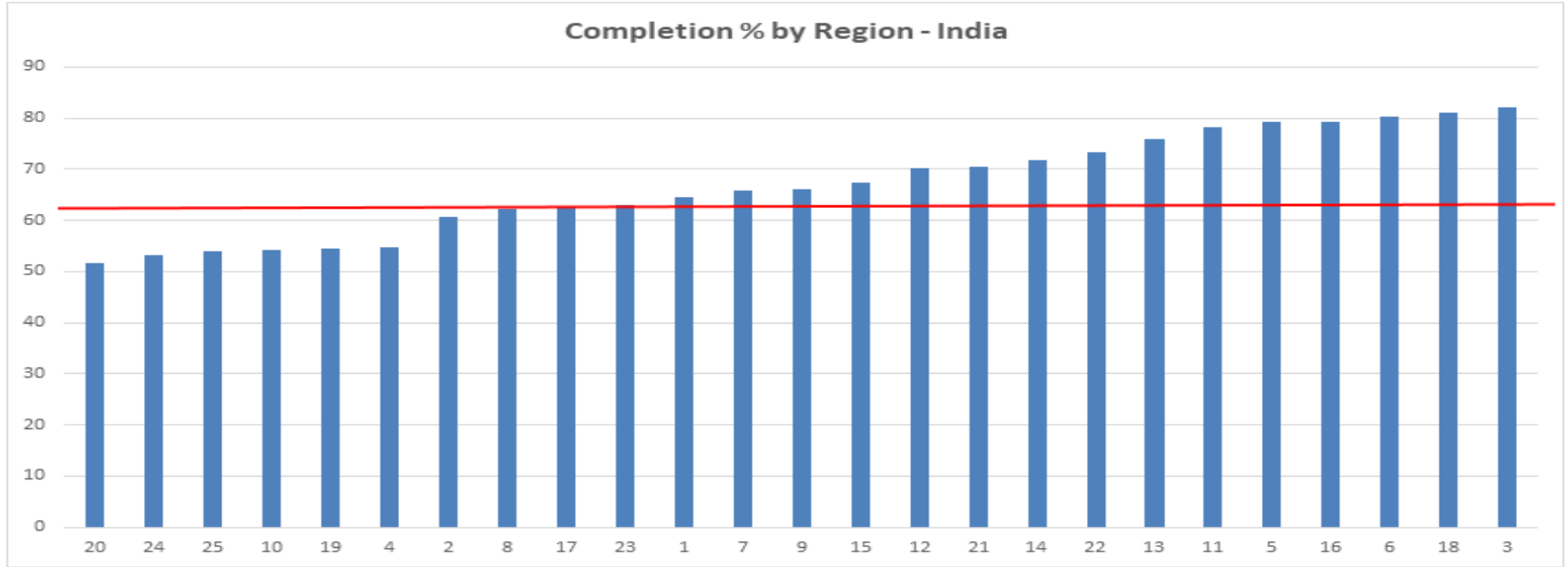
# Completion rates by region

Completion % by Region - China



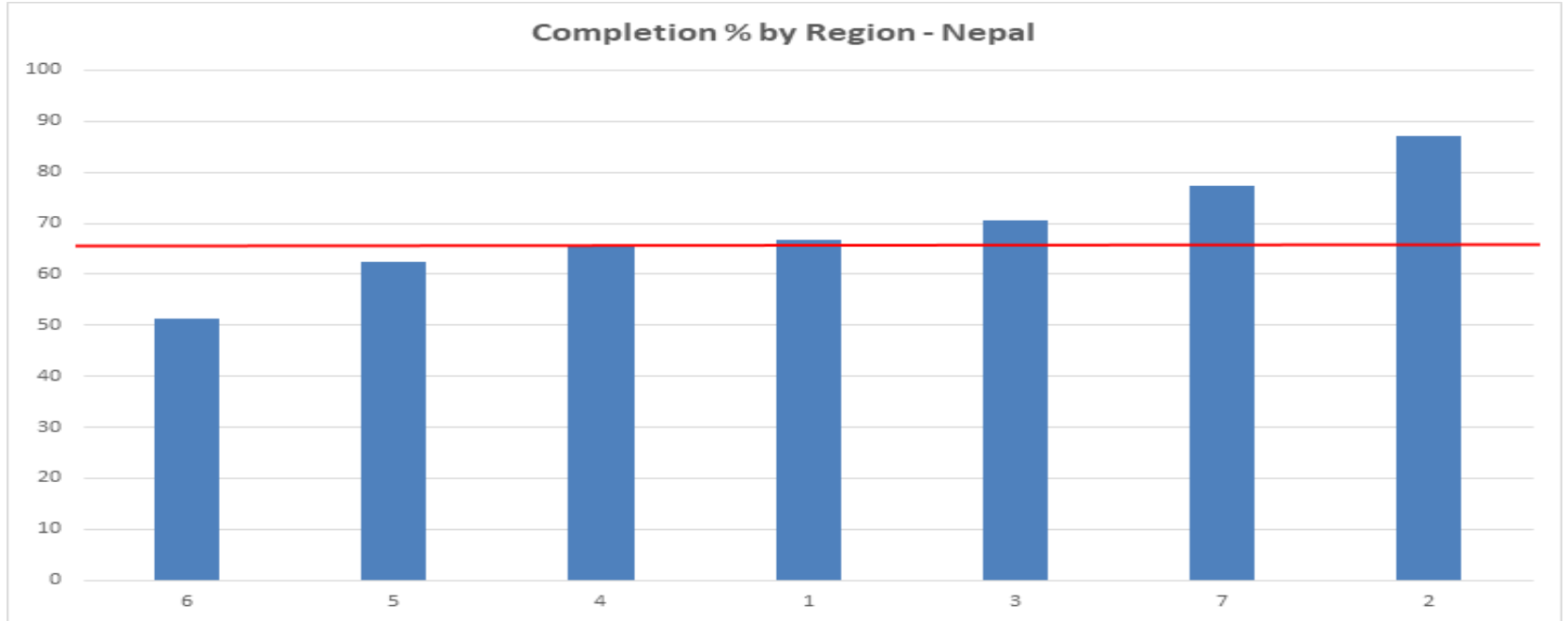
Average CoE completion rate with Agent involvement for CHINA - 78.6%

# Completion rates by region



Average CoE completion rate with Agent involvement for India - 61.8%

# Completion rates by region



Average CoE completion rate with Agent involvement for Nepal - 66.0%



# Next Steps with Agent Performance Data

- Enable all CRICOS providers to see how their agents compare against Country & Sector averages
- Enable all CRICOS providers to see performance data for all agents



# Questions?

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