

Smaller Providers: Managing Agents within its Capacity



Presented by Tina Hou
Director International



Secure your entry into university...

Overview



- Agent roles
- Agent management framework
- Good side and bad side
- IIBT approach



Our view of agent roles



- A 'bridge' connecting students with education providers
- A 'partner' to work closely with to achieve business goals
- A 'knowledge pool' to help education partners to access and develop markets
- 'the other contractual party' that we need to monitor its performance regularly and closely as their reputation are also ours
- A 'friend' can provide ongoing student support after their arrival

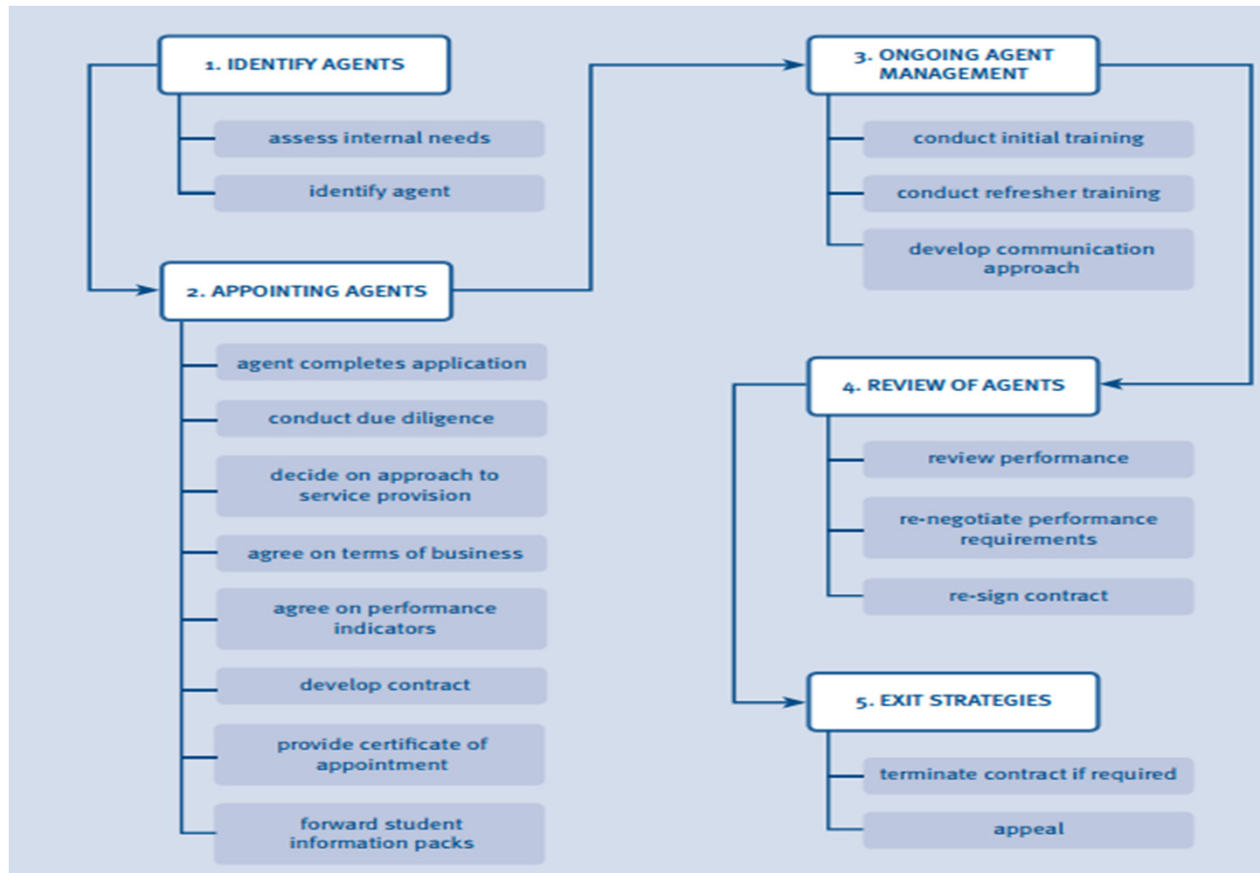


Agent Management Framework



Source: http://www.icefonline.com/fileadmin/user_upload/resources/agent_management_best_practice.pdf





Source: http://www.icefonline.com/fileadmin/user_upload/resources/agent_management_best_practice.pdf

Bright side



- Broaden markets
- Professional and effective support in handling student enquiries, offer/CoE applications, tuition fee payments and visa assistance – better help with student conversion rate
- Better student support and student experience
 - Help the communication with students
 - Help the communication with parents
- Long term business relationship providing sustainability to all parties.



Challenging side



- Changes
- Can due diligence process tick all the boxes?
- Turnaround pressure on admission process
- Lack of local knowledge when some agents trying to expand to other states/provinces
- Inaccurate information to students (course, pathways, exit points, fees, OSHC, visa, etc)
- False documentation
- Misrepresentation
- Encourage course hopping



IIBT due diligence process



Steps	Principles	Templates, Form, Policy
Identify Ideal Agent Attributes	Corporate Profile Legal Considerations Organisation Considerations	IIBT Agent Application Form
Conduct Risk Analysis	The Risk Matrix Referee's report	Due Diligence Risk Analysis Matrix



IIBT's approach



SELECTION AND CONTRACT

- Quality rather than quantity
- Appoint experienced agents especially those who are representing universities.
- Have further check with the referee's institution if the nominated person has left the related role for more than six months.
- Contract reflecting National Code requirements (Standard 1, 2, 4)



IIBT's approach



ON-GOING MANAGEMENT

- Initial training (compulsory before taking any applications)
- Keep information up-to-date on time with agents (in a simple and clear way, ie. factsheet)
- Respond to agents quickly, especially in admission and commission payment processes
- Check student understanding at orientation day and → agent feedback
- Run an paper based agent evaluation with students at wk 2 after their arrival and → agent feedback



IIBT's approach



ON-GOING MANAGEMENT

- Provide regular training to agents through face-to-face visit, skype conference, invite them over
- Periodical review and feedback on agent performance
- Rewarding high performing agents

Exit Strategies

- Not renewing
- Early termination



IIBT's approach



- Regular Self Audit
per six month and in corporate with agent review
 - CRICOS-Audit tool
 - ACPET Code of Practice - Self Assessment Agent Broker Checklist

