



# GLOBAL EDUCATION AND TRAINING

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GLOBAL COLLEGE AUSTRALASIA (GCA) AGENT INDUCTION

## WELCOME TO OUR JOURNEY IN ETHICAL PRACTICE

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- We will explore the role of ethics in global student marketing.
- Understand how ethical standards shape our organisation.



# INTRODUCTION

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Welcome to the Induction for GCA Agents.



Purpose: Providing guidance to you in your role of promoting and representing GCA.

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# AUSTRALIAN INTERNATIONAL EDUCATION AND TRAINING: AGENT CODE OF ETHICS (ACE)



ACE upholds ethical conduct in education.



Purpose: Ensures quality services and global reputation.



Principles: Define fair behavior for education agents.



Best Practices: Promotes excellence in international education.

# CORE ELEMENTS OF AGENT CODE OF ETHICS

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## Ethical Framework:

- **Integrity:** Be honest and straightforward.
- **Objectivity:** Avoid bias and conflicts of interest.
- **Competence and Care:** Provide diligent service.
- **Transparency:** Disclose conflicts, especially in fee matters.

# CORE ELEMENTS OF AGENT CODE OF ETHICS

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**ETHICAL FRAMEWORK:**



**CONFIDENTIALITY:**  
PROTECT PERSONAL  
INFORMATION.



**PROFESSIONAL  
BEHAVIOR:** FOLLOW  
LAWS AND TREAT CLIENTS  
FAIRLY.



**PROFESSIONALISM:**  
PRIORITISE CLIENTS AND  
SOCIETY OVER SELF-  
INTEREST.

# GOOD PRACTICE

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## **Provide Honest and Current Information:**

Offer accurate and tailored information to students, especially regarding language skills, finances, and study level.



# ETHICAL PRACTICES

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## **Transparent Business Relationships:**

Use **ONLY** GCA enrolment documentation.



**Raising Ethical Standards:** Collaborate with GCA as a CRICOS provider to promote ethical standards and best practices.



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## YOUR ROLE AS A GCA AGENT



Your role in guiding students to make informed decisions is invaluable. Clear communication is key.



Always ensure that the information you provide is current, accurate, and aligns with the student's best interests.



By committing to these standards, you enhance both GCA's and your own reputation as trusted education agents.

# WHAT AGENTS SHOULD AVOID:

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## **No False Promises**

Do not make unrealistic guarantees about course outcomes, such as visas or employment.

## **Misleading Information**

Do not provide incorrect details about GCA's courses.

## **Unethical Recruitment**

Refrain from making negative comparisons with other educational institutions.

# RECRUITMENT OF AN OVERSEAS STUDENT

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As an agent representing Global College Australasia (GCA), your approach to recruiting overseas students must be in line with our standards and ethical guidelines.

Your **Induction Booklet** contains key practices and principles to follow in your recruitment activities.

# WHAT AGENTS SHOULD AVOID

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## Misleading Recruitment



Do not encourage applications from students who do not meet the set requirements.




Example: Refrain from suggesting that students with unresolved concerns apply for a course.

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## ENROLMENTS

As an agent for Global College Australasia (GCA), it is crucial to understand your role in facilitating the course enrolment process, particularly in guiding prospective students to adhere to GCA's policies and procedures.



While GCA is responsible for the formalities of course enrolment and fee management, your role as an agent involves providing accurate information from GCA and directing students to GCA for ALL their enrolment needs.

# GUIDANCE FOR AGENTS

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## **Refrain from Managing Enrolments**

Agents should not engage in drafting, managing, or finalising any course enrolments.

## **Avoid Misrepresenting the Agent Role**

Ensure that students understand the difference between your agent fee and course fees.

**Your services and any associated fee as an agent are to remain separate to that of GCA.**

**Do Not** imply that agents are responsible for managing course enrolments or GCA fee arrangements.



# NOTE ON STANDARD 5 YOUNGER OVERSEAS STUDENTS

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As a representative of Global College Australasia (GCA), it is imperative that you adhere to the following strict instruction regarding the recruitment and enrolment of younger students:

**GCA does not recruit or enrol students who are under the age of 18 years.**

Consequently, Standard 5 of the National Code of Practice for Providers of Education and Training to Overseas Students 2018, which pertains to younger overseas students, is not applicable to our operations.

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# STANDARDS FOR REGISTERED TRAINING ORGANISATIONS (RTOS) 2015

## Marketing and Advertising Do's

Provide Accurate Information: Ensure all marketing and advertising materials are from GCA to provide clear, accurate, and up-to-date information about GCA, training, and assessment.

Use only GCA's Name: Marketing material should only use Global College Australasia (GCA) name and include our RTO Code: 45088.



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# STANDARDS FOR REGISTERED TRAINING ORGANISATIONS (RTOS) 2015



Marketing and Advertising Do's



**Be Transparent About Financial Support:** GCA will include in your marketing material subsidies, or financial support. We will clearly detail the applicable support and any repayment information.



**Obtain Consent for References:** If mentioning other individuals or organisations, you must obtain their consent in writing and provide to GCA for approval prior to advertisement.

The background of the slide is a dark grey color with a pattern of numerous small, white silhouettes of skydivers in various poses, scattered across the entire area. On the left side, the title 'STANDARDS FOR REGISTERED TRAINING ORGANISATIONS (RTOS) 2015' is written in a large, white, sans-serif font, stacked in five lines.

# STANDARDS FOR REGISTERED TRAINING ORGANISATIONS (RTOS) 2015

## Marketing and Advertising Don'ts

- **Don't Guarantee Success:** Do not guarantee a learner's successful completion of a training product, completion in a manner that doesn't meet requirements, or a specific employment outcome beyond our control.
- **Don't Use Other Businesses' Names:** Marketing materials should only use GCA's name, not that of your or any associated business conducting advertising, marketing, or recruitment on our behalf.
- **Don't Include Non-Current Training Products:** Avoid including non-current training products in marketing materials unless they are on GCA's scope of registration.

# STANDARDS FOR REGISTERED TRAINING ORGANISATIONS (RTOS) 2015

## Marketing and Advertising Don'ts

**Don't Mislead About Employment Outcomes:** Do not make misleading claims about employment outcomes following course completion.

**Don't Mention Non-Current Training Products:** Refrain from mentioning non-current training products that are not on GCA's scope of registration.

## Marketing and Advertising Don'ts

**Don't State Unconfirmed Outcomes:** Only claim that a training product enables learners to obtain a licensed or regulated outcome if confirmed by the industry regulator.

**Third-Party Compliance:** Overseas agents are classed as third parties for marketing, we must ensure you comply with the marketing and advertising requirements and must be clear that you are recruiting on our behalf.

**By following these do's and don'ts, we can engage in marketing and advertising practices that are compliant with the Standards for Registered Training Organisations (RTOs) 2015 and consumer protection laws.**

# STANDARDS FOR REGISTERED TRAINING ORGANISATIONS (RTOs) 2015



# RESOURCES AND FURTHER INFORMATION

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## **Department of Home Affairs (DHA)**

DHA provides information on visa requirements, student visas, and updates on immigration policies.

## **Australian Government Department of Education and Training**

This government website offers a directory of registered education agents in Australia who can assist international students.

## **TEQSA (Tertiary Education Quality and Standards Agency)**

TEQSA provides resources for education agents, including regulatory information, standards, and quality assurance.



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# NATIONAL CODE OF PRACTICE FOR PROVIDERS OF EDUCATION AND TRAINING TO OVERSEAS STUDENTS 2018



This official document outlines the standards and requirements for education providers and can be a valuable reference for education agents.



These resources cover a wide range of topics related to education and migration in Australia and can be valuable for education agents assisting international students.



# QUESTIONS AND ANSWERS





Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

CONCLUSION