



Procedure for Managing Agents

1. Appointment of an Agent

- (1) The initial contact between the agent and the school may be initiated by either party. Where an agent makes the approach and wishes to partner with the school for the recruitment of students, the Assistant Director will ask the agent to complete the Application to be a Recruitment Agent for Howick College, along with the Agent Agreement. Where the school has made the approach, we may already have sufficient information not to require the application form, but reference checking will still be carried out.
- (2) On receipt of the completed application form, the Assistant Director will do the following checks:
 - ✓ Seek written references from referees provided on the application form by the agent, and/or other referees at the discretion of the school.
 - ✓ The International Administrator will record the results of these reference checks and save these in the Agent Folder (physical copy) and eschool (scanned copy)

2. Contractual Arrangements

- (3) Once the Assistant Director is satisfied, to the best of their ability, that the agent is reputable, he/she will sign the Agent Agreement.
- (4) When the Agency Agreement has been signed by the agent and the school, the International Administrator will save it in the Agent Folder and eschool (scanned copy). The Administrator will send an agent pack to the agent. The agent pack will include:
 - ✓ A school prospectus and any other available marketing material available in English and/or in the first language of the agent's potential clients.
 - ✓ A copy of, or link to, the Education (Pastoral Care of International Students) Code of Practice 2016.
 - ✓ A copy of the London Statement of Principles
 - ✓ An enrolment pack containing all enrolment forms, fee schedule, refund policy.
 - ✓ Copy of, or link to, the school's latest ERO report.
 - ✓ A copy of, or link to, the International Student handbook, Homestay handbook and Pre-departure handbook
 - ✓ Information on, or link to, information on the education system in New Zealand (Subject Selection)
- (5) In addition to sending the Agent Pack, the Assistant International Director will meet with the Agent as soon as practicable (this could be in person or via online platform), to conduct training about the school.

3. Ongoing Agent Training

- (6) The school will aim to meet with each active agent at least once a year. These meetings may take place:

- in person with onshore agents, by the Director and/or Assistant Director making appointments to meet them at their offices or at the school;
 - in person with off-shore agents if they visit NZ;
 - in person, off-shore, when the school representatives undertake marketing trips to the agent's country; or
 - via an online meeting platform. The Assistant International Director will make appointments to meet online agents who school staff are unable to meet in person.
- (7) The purpose of these meetings is to build relationships of trust with agents, and to ensure that they are fully informed and updated with correct information for families. Where possible, in larger agencies, the school will ask to conduct training with relevant counsellors working for the agency to ensure that those on the front lines of meeting with families have a full understanding of the New Zealand school system and what the school can and cannot deliver.
- (8) Another purpose of these meetings is to obtain feedback from agents (and through them, from families) on compliance requirements such as the quality of marketing materials (are they clear, sufficient and accurate?), the family's experience with the school, support for the student, and other aspects of school performance to feed into self-review processes.
- (9) Where agents are deemed inactive, that is, they are not actively promoting the school and have not recruited any students for the school in the last 2 years, it may not be practicable for the school to meet with them every year, but they will be updated via written communications to ensure that the information they hold about the school is current and complete. The Assistant Director will instruct Administration Manager to send out these updates annually in October, or more frequently in the event of significant changes that may affect families' decision-making.

4. Monitoring Agent's Performance

- (10) The school will review the agent's performance annually. The Assistant Director will be responsible for this, and for recording the results of the review on eschool. The Agency Review checklist will form the basis of this review and will be filled in and saved (in the agent's file).
- (11) The Assistant Director will report to the Principal annually on the performance of our agents, and any breaches of the Education Code of Practice / terminations of agent contracts.

5. Agent Management

- (12) In the event that the school has concerns over an agent's actions, or receives a complaint about an agent, or receives negative feedback from students or parents in school surveys, the school will follow these processes:
- ✓ Investigate the actions of the agent, by requesting more information from students or parents. Where necessary, the school will arrange a neutral party who can speak the parents' first language to communicate with parents in this regard.
 - ✓ Where the school deems it necessary to act on these concerns, the International Director and/or Assistant Director will communicate the school's concerns to the agent, being mindful of privacy/confidentiality issues, and request the agent to respond to the school's concerns.
- (13) Once the school has heard what the agent has to say, International Director/Assistant Director/Principal will weigh up the evidence, and the likely impact on students before

deciding on appropriate measures to take in response. These may include a warning letter to the agent informing them of the school's concerns over their conduct or practice, a re-training process to support well-meaning agents in giving good information to families, or termination of the agent's agreement if the agent has been involved in any serious, deliberate, and ongoing conduct that is false, misleading, deceptive, or in breach of the law or has jeopardised the signatory's compliance with the Code.