



## **New Zealand Specialist Agents**

### **Code of Conduct**

#### **At all times, NZ Specialist agents shall:**

1. Conduct themselves with integrity and in a manner that will reflect positively on New Zealand as a trusted, high quality education provider.
2. Maintain the highest professional standards, be ethical, and act with due diligence.
3. Be aware of the Advertising Policy (See Appendix 1) and abide by the guidelines
4. Serve the best interests of all their New Zealand providers and students without prejudice or favour.
5. Respect the confidentiality of providers and students.
6. Adhere in all respects to Education New Zealand (ENZ)'s "NZ Specialist Guidelines for Participation in New Zealand Education Fairs" (See Appendix 2)
7. Note that it is expected that Heads of NZ Specialist agencies attend a minimum of two NZ Specialist Agents meetings per year.
8. Achieve the necessary student numbers and approval percentages as per NZ Specialist criteria documented below.
9. Adhere in all respects to the New Zealand Ministry of Education Code of Practice for the Pastoral Care of International Students (<http://www.minedu.govt.nz/goto/international>) and keep abreast of any changes or developments to it.
10. Refer to ENZ or New Zealand Trade & Enterprise (NZTE) India in all matters relating to the NZ Specialist Agents; including (but not restricted to) issues such as NZ Specialist Agents membership conditions/criteria/inclusion, NZ Specialist Agents membership benefits, the development and growth of NZ Specialist agents, etc.
11. Ensure their contact details on the NZ Specialist web pages are accurate, and advise NZTE India if changes are required.
12. NZ Specialist members shall not offer any discount to students or enter into any arrangement, directly or indirectly, with students for sharing of commission whether called scholarship or otherwise. Any amount passed back to a student out of the commission receivable by the agent shall be treated as violation of this clause. Scholarships, if offered, should meet all ethical definitions of a scholarship which ideally means that it is either offered by education providers, government agencies or by benevolent trusts where the scholarship results from a secured fund set aside for the purpose. Publication of any advertisement, publicity material, brochure etc offering such discount or pass back of commission to students shall be construed as violation of this clause.

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**NZ Specialist Agents shall never:**

1. Act, conspire, or enter agreements in an unlawful manner.
2. Knowingly or by a failure of professional standards provide or disseminate to any stakeholders false, incomplete or misleading information about themselves, their clients (students and providers), ENZ, or any other stakeholders.
3. Publicly criticise or accuse the NZ Specialist Agents group, individual NZ Specialist members, ENZ, or any other stakeholder without substantive evidence and the opportunity for ENZ, to first investigate any such evidence prior to public disclosure.
4. Bring the New Zealand Education System, ENZ, the NZ Specialist Agents group or individual NZ Specialist members, or any other stakeholder in to disrepute by the above or any other means.

**ENZ and NZTE India's Commitment to NZ Specialist Agents**

As part of ENZ and NZTE India's commitment to those agencies accepting the conditions of the NZ Specialist Agents Code of Conduct, they shall:

1. Communicate to all NZ Specialists (by a variety of means), in a timely and accurate manner, new information pertaining to each organisation's spheres of influence, which is imperative or advantageous for NZ Specialists to be able to operate and prosper in the New Zealand market.
2. To ensure membership to the NZ Specialist Agents group remains a meaningful and a valuable industry body for its members, ENZ reserves the right to update and change any aspect of the NZ Specialists Code of Conduct and associated criteria.
3. Should ENZ decide to change aspects of the NZ Specialists code and associated criteria, ENZ shall issue an updated NZ Specialists Code of Conduct for each NZ Specialist Agents to recommit to for the remaining time in the current membership year.
4. To ensure the reputation and standing of the NZ Specialist Agents group and its component members are upheld, ENZ and NZTE India shall investigate any alleged or suspected breach of the code of conduct by an NZ Specialist Agent, in an objective, unprejudiced, timely, and discreet manner; and with the assistance of any other institutions, businesses, or person ENZ sees fit.
5. If the agency is found to be in breach of the Code, ENZ will issue the agency a formal letter outlining the NZ Specialist Agents Code non-compliance and seek adequate redress, to be defined on a case by case basis, and within a timeframe defined on a case by case basis.
6. Any subsequent or continuing non-compliance occurring within a time frame defined on a case by case basis will result in ENZ lapsing the agency's NZ Specialist Agents membership with immediate effect. This applies to the agency as a whole and all key persons of this agency whilst still employed by, or associated with, the lapsing agency.
7. However, should any upheld complaint be considered by ENZ to be extremely serious in nature, ENZ reserves the right to lapse an agency's membership with immediate effect at any point in the process.
8. ENZ and NZTE India shall consult the NZ Specialist Agents on issues of importance regarding India – New Zealand export education.
9. The fee charged by NZ Specialist Agents for their services to students will not exceed INR 10,000

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## NZ Specialist Agents Membership Criteria

1. To gain or maintain NZ Specialist Agents membership, an agency must achieve the following performance levels as measured over a 12 month period from 1 April to 31 March:

Agency Type	Number of NZ placed students over 12 months	Client INZ visa approval rate over 12 months
National Agency	40	85%
Regional Agency	30	85%
Big Centre (sole) Agency	30	85%
Small Centre (sole) Agency	20	85%

2. Based on the above criteria, the short listed agencies will be asked to submit a minimum of three references from NZ institutions. These references should cover at least two of the education industry groups, i.e. Universities, Institutes of Technologies & Polytechnics (ITP) and Private Training Establishments (PTE).

3. The membership for the elite NZSA group is valid for two years, however new entries will be entertained every year based on the above mentioned criteria.

4. Membership in the NZ Specialist agents group is conditional on the agency signing the NZ Specialist Agents Code of Conduct and securing ENZ's discretionary approval.

5. The Disputes Committee comprises of four NZ Specialist Agents to address issues via the Chair, the NZTE Trade Commissioner.

6. Membership fees will be paid directly to ENZ based on:

- The first year of membership INR 10,000 per head office and INR 3,500 for each branch office
- In subsequent years, the renewal fee drops by 50% to INR 5,000 per head office and INR 1,500 for each branch office.

**PLEASE NOTE:** For further details on New Zealand Specialist Agents membership write to Ms Jugnu Roy at [Jugnu.roy@nzte.govt.nz](mailto:Jugnu.roy@nzte.govt.nz) or call at 011 – 26883170.

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## Appendix 1: **NZ Specialist Agents Advertising Policy**

These advertising rules are formulated by Education New Zealand after consultation with NZ Specialist Agents, in order to regulate the advertisement and publicity activities of the NZ Specialist Agents, to protect the legitimate rights of prospective students, agents and institutions and to enable advertisements to play a positive role in marketing New Zealand education and institutions.

The term 'NZ Specialist Agents' referred to in this document inter-alia includes their branch offices.

The Advertising Rules laid down in this Policy are as follows:

1. All NZ Specialist Agents shall follow principles of fairness, honesty and credibility in their advertisement and publicity activities.
2. An advertisement released or caused to be released by a NZ Specialist Agent shall not contain any false or misleading information.
3. All advertisements shall be true to the facts stated therein, lawful and in compliance with the general Indian laws and New Zealand immigration rules.
4. An advertisement released or caused to be released by a NZ Specialist Agent shall not contain/involve any one or more of the following:
  - a. Using the names, logos or branding of New Zealand organisations like New Zealand Trade & Enterprise, Education New Zealand, Immigration New Zealand or any of their functionaries without their clear permission for the same.
  - b. Using sentences such as "Official New Zealand Education Fair", "New Zealand Government" etc in their promotions.
  - c. Using words or representations which guarantee jobs, work, or employment in New Zealand. Any references to permanent residence regulations shall be in strict compliance with the prevailing New Zealand Government Immigration Rules and wherever practical, providing reference to the appropriate website address.
  - d. Undertaking and/or guaranteeing approval of visa or using words such as "Guarantee Visa"
  - e. Offering discounts in fee and other incentives like gifts, free air tickets, money backs and free accommodation.
5. NZ Specialist Agents shall refrain from making claims in their advertisements that cannot be substantiated or verified like "Best", "No.1" etc. However, award winning NZ Specialist Agents would be allowed to publicize their achievements (as stated on the NZ Specialist Agent Certificate).
6. NZ Specialist Agents shall advertise only for such institutions:
  - a. That are appropriately registered with New Zealand Qualification Authority to deliver courses to international students
  - b. That the member is authorised to represent
  - c. With whom they have concluded a written agency agreement

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7. Prior permission for advertisements shall be obtained from each of the respective institutions before an NZ Specialist Agent advertise those institutions or use their logos.

8. It is recommended to use the NZ Specialist Agents logo in all members' advertisements to promote the NZ Specialist Agent Group.

9. It is expected that all NZ Specialist Agents shall abide by the rules stated above. Complaints regarding non-compliance will be forwarded to the Disputes Committee of NZ Specialist Agents group for resolution. The Disputes Committee will be able to recommend suspension of membership for members who repeatedly publish ads against the advertising policy.

10. Any violation of these rules by a non-NZ Specialist Agents shall be considered as a disqualification when their agency is considered for membership of the NZ Specialist Group.



Appendix 2: **New Zealand Educated Fairs: Guidelines for Participants** (August 2007)

The New Zealand Educated Fairs (PACE) in India are an important component in our overall marketing strategy. Not only are they an opportunity for potential students to see what our institutions have to offer, they are also a very important public showcase of how New Zealand operates.

As NZ Specialist Agents you are an essential element of the Fairs. You are the 'front line' as students move from interest through to application and enrolment. And you are very much a part of the image of New Zealand that visitors to the Fairs will take away with them.

As a result of discussions with members and institutions, we have come up with a set of guidelines for conduct at Fairs. These guidelines will help ensure that everyone, especially newcomers, knows what the 'ground rules' are.

1. Members should arrive at the venue on time to ensure that the events start smoothly. We strongly recommended that the decision makers (Directors) are present for the morning meetings.
2. Members will be assigned tables, which will follow an alphabetical order. The table will include 2 chairs on either side. We request that you be seated on the tables assigned to you.
3. Placards with your agency names will be provided, and for consistency we would prefer that you display them on your tables.
4. Members should restrict the number of staff to a maximum of 3 at all times. Agency staff may only sit at tables assigned to their agency. No agent staff may sit or display individual agency cards at institutional booths.
5. It is important for visitor flows that there be no clustering around the entrance.
6. To assist with the overall 'NZ Inc' look to the Fairs we would request that you do not use standing banners. You can of course use your agency table cloth, which has the required information.
7. As you are all NZ Specialist Agents, in the spirit of collegiality no negative comments should be passed about other participating NZ Specialist colleagues.
8. All publicity material used at the fair should be NZ specific.
9. Publicity material should only be distributed from the tables assigned to you.
10. Finally, we would ask you to refrain from promoting other education destinations. Please remember these are New Zealand education fairs.

We wish you success for the fairs.

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