

The UTS College Agent Program



UTS
College

UNIVERSITY
OF TECHNOLOGY
SYDNEY

Contents

3	Welcome
4	About UTS College
4	Agent network
5	Program overview
5	Program goals
6	The Four Tier System
8	Benefits of the program
12	Useful information
13	Contact us
13	Our team
13	UTS College socials



Welcome



Welcome to the UTS College Agent Program. This program is designed to help you with your recruitment efforts. We are committed to supporting your organisation and cultivating a prosperous partnership.

UTS College continues to realise our vision to transform students' lives through the power of learning, our actions and our people, and we thank you for the part you play in actualising our students' potential. We could not make our vision a reality without our global network of agents and your support for our students' decision-making. Students are at the centre of what we do, and your work to ensure our students thrive in their studies at UTS College, and in life in Sydney, is of the utmost importance.

Our promise to you is to provide students with access to a wide range of dynamic courses and programs, integrated with comprehensive support services and underpinned by an engaging and interactive model of learning facilitated by world-class academic staff. As an integral part of the UTS community, our students benefit from high academic standards, exceptional facilities and a reputation for excellence; setting them on the path to academic and career success and preparing them to lead.

We look forward to working with you to ensure students are supported to make the right choice for their education and their future.

Peter Harris

Interim Chief Executive Officer, UTS College





About UTS College

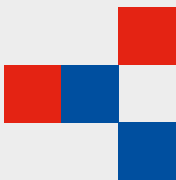
Our vision

To actualise potential and enhance lives through the power of learning, our actions, and our people.

Our purpose

We are the provider of higher education pathways to the University of Technology Sydney (UTS), delivered through our UTS-based and transnational campuses.

Our purpose is to provide the best available opportunity for students to develop the knowledge, skills, and attitudes they need to articulate to UTS and attain their goals.



Agent network

We rely on our education agents to represent the UTS College brand and reputation for quality education abroad. We expect our agents to provide quality and ethical services to student and their families, and to comply with our Code of Practice. For a full copy of our Code of Practice and relevant policies and procedures, please contact your dedicated Partner Manager.

Our expectations

All agents must have a current, signed UTS College Agent Agreement to promote UTS College programs and recruit students. We expect all registered representatives to act ethically, honestly and in the best interest of overseas students, and uphold the reputation of UTS College and Australia's international education sector. UTS College Agents must understand and operate within all relevant governing legislation. The UTS College Agent Agreement identifies key duties and responsibilities of our agents.



Program overview

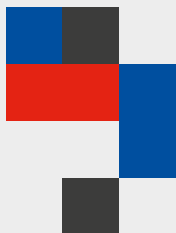
The UTS College Agent Program is designed to help you and your organisation succeed in recruiting, supporting, and retaining students who wish to study at UTS College and UTS.

We're constantly improving our Agent Program to ensure it continues to be relevant and supports the growth of your organisation.

Program goals

Our goal is to provide you with:

- the tools, training, support, and resources you need to provide premium services to students and parents
- an incentive scheme that rewards and recognises your performance and participation
- opportunities for joint planning and collaboration.





The Four Tier System

At UTS College, agents are categorised into four distinct tier levels: Registered, Silver, Gold and Platinum. Each tier provides a unique set of benefits and commissions as outlined below. All agents commence on the Registered tier. Through this framework we reward improved performance and support your efforts to do so. Benefits for each tier include increased commission and promotional support.

	PLATINUM	GOLD	SILVER	REGISTERED
Commission Academic programs*	17.5%	15%	12.5%	12.5%
Commission English language programs	22.5%	20%	20%	20%
Eligible for promotional funding	Yes	Yes	Limited	No
Eligible for target bonus	Yes	Yes	No	No
Marketing support	Standard marketing support + eligibility to apply for additional marketing packages			Standard marketing support

*Academic programs include UTS Foundation Studies, diplomas and graduate certificates.






The Four Tier System

An agent's reward tier is based on the calendar year. To move from the 'Registered' tier to the 'Gold' tier, agents must recruit the required number of commencing students in a calendar year for that tier level (1 January to 31 December).

Your performance will be assessed at the end of each year's intake, and those agents who have met the required threshold for upgrades will be advised accordingly. Your dedicated Partner Manager can provide more information about your tier, commission payments and associated benefits.

Different levels provide different benefits as outlined below.





Benefits of the program


Commissions

When a student you refer enrolls in one of our courses, you'll receive a commission.

	PLATINUM	GOLD	SILVER	REGISTERED
Commission Academic programs*	17.5%	15%	12.5%	12.5%
Commission English language programs	22.5%	20%	20%	20%

*Academic programs include UTS Foundation Studies, diplomas and graduate certificates.

Please refer to your contract for more information regarding commissions. Your dedicated Partner Manager can provide more information about your tier, commission payments and associated benefits.



Bonuses

The following can be claimed in addition to commissions, with certain conditions.



Referral bonus for non-UTS agents

Non-UTS agents are eligible to claim a \$1,500 referral fee per student when your student successfully completes a UTS College academic program and articulate to UTS.

This will be paid by UTS College to show our appreciation for your efforts to recruit students for UTS via UTS College.



Foundation to Diploma Articulation bonus

When a student successfully completes UTS Foundation Studies and articulates to a UTS College diploma, you're eligible to claim \$1,000 per student.



Graduate Certificate to Master Articulation bonus

Joint UTS agents are eligible to receive an additional 15% commission for a successful transfer of a Pre-Master's student to a UTS master's degree for the first teaching session (semester).



Benefits of the program

Sales support and joint planning

In addition to our head office in Sydney, Australia, UTS College has offices in China, India, Vietnam, Indonesia and Sri Lanka, with a network of partner managers based in countries across Asia, MENA and the Subcontinent, to support your specific needs and business objectives.

Platinum, Gold and Silver status agents receive the following sales support services:

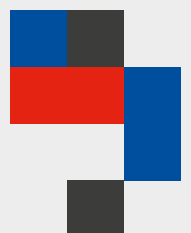
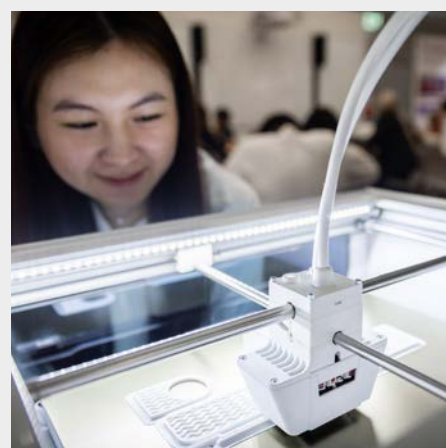
- Partner Manager dedicated support
- promotional funding
- access to bonus scheme (Platinum and Gold)
- Registered agents can receive sales reports on request.

Marketing support

Our marketing team will provide you with access to high quality marketing assets and content, training and advertising support to help you recruit and counsel students.

All agents, regardless of tier, will have access to our online agent portal where you can find the latest marketing assets, brochures, news, important dates, product information, events, on-demand training videos, and much more at: utscollege.edu.au/au/information-for-education-agents

Agents receive our monthly agent newsletter 'In Touch', which provides you with the latest UTS College marketing tools and news.



Benefits of the program

Agent Marketing Packages

Platinum, Gold or Silver agents can apply for additional marketing support packages with their Partner Manager. Limited places for each package apply.

Marketing Stretch Plus +

Get the very best marketing support and exposure from the UTS College team to ensure you hit your annual targets.

Agent benefits	<ul style="list-style-type: none"> ● Opportunity to move up a tier level – additional marketing activity increases your chances of getting more students and being considered for the next tier level. ● Increased exposure of your agent brand – be seen by approx. 2,000 web visitors as a priority listed agent. ● Funding for an ad campaign – get creative and run your own UTS College campaign to recruit students. ● Receive exclusive UTS College content – such as ad assets and videos to share on your own social channels – saving you time having to find/create your own assets. ● Upskill your staff – send them along to our exclusive marketing training sessions across a range of hot topics. ● Chance to win marketing awards and prizes across four categories – best performing campaign, most creative campaign, most engaged content club member and best up and coming marketer. ● Dedicated marketing contact – you will be put in touch with a contact from our Marketing team if you need additional support to ensure you achieve results.
Ad level funding	\$\$
Targets	Higher stretch targets will apply.
Criteria	Only applies to Platinum, Gold or Silver tiered agents. Agents must apply and be approved for this package.

Marketing Stretch

Get additional marketing support from the UTS College team to help you achieve your annual targets.

Agent benefits	<ul style="list-style-type: none"> ● Opportunity to move up a tier level – additional marketing activity increases your chances of getting more students and being considered for the next tier level. ● Small level of funding for an ad campaign – get creative and run your own UTS College campaign to recruit students. ● Receive exclusive UTS College content – such as ad assets and videos to share on your own social channels – saving you time having to find/create your own assets. ● Upskill your staff – send them along to our exclusive marketing training sessions across a range of hot topics. ● Chance to win marketing awards and prizes across four categories – best performing campaign, most creative campaign, most engaged content club member and best up and coming marketer.
Ad level funding	\$
Targets	Stretch targets will apply.
Criteria	Only applies to Platinum, Gold or Silver tiered agents. Agents must apply and be approved for this package.

Package inclusions

Advertising recruitment campaign funds to be used to recruit additional students	✓
Primary ad placement and priority listing on agent finder across UTS College websites (Potential to be seen by more than 2,000 unique visitors)	✓ Up to 2 weeks
Exclusive access to agent content club to seed on your own channels	✓ Curated content via WhatsApp/ WeChat
Marketing upskilling session webinars with guest speakers across a range of topics	✓
Entry to UTS College Marketing 2024 Agent Awards (Prizes awarded)	✓
Dedicated Marketing contact - who can provide ad campaign support	✓

Package inclusions

Advertising recruitment campaign funds to be used to recruit additional students	✓
Primary ad placement and priority listing on agent finder across UTS College websites (Potential to be seen by more than 2,000 unique visitors)	✗
Exclusive access to agent content club to seed on your own channels	✓ Curated content via WhatsApp/ WeChat
Marketing upskilling session webinars with guest speakers across a range of topics	✓
Entry to UTS College Marketing 2024 Agent Awards (Prizes awarded)	✓
Dedicated Marketing contact - who can provide ad campaign support	✗

* Limited advertising funding is available. For this reason, agents must apply for advertising funding through their Partner Manager. Agents who are selected will need to achieve additional stretch targets which will be set at the time of application. A campaign proposal and wrap up report will also be mandatory inclusions.



Benefits of the program

Admissions support

You will have access to the Studylink Agent Portal to submit and track the progress of your packaged applications for UTS College and UTS. You can email the admissions officer assigned to your case through Studylink, to progress the applications to acceptance and admission. You can also access Studylink to give both students and parents updates about the application status in real time.

Platinum, Gold, Silver and Registered status agents can receive the following Admissions support:

- access to the Studylink Agent Portal
- application support through Studylink
- participation in onsite and online training sessions
- access to English Indicator/ Placement Test*.

*Approved agents can administer the Versant English Placement Test (VEPT) for English language students. Please contact your partner manager to arrange. Please note that the VEPT cannot be used to assess English proficiency for entry into an academic program.



Useful information

Studylink

You can access to the Studylink Agent Portal to submit and track the progress of your packaged applications for UTS College and UTS. You can also contact the admissions officer assigned to your case, to progress the applications to acceptance and admission.

Intouch newsletter

Each month we deliver important UTS College marketing asset kits, content, news and updates directly to your inbox to ensure you have the tools you need to assist your recruitment activities.

To subscribe, contact marketing@utscollege.edu.au

Online and downloadable resources

Our [Agent Portal](#) has all the information you need in one place. You can download admissions documents, guidelines, and forms, and marketing materials, campaign and program assets, and resources to support your recruitment activity. Visit the [Agent Portal](#) to find out more.

Important information will also be shared through the Studylink Agent Portal as required.



Contact us

Visit the **Key contacts** for partners page in the **Agent Portal** to view contact information for UTS College and your regional key contacts.

Our team



Vickers Xia
Country Recruitment
Manager, China



Agnes Yoanneta
Regional Head,
Southeast, Northeast
Asia, MENA and
Pakistan



Pankaj Jain
Regional Director,
India Subcontinent



Olivia Barnes
Regional Head
of Australia and
Business Development



Kathryn De Carlo
Admissions and
Enrolments Manager

UTS College social

Want to see more? Follow us on:



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The information contained in this guide is correct at the time of publishing. Changes in circumstances may impact the accuracy or currency of the information. UTS College reserves the right to vary any matter described in this brochure at any time without notice. Please visit utscollege.edu.au for more information.

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Insearch Limited (UTS College) is a controlled entity of the University of Technology Sydney (UTS), and as an institute of higher education, UTS College provides pathway courses to UTS.

UTS Foundation Studies CRICOS course code:

2 Semesters (Standard) CRICOS course code: 082432G | UTS course code: C30019

3 Semesters (Extended) CRICOS course code: 082433G | UTS course code: C30020

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