



## Code of Conduct – ISEA

### ISEA Objectives

The objectives of International Standards Education Agents (ISEA) are:

1. To represent the interests of its members which include
  - ISEA Accredited Agencies and Agents
  - ISEA Education Agency Members
  - ISEA Associate Members
  - ISEA Preferred Partners
2. To collaborate and communicate effectively with
  - Relevant New Zealand Government Agencies
  - Education Peak Bodies in New Zealand and overseas
  - Media and other interested parties in New Zealand and internationally
3. To promote New Zealand education services and society internationally
4. To provide comprehensive training and raise the level of professional standards through an industry approved accreditation system for Education Agencies based locally and abroad.
5. To promote high standards of ethical behaviour throughout its membership by publication and distribution of a Code of Conduct.
6. To act as a forum for the interchange of ideas and information between members and other stakeholders.
7. To organise and / or participate in industry events and other initiatives
8. To develop and distribute resources of interest and benefit to all members

### ISEA Code of Conduct

This Code of Conduct applies to all members; Accredited Agencies and Agents, Education Agency Members, Associate Members and Preferred Partners of International Standards Education Agents (ISEA). Every member is expected to comply with this Code and to take all reasonable steps to ensure that their associates and employees are aware of and comply with the Code of Conduct.

### Aims and Objectives of the Code of Conduct

This Code aims to:

- promote the highest standards of ethics and conduct by members
- establish a simple and effective complaints handling and disputes resolution procedure with appropriate sanctions for breaches of this Code
- strengthen the competitive position of the members by assuring all stakeholders have the right to expect the highest standards at all times

All members have agreed to be bound by this Code, under which they shall at all times conduct their business so as to:

- provide services with competence, fairness, value, honesty and integrity
- ensure that all services they provide are delivered as advertised, and that all claims made are genuine
- use their best endeavours to ensure compliance with the Code by all partners, associates, employees and contractors, to the extent that the Code applies to them
- seek to promote the goals of ISEA by adhering to the principles in this Code and providing mutual support and assistance to other members bound by this Code; and
- at all times conduct their business in free and fair competition, and refrain from making any misleading or untrue statements about other members

### Ethical Standards

Members undertake to:

- conduct their activities in a professional and competent manner with respect for the public interest, maintaining the privacy and confidentiality of their dealings, and at all times acting with integrity when dealing with clients and employees, past and present, with their fellow members and with other stakeholders such as governments or regulators
- not intentionally disseminate false or misleading information, whether written, spoken or implied, nor engage in false, misleading or deceptive conduct or otherwise bring the ISEA or its members into disrepute
- maintain truth, accuracy and good taste in advertising and sales promotion
- refrain from knowingly associating with any enterprise, which uses improper or illegal methods for obtaining business
- not intentionally injure the professional reputation or practice of another member
- help to improve the body of knowledge of the profession by exchanging information and experience with fellow members, participating in industry related programs designed to raise the standard of service delivery, and by applying their special skill and training for the benefit of others
- cooperate with fellow members in upholding and enforcing this Code Conduct
- have in place procedures to deal appropriately and promptly with complaints about the provision of their services and actively engage in the resolution of complaints raised via the Complaints procedure outlined below.

ISEA may from time to time publish for the guidance of its members details of what it considers to be appropriate standards of conduct, service and ethical dealing in particular areas, and it is expected that all members will use their best efforts to implement these standards as appropriate to their own businesses.

## Complaints and Non-compliance

1. Any member or other person who believes they have a complaint against a member in connection with their conduct under this Code may ask ISEA to deal with the complaint. Where a complaint relates to a matter which is subject to current or pending proceedings involving the member before a court or tribunal, or a licensing or other regulatory or disciplinary authority, ISEA will await the decision of that court, tribunal or authority before taking any further action to resolve the complaint. ISEA is not a court and must respect the decisions of such bodies, nor will it attempt to anticipate what might be decided.
2. Once it is satisfied that the complaint is a genuine one, and is not trivial or vexatious, ISEA shall attempt to resolve the complaint informally, including by reference to independent mediation if appropriate.
3. If ISEA is unable to resolve the complaint informally, it shall refer the complaint to an independent Complaints Committee, to be appointed for decision.
4. The Committee shall conduct its proceedings in a fair and proper manner and in accordance with the principles of natural justice, giving all parties ample opportunity to present their points of view and to respond to the points of view of other parties. The Complaints Committee shall decide all matters referred to it in accordance with the principles of equity and good conscience, but is not bound by the rules of evidence.
5. The Complaints Committee, if it finds that a member is in breach of this Code, may take disciplinary action against the member, including cautioning, reprimanding, suspending, obtaining undertakings in relation to future conduct or recommending that ISEA terminate the membership of the member.