

# IDP's Commitment to Quality

Raising the standard in  
international education

August 2025



# Starting the conversation



To the people who are committed to international student success,

The work that we do changes lives. As with all impactful work, there is a social, ethical and financial responsibility to get things right. And while there are strong frameworks established in some key destination markets, we believe there is an opportunity to come together as a sector to start the conversation, globally, about:

- What good looks like
- Defining what better is
- Setting our sights on best

In this report, we have taken the first steps to achieve this by documenting our current performance and sharing what we commit to in the areas of:



IDP has more than 50 years of experience, and we know that the international education industry succeeds when international students are placed into the right course, with the right language skills, and the right support system to thrive.

**By coming together for transparent conversations about where we are excelling, and where we can improve, we will uncover more ways to create a stronger, more sustainable, industry for our students, their families and our wider communities.**

My ask of you is to examine what 'good, better and best' looks like and check your own processes to see where we can improve together.

International students are embarking on the most important journey of their lives so far.

Let's be there for them.

## **Simon Emmett**

Chief Partner Officer,  
IDP Education

# IDP global snapshot

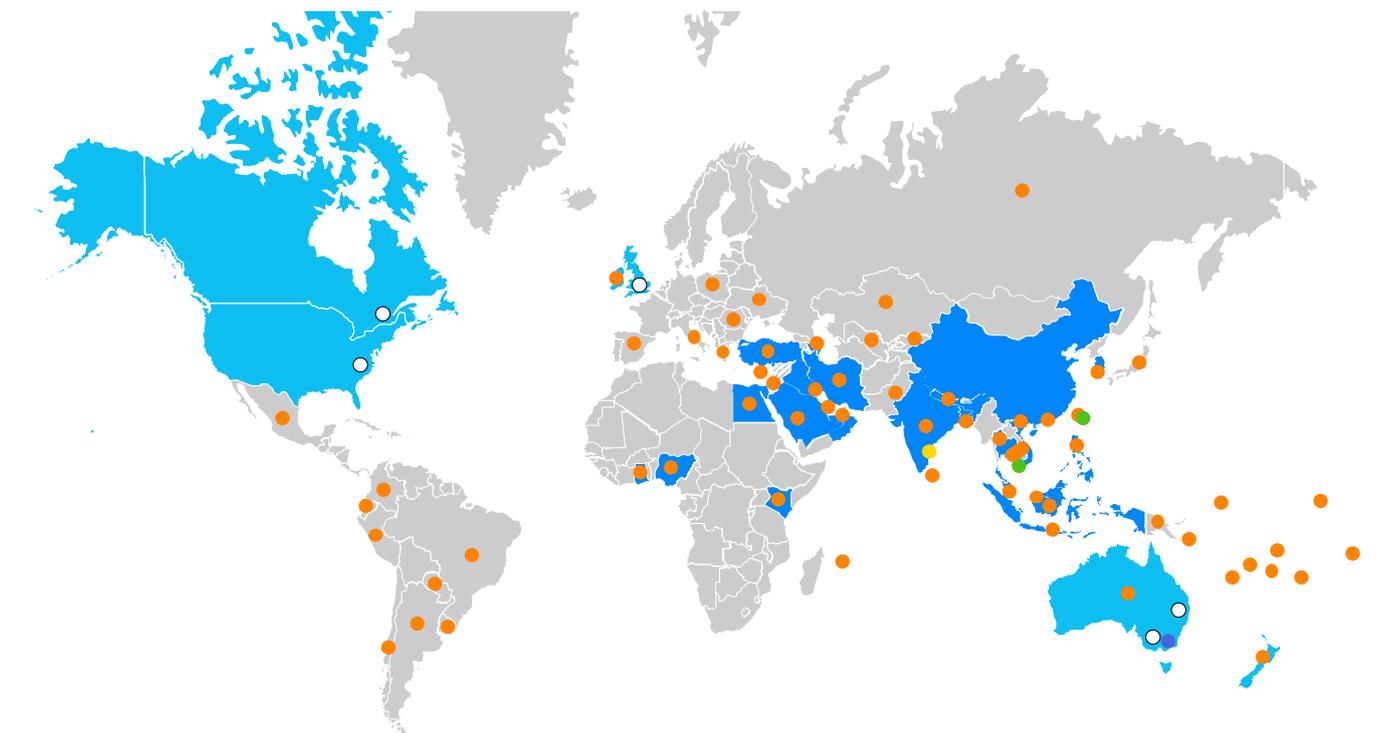


## About IDP

IDP is a global leader in international education services that helps people study abroad. As a key voice in the industry, IDP partners with educational institutions to help them attract the right students and co-owns IELTS, a leading English proficiency test. Established in 1969 in Australia, IDP has more than 210 offices across 60 countries.

Despite its evolution, IDP's purpose has remained constant: to help people transform their lives through international education. For more information, visit [www.idp.com](http://www.idp.com).

## Our locations



- Destination country (Student Placement)
- Source region (Student Placement)
- IDP Education IELTS testing countries
- English Language Teaching campuses
- Head office – Melbourne
- IDP Partnership offices
- Digital Campus - Chennai

- Student Placement**
- 200+ offices
  - 35 source countries
  - 1,000 institutions
  - 6 destination countries
  - 700,000+ students placed

- English Language Testing**
- 2,000 test locations
  - Over 60 countries
  - 12,500+ recognising institutions

- English Language Teaching**
- 6 campuses
  - 2 countries

# 1. We commit to ethical, student-first advice



We are proudly student-first. This means we don't work to client targets, counsellors are removed from all commercial negotiations and we place students in the course that best suits their needs.

**Impartial advice:** IDP counsellors do not earn commission directly from individual institutions. Our client and counselling teams are separate to ensure unbiased guidance for students. We monitor counsellor activity through a dashboard to ensure a fair distribution of course recommendations. Any unusual spikes in placements to specific universities are flagged so we can investigate.

**Code of Conduct:** All our counsellors undertake annual training for IDP's Code of Conduct which covers our values, expected standards, ethical behaviour and how to report suspected wrongdoing within IDP.

**Global verification processes:** We prepare student applications to the highest evidentiary standards, regardless of their country of origin.

This means we pre-screen students for their genuine commitment to study abroad by reviewing their:

- Academic history
- Ability to meet financial requirements (bank statements)
- English language proficiency report (when required)
- Long-term goals and intent for an international education

While responsibility for checking documentation rests with the institution, our processes aim to mitigate fraud risks for institutions and attract genuine, well-matched students who are best placed to complete their chosen studies.

**Support throughout the journey:** Pre-departure briefings are held before every major intake for all study destinations. These sessions, combined with services such as setting up health insurance, banking, accommodation and money transfers, give students more opportunities to start their studies with a clear understanding of what to expect in their new country. We also have offices in Australia, Canada and New Zealand to provide a welcoming and supportive place for students once they arrive onshore.



Above: IDP teams lead a pre-departure session in India to help students prepare for life inside and outside the classroom.

## 2. We commit to training expert teams



As well as attracting talented people, many who have lived experience as international students, we also have structured training programs in place to enhance knowledge and ensure services are delivered to a globally high standard.

**Consistent global operations framework:** Our Student Placement Ways of Working (SPWOW) Framework, provides globally consistent ways of working. Key components of SPWOW are subject to an internal audit so we can improve our operations and create better customer experiences.

**Anti-fraud, bribery, and corruption policy:** Our policy is supported by processes and controls across the business to raise awareness and identify channels to report issues. Each country and region must implement these policies and confirm effective anti-fraud, bribery and corruption controls are in place twice a year. This year, we introduced anti-fraud, bribery, and corruption training and risk identification workshops, starting in Southeast Asia. These workshops will be expanded to other regions.

**Compliance level reporting:** Our team members are required to complete annual refreshers for our compliance and acknowledgement of our policies. Across student placement, 98% of requirements were completed last financial year.

**Destination training:** Our counselling teams globally are supported to achieve their external certification through the British Council UK Agent training and the Education Agent Training Course (Australia). In addition, every IDP counsellor undertakes comprehensive training specific to the destination they support.

There are five modules for each destination, including:

- About the destination (geography, Indigenous people, religion, culture, politics, weather)
- Education (overview, systems, costs, academic years and intakes)
- Studying in the country (practical details from accommodation, costs and working)
- Counselling and Application process (internal and external)
- Immigration and visa (requirements, documentation and processes)

Last year, 98% of new starters completed their IDP Destination Training.

**Role-specific training :** Each IDP counsellor receives tailored training aligned with their specific job responsibilities. This includes learning key processes, systems, tools, and best practices necessary to perform effectively. Our training modules have assessments with 80% scoring as the pass rate, and counsellors cannot access our systems until their training is successfully completed.



**A culture of continuous development:** All IDP counsellors and teams set, deliver and track annual development goals to ensure continual learning. This ranges from cross-functional training to skill uplifting to leadership training. All Student Placement teams have access to LinkedIn Learning to support their technical (e.g. Microsoft Office), and people skills. Career Pathways support our counsellors to understand how they can grow their role and grow their career.

### 3. We commit to listening, responding and acting on feedback



We are committed to listening to our customers, and acting on their feedback. Not only does this help us respond to individual queries, our customer feedback shapes our product innovation, employee training and strategic direction.

**Global Net Promoter Score program:** We have a global Student NPS Program, across 28 countries and five key touchpoints, where we listen to our students' assessment of our performance. Our most recent results show that 94% of global students highly trust IDP, demonstrating the strength of our relationships and the value they place on our services. Over the past six years, we have listened to more than 200,000 students. Feedback is collected at two different stages to ensure continuous improvement and accuracy. This feedback informs our training, operations and product development. The program is internally assured through our internal audit team.

**Our student NPS has improved 23 points over the last six years and it is currently above 70 points.**

**Acting on poor customer experiences:** Students who give an NPS score 6 or under (out of 10) are followed up through our Detractor Management process. We review their feedback from the NPS survey and reach out to understand their concerns and resolve any issues.

**Co-designing with our students through labs:** One of the feedback channels we are most proud of is our student labs. In these sessions, we engage with students from across 28 countries, allowing them to share their goals, desires, challenges and needs. This input helps shape our innovations, making our data-driven initiatives responsive to diverse student needs. These labs also extend to our counsellors to make sure we hear our own team's feedback and improve the services we deliver.

**Annual counsellor survey:** To ensure we continue to support our teams effectively, we conduct an annual counsellor survey. This allows us to gather insights directly from our front-line staff, helping us identify opportunities to improve our tools, processes and support systems.

**Client experience feedback:** In addition to student feedback, we actively collect and respond to feedback from our institutional clients. This feedback helps us refine our partnership approach, enhance service delivery and ensure our solutions align with client expectations.

**Sector advisory boards to inform our services:** IDP has advisory panels established for its Australian, New Zealand, UK, Canadian and US markets. These expert groups, made up of leaders in the industry, help us identify the current opportunities and challenges for students and institutions. The groups constructively challenge IDP's thinking, prompt to push boundaries and keep us focused on addressing the biggest issues affecting international students and our sector today.

**Whistleblower Policy:** Our Whistleblower Policy encourages employees, contractors, and other stakeholders to report any unethical, illegal, or improper conduct without fear of retaliation. The policy ensures that all reports are treated confidentially and investigated thoroughly. It provides protection for whistleblowers under Australian Whistleblower Laws, promoting a culture of transparency and integrity within the organisation.

## 4. We commit to transparent data



IDP's global scale allows us to capture data that can identify and act on global trends. We are sharing this information with the sector to start a conversation on what is going well and what we can work on together to improve.

**Client portal:** To assist with sharing transparent data, all IDP partner institutions can see how many students have applied, and finalised for this intake and the previous two intakes. They can break this down by source market, city, office, and subject area to really understand their partnership with IDP.

**Self-reported visa approval data:** IDP's global team monitors and reports visa rejection rates for each destination market, based on self-declaration of visa rejections from our counsellors. This helps us track progress.

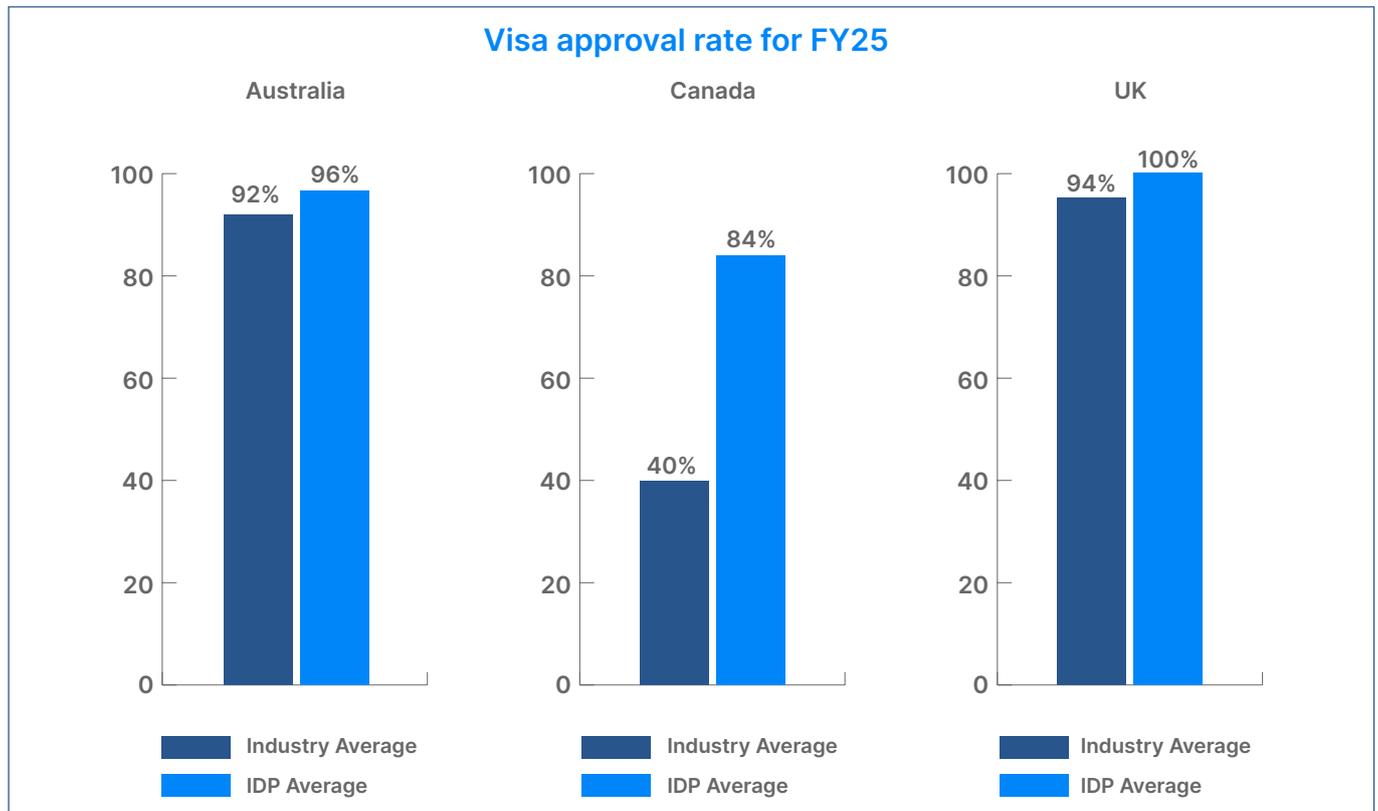
**Customer-driven feedback:** IDP has over 110,000 student reviews on popular online sites, including Google Reviews, and an average Star Rating of 4.79 out of 5.

**Looking ahead:** While we are proud of our sector-leading service, we will continue to strive for excellence.

To do this, we will push ourselves to improve on the metrics and initiatives outlined in this document and share them with the sector.

Upcoming priorities include:

- Enhancing our global complaints processes
- A global internal audit of our internal Student Placement Ways of Working framework



The industry average visa approval rates for Australia are for the primary offshore applicant for Higher Education courses for the period ending 30 June 2025.

- Australia is for new study permits for the period ending 30 June 2025 v pcp.

- Canada is for new study permits for the period ending 30 June 2025 v pcp.

- All IDP data is for period ending 30 June 2025.

Sources: IDP, IRCC, DoHA, UK Government.

We look forward to continuing our collaboration with industry partners to progress our shared goal of helping students transform their lives through international education.  
Contact our team via [partners.idp.com](https://partners.idp.com)



[partners.idp.com](https://partners.idp.com)