

Confidential



Navitas Hosting Services 2022

Navitas Hosting Services

What is hosting?

Navitas Hosting Services are a value-add support service we provide for our university partners (UPs) seeking to develop their in-market presence offshore. Our Hosting Services help UPs install and hire staff in the chosen Navitas Source Country Office (SCO).

Through hosting services, UP staff can benefit from Navitas' network of offices in countries across the globe – with all in-country office facilities taken care of, including HR, payroll, and in-market support.

Our centralised operation structures allow for efficient management of offshore staff across multiple markets via standard and consistent service agreements. Our network of offices is built specifically for the education market through design, location, and established in-house culture of market expertise.

Navitas Source Country Offices

- Our first source country office was established in China in 2003.
- We now have 26 offices servicing more than 55 countries.
- We've seen recruitment of more than 70,000 students annually to 40 university colleges globally.
- Our Wholly Foreign-Owned Enterprise (WFOE) in China was established in late 2015, which permits Navitas to legally employ staff and have them work from our office network. Since then, Navitas has set up legal entities and branches for all our offices.

Why use Navitas Hosting Services?

The international education market is extremely mature, meaning that institutions have had over a decade to establish their brand and personnel presence in-market.

Most institutions seriously seeking to recruit students and create a sustainable, long-term recruitment pipeline from any international market need to invest in permanent, on-the-ground resources to achieve this.

Beyond recruitment, institutions want wider engagement with strategic countries and regions, including partnership development, TNE, and alumni relations.

Recruiting staff in foreign jurisdictions is complex. Home-based staff are often not legally employed, and as such, a partner with a legal entity in-market is usually required to provide:

- office space
- payroll
- compulsory social security contributions
- a local labour agreement (legal employment contract).

Competition for talent within the industry is increasing. As most foreign employers will tell you, finding and retaining high-calibre employees in a competitive marketplace is challenging. Like anywhere, staff require great corporate culture, a rewarding job, a competitive salary, and the opportunity for career progression.

What can our hosting services do for University Partners?

- We can provide quick and cost-effective entry and expansion opportunities in key markets.
- We can leverage our global scale to provide localised in-market services and assist the university with marketing and recruitment strategies.
- We enable the university to own and manage resourcing and market strategies while also leveraging the expertise, connections, and insights of the Navitas network.
- We operate a network of fully licensed entities, which permits us to legally employ and set up staff in our office network. This mitigates legal and reputational risk for the university by ensuring compliance to local laws, as well as removing the ongoing cost of monitoring compliance and legislative changes.

How does it work?

Navitas operates offices in source countries across Asia, the Middle East, Africa, and more. UPs who decide to place staff in SCOs via Navitas Hosting Services benefit from a choice of flexible models and resource sharing options.

How does it work?

1. Setting Up Presence

- UP decides where it wants to place staff. Navitas can advise and provide market intel on this as needed.
- UP recruits staff or engages us to run the recruitment process.

2. Operational Services

- Navitas onboards staff and manages payroll, contracts, and expenses.
- Navitas provides basic HR admin functions, eg attendance tracking.
- Navitas provides operational in-market support such as managing travel or logistics for events/meetings, etc.

3. Ongoing support

- Navitas ensures ongoing compliance to financial, legal, property management, etc.
- We leverage our network and global scale to provide access to additional services and market intelligence.

Hosting Services Options

Flexible Models

UPs may choose from a range of hosting services options, including co-location, discrete space, or operational support.

Co-location

- The primary and preferred model we offer our partners.
- Staff are provided with desk space in an existing office and access to all office facilities.
- Ongoing services are provided – HR, payroll, legal, travel, and logistics.

Discrete space

- Navitas sources a dedicated UP office space, for example, serviced offices, new leases, or a discrete space within an existing Navitas office location.
- This space can be branded and configured to UP requirements.
- Ongoing services are provided to adapted service levels – HR, payroll, legal, travel, and logistics.

Operational support

- Navitas employs staff in a flexible work arrangement.
- Staff can access Navitas facilities when required and where available.
- Ongoing services are provided to adapted service levels – HR, payroll, legal, travel, and logistics.

Shared resourcing model

The shared resourcing hosting model leverages in-country legal and operational infrastructure to employ student recruitment staff in a way that is compliant, legal, and low-risk for both the university and employee.

Staff are set up in our SCO and employed by an established local Navitas legal entity. Staff can be set up as only a university resource, or as a shared resource with the partner college.

The shared resourcing model allows for:

- staff salary, expenses, marketing costs etc, to be split to agreed proportions between the university and the college
- joint accountability and line management, supported by a base level of oversight by in-country managers (where requested)
- joint in-market strategies enabling holistic, comprehensive, and agile promotion of the university brand
- efficiencies and economies of scale, allowing staffing and promotional costs to be funnelled into student recruitment activities
- adaptable implementation methods via either an internal or external service arrangement
- validated assurance in the model based on experience establishing the shared resourcing model for many university partners.

Model:

- Staff is appointed to represent both the college and university (split can vary).

Governance:

- A legal agreement is signed between the university and the local entity. The agreement will outline shared resourcing responsibilities and liabilities between the college and the university.
- Staff are co-managed by the college and the university.
- Staff have distinct college and UP responsibilities and clearly defined KPIs for each.

Costs:

- Fifty percent of retainer costs are absorbed by Navitas.
- All other costs (service charges and tax) remain the same.
- Costs (including any marketing/travel expenses) are split 50/50 (or as required) and parties are invoiced directly by the local office.



Why does it work?

Our Hosting Services work thanks to:

- Years of experience in providing hosting services to our university partners. Navitas' experience ensures that we have established and tested models of working that lead to a direct impact on student recruitment numbers.
- Assistance with base level of oversight staff (eg attendance, expenses tracking) – an invaluable service to managers who are based out of country.
- A work environment that is focused on the unique requirements of the education sector that is not available in a generic, shared workspace.
- A high level of adaptability within an established operational framework, working with partners to meet their service needs.

Entry and expansion into many source markets can be risky. The compliance cost associated with operation in source countries is high, and HR/payroll/compliance legislation in countries like China and Vietnam are complex and ever-changing.

We essentially de-risk this expansion for UPs and ensure their brands are protected. Our local expertise allows Navitas and UPs to manage and monitor offshore staff on an ongoing basis, with a direct impact on student numbers and in-country relationships.

How can UPs connect with agents in SCOs?

*“A system of in-country representatives who act on the university’s behalf can be an efficient, thorough, and often cost-effective solution to the issues of restricted global travel.”**

Agent management comes with numerous complexities. As much as universities may try to manage agents remotely or alleviate the distance with a few recruitment trips to the region per year, there are still significant challenges.

Managing regional markets remotely, however careful and informed those strategies and operations are, cannot replace the keen regional awareness and long-term data insights customised to the university’s needs and the nuances of the specific market.

The right in-country representative acts as a trusted extension of the university and can:

- strengthen rapport and gain trust in the local market, fostering positive relationships
- enhance the communication loop and collection of market intelligence
- train and equip agents efficiently with the most up-to-date information, as well as continuously evaluate agent performance and dedication
- manage social media, F2F exhibitions, and conversion activities in the local language and time zone.

*Source: How to Navigate the Challenges of Agent Management in 2021, QS 2021



Discover our offices

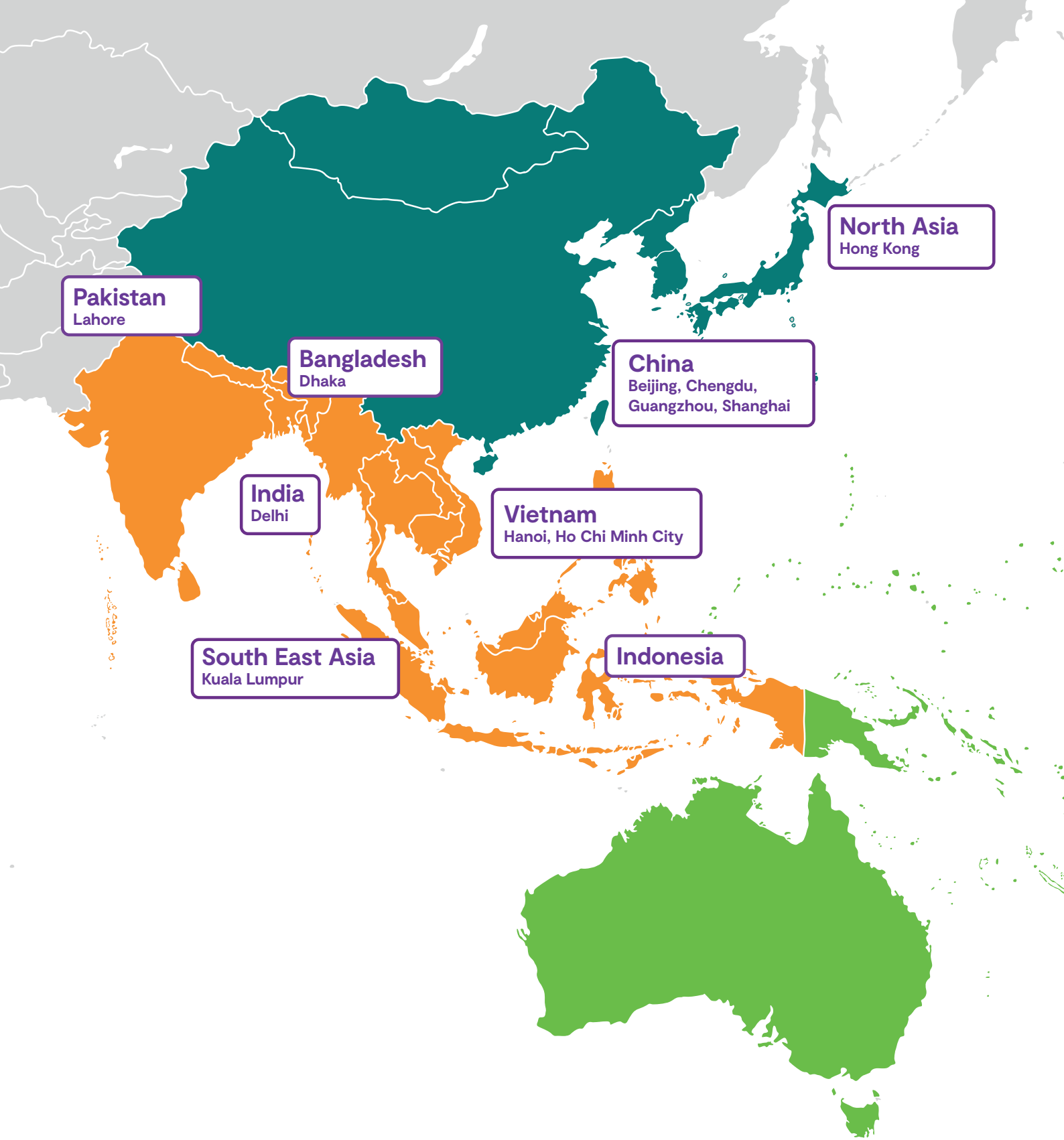
Hosting services are an at-cost service we provide for our partners. Service fees are charged to recover the cost of administering the service and include:

- employment contract setup with the local Navitas entity
- payroll and finance support
- ongoing monitoring and management of local compliance and legal requirements
- strategic market support including access to Navitas networks
- fit-for-purpose meeting and event space including video-conference rooms, boardrooms, and quiet rooms
- admin support such as printing and copying facilities, basic stationery, front desk reception and messaging service.



Navitas has hosting offices in:

- Nigeria (Lagos)
- Kenya (Nairobi)
- Pakistan (Lahore)
- India (New Delhi)
- Bangladesh (Dhaka)
- China (Beijing, Shanghai, Guangzhou, Chengdu)
- Hong Kong
- Malaysia (Kuala Lumpur)
- Vietnam (Ho Chi Minh City, Hanoi).



Pakistan
Lahore

Bangladesh
Dhaka

India
Delhi

Vietnam
Hanoi, Ho Chi Minh City

China
Beijing, Chengdu,
Guangzhou, Shanghai

North Asia
Hong Kong

South East Asia
Kuala Lumpur

Indonesia

Testimonials



“The University of Leicester has utilised Navitas hosting services since autumn 2020. The Navitas service is a great alternative to other providers and agents in market and enables the University to work closely and in tandem with the Navitas regional offices, building intelligence and shared working. Leicester has utilised the Navitas hosting service for four members of staff in China, Malaysia, Vietnam, and Nigeria. This enables us to expand our global reach while ensuring our offshore staff are well looked after and supported by a global company. I would highly recommend utilising their hosting service and will be exploring further increases in our hosting arrangements in the coming year.”

Danielle Fitzgerald

*Director of the Future Students Office
University of Leicester, UK
(China, Malaysia, Vietnam, Nigeria)* ”

“Western Sydney University is happy to work with Navitas Eduservices. Navitas has been a great support and with a personalised touch, all their services have been very efficient and professional. The support from their operations team has been very strong over the last three years. Their team is quick to respond to our queries whether it be matters related to finance, staff requirements or any other personal requirements.

Their flexible approach towards our requirement during COVID is highly appreciated. The team is accessible, proficient, and very supportive.

It’s been a pleasure to be a part of the Navitas South Asia team!”

Namrata Anand

*Senior Manager, Recruitment
and Operations-South Asia,
Western Sydney University
(China, India, Pakistan, Kenya)* ”

“We’ve used Navitas hosting services in India, China and Vietnam and have found this to be a very effective and streamlined way of broadening our in-country reach. Our offshore reps are able to work as part a broader team, benefitting from close collaboration with the Navitas network.”

Mike Ferguson (IEAA-F)

*Director, Global Student Recruitment,
University of Canberra
(China, India, Vietnam)* ”

“We have worked successfully with Navitas hosting for three years and have developed a close working relationship with the team. The team are always knowledgeable, friendly and responsive to enquiries, and have been very helpful and supportive as we grow our presence in the host country.”

Caroline Mayes

*Assistant Director
International & EU Recruitment,
University of Northampton
(Nigeria)*



“We have had a long and highly successful partnership with Navitas Hosting Services, spanning several regions around the world. They provide great advice on local market conditions, and excellent service in supporting the recruitment and management of in market representatives. Navitas is highly responsive to customer needs and can be relied upon to deliver all requested services in a timely manner. They consistently strive to “go beyond the call of duty” in supporting us as a partner in providing in market resourcing solutions.”

Rick Chapman

*Director, International Marketing,
Griffith University
(China, Kenya)*



“The University of Portsmouth has been working with Navitas hosting services since 2017. This approach has allowed us to align our interests even more closely with Navitas, sharing detailed local market intelligence and best practice. Having in-country hosted staff during the pandemic meant that we could be confident our offshore colleagues were being looked after and that we were still able to service our key stakeholders at a time when international travel wasn't possible.

The team there are experienced and professional and we have built a strong working relationship, that's ultimately enabled fantastic results in international student recruitment, as well as local brand and profile building. I'm very happy to recommend the Navitas hosting service!”

Mark Ovens

*Deputy Director,
University of Portsmouth
(Kenya, Nigeria, Hong Kong, India)*



“Robert Gordon University now benefits from the Navitas hosting services in two countries. Our experience has been wholly positive, making the complex matter of market entry for new territories stress free and speedy. Detailed communication and support has been present at every step of the way by the central Navitas services and country based local teams – from proposal through to week to week contact, post launch. The peace of mind partnering with Navitas for hosting our new team members internationally not only accelerated our internal approval due to the confidence and credibility our University has in the company, but also considerably shortened the length of time it would take to set up operations without such an extensive support network as the Navitas teams offers”

Michelle Williams

*Regional Manager
(Pakistan, China)*





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