

ASEEDER Complaint Policy

Introduction

ASEEDER is committed to ensuring that any individual who engages with our services has the right to raise concerns and have them addressed in a fair, transparent, and timely manner. ASEEDER regards a complaint as an expression of dissatisfaction relating to the organisation, its staff, partners, contracted service providers, or any individual acting on its behalf.

This policy aims to ensure that complaints are handled in a manner that promotes access and equity, accountability, professionalism, and continuous improvement.

This policy is designed to:

- a) Provide a clear, fair, and accessible complaints procedure for all complainants;
- b) Ensure the complaints procedure is publicly available and clearly communicated;
- c) Ensure all ASEEDER staff understand how to receive, manage, and escalate complaints appropriately;
- d) Ensure complaints are investigated objectively and resolved within a reasonable time frame;
- e) Use complaint feedback to inform service improvement;
- f) Ensure all complaint-related information is handled sensitively, confidentially, and in accordance with applicable data protection requirements.

Definition and Scope:

- a) **Definition:** A complaint is an expression of dissatisfaction regarding the services, actions, decisions, or omissions of ASEEDER, or of individuals acting on behalf of ASEEDER.
- b) **Scope:** This policy applies to complaints concerning ASEEDER as a registered centre, including its staff, programmes, administrative processes, and service delivery. Any individual directly affected by such matters may submit a complaint, which will be

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handled in accordance with this policy.

c) **Exclusions and Related Policies:** Complaints relating to assessment outcomes or grades shall be processed in accordance with the Assessment Review and Appeals Policy and Procedure. Allegations of malpractice or maladministration shall be handled under the Whistleblowing Policy.

Complaint Channels:

Complaints may be submitted verbally or in writing through the following channels:

- a) Email: epq@seedasdan.org
- b) General Enquiry Line: 4001699686 (9:00–18:00, Monday to Friday)
- c) Post:

ASEEDER Compliance Manager – Confidential
FI 21, LIPPO TOWER, NO.62, North KEHUA Rd.,
WUHOU District, Chengdu, China

Complaint channels are communicated through project agreements, official websites, and relevant promotional materials.

Complaint Handling Procedure

- a) **Receipt and Initial Handling:** Frontline staff receiving a complaint should seek to resolve minor or informal issues promptly where appropriate. Where resolution is not possible at the point of contact, the complaint shall be referred to an appropriate staff member with relevant responsibility, authority, and subject knowledge.
- b) **Acknowledgement:** Complaints received by email or post will be acknowledged within three (3) working days. Basic contact details may be collected solely for the purpose of follow-up and resolution.
- c) **Investigation and Resolution:** Where a complaint concerns ASEEDER staff, programmes, or services, an internal review or investigation will be conducted as appropriate. ASEEDER will make reasonable efforts to resolve complaints within fourteen (14) working days and will keep the complainant informed of progress where

resolution requires additional time.

Complaints Involving Assessment Results:

Where a complaint relates to assessment outcomes or grades, ASEEDER will adopt the following internal handling approach prior to formal escalation:

- a) Conduct an internal review to confirm whether the assessment outcome is academically reasonable and procedure compliant;
- b) Review whether the educational support and services committed to the learner were delivered appropriately;
- c) Communicate with the complainant in a timely and empathetic manner to acknowledge concerns and manage expectations;
- d) Where appropriate, outline available resolution options, including clarification, formal appeal, or resubmission in accordance with relevant policies.
- e) Any request to alter grades outside established assessment procedures will not be accepted.

Professional Conduct During Complaint Handling

All ASEEDER staff involved in complaint handling are expected to maintain professional standards of conduct, including:

- a) Demonstrating calm, respectful, and empathetic communication;
- b) Avoiding defensive, confrontational, or emotionally charged responses;
- c) Clearly explaining the seriousness and integrity of assessment and quality assurance processes, where relevant;
- d) Refusing unreasonable requests firmly but courteously, without escalation or provocation.

Staff must not engage in unprofessional communication practices, including but not limited to:

- a) Use of inappropriate emojis or informal visual expressions;

- b) Overly casual or dismissive language;
- c) Emotionally charged punctuation or fragmented responses;
- d) Any behaviour that may undermine trust, professionalism, or institutional credibility.

Documentation and Record Keeping

Complaints that cannot be resolved immediately will be recorded in a complaints tracking record. Records will include the nature of the complaint, actions taken, timeframes, outcomes, and any remedial measures implemented. All records will be retained securely by ASEEDER.

Review and Improvement

ASEEDER will periodically review complaint data to identify trends, systemic issues, and opportunities for service improvement.