



# Information and Marketing Transparency Policy

**Organisation:** Australian Leading Institute of Technology (ALIT) **RTO Code:** 45156

**Quality Area:** 4 – Governance **Standard:** RTO Standards 2025 – Standard 1 / ESOS National Code

**Standard 1 Document Owner:** CEO **Review Cycle:** Annual **Version:** 1.0 **Effective Date:** April 2026

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## 1. Purpose

This policy ensures that all information published, distributed, or communicated by ALIT — including marketing, advertising, and recruitment materials — is accurate, transparent, and compliant with the RTO Standards 2025, the ESOS Act, and consumer protection legislation.

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## 2. Scope

Applies to all ALIT marketing and promotional materials (digital and print), website content, social media, agent communications, and any staff or third party representing ALIT.

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## 3. Policy Statement

ALIT is committed to ethical, honest, and transparent marketing. ALIT will never misrepresent its qualifications, services, outcomes, or registration status to attract enrolments. All information provided to prospective learners must fairly represent what ALIT delivers, what learners can achieve, and what the qualification is worth.

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## 4. Marketing Standards

### 4.1 Accuracy Requirements

All marketing materials must:

- Use the correct, full qualification title and national code as listed on training.gov.au and ALIT's scope of registration
- Accurately describe course content, duration, mode of delivery, and location
- Accurately represent entry requirements including English language requirements for international learners
- Only claim CRICOS registration for qualifications and locations that appear on ALIT's current CRICOS registration
- Use ALIT's correct RTO Code (45156) and CRICOS provider code wherever registration is referenced
- Include ASQA's National Register reference: training.gov.au

### 4.2 Employment and Outcome Claims

- ALIT will not make unsubstantiated claims about employment outcomes, salary ranges, or career guarantees
- Any outcome statistics used in marketing (e.g., "90% of our graduates are employed within 3 months") must be supported by verifiable, current evidence
- The basis for any outcome claim must be documented and available for review

### 4.3 Prohibited Content

ALIT must not:

- Use the name or logo of ASQA, the Australian Government, or any regulatory body in a manner that implies endorsement
- Compare itself favourably to other RTOs using unverified claims



- Use images or testimonials that misrepresent the learner experience
- Offer incentives that could induce enrolment without disclosure (e.g., cash back, guaranteed employment)

## 5. Digital and Social Media

- All ALIT website content must be reviewed and approved by the CEO or Director of Student Services before publication
- Social media posts referencing qualifications, enrolments, or outcomes must comply with this policy
- Outdated or inaccurate information must be removed or corrected within 5 business days of identification
- A named staff member is responsible for monitoring and maintaining ALIT's digital presence

## 6. Agent Management

### 6.1 Agent Engagement

- ALIT engages third-party agents to recruit international learners only under a formal signed agreement
- Agents must be listed on the Commonwealth Register of Agents for Australian Overseas Students (CRICOS)
- Agents must be briefed on this policy and trained on accurate representation of ALIT's programs before commencing recruitment

### 6.2 Agent Monitoring

- ALIT monitors agent compliance with this policy at least annually
- Monitoring includes: review of agent-produced materials, mystery enquiry where appropriate, and review of enrolment quality from each agent
- Non-compliant agent materials must be corrected before further use
- An agent found to have made false or misleading representations will have their agreement terminated

### 6.3 Agent Register

- ALIT maintains a current register of all authorised agents including: agent name, contact, agreement date, monitoring records, and performance notes
- The register is available for ASQA and DoHA inspection on request

## 7. Review and Compliance Checks

- All marketing materials are reviewed annually as part of the policy review cycle
- Materials are reviewed immediately following any change to ALIT's scope, fees, entry requirements, or registration
- The Compliance Officer signs off on all new marketing materials before release
- Non-compliant materials identified internally or by a third party are corrected within 5 business days

## 8. Roles and Responsibilities

Role	Responsibility
CEO	Final approval of major marketing campaigns and agent agreements
Director of Student Services	Oversee pre-enrolment information accuracy
Compliance Officer	Review and approve marketing materials; manage agent register
Marketing Staff	Create compliant materials; report inaccuracies promptly
Agents	Represent ALIT accurately; comply with this policy and their agreement



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## 9. Related Documents

- Policy: Student Information Pre-Enrolment
- Policy: Enrolment and Admissions
- Policy: Student Recruitment, Marketing and Agent Management
- Policy: Integrity of Nationally Recognised Training
- Policy: Continuous Improvement System (CIS)

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## 10. Review and Approval

Version	Date	Approved By	Changes
1.0	April 2026	CEO, ALIT	Initial issue