



Student Recruitment, Marketing and Agent Management Policy

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

Quality Area: 4 – Governance / **CRICOS Standard:** ESOS National Code 2018 – Standard 1 / RTO Standards 2025 – Standard 1 **Document Owner:** CEO / Director of Student Services

Review Cycle: Annual **Version:** 1.0 **Effective Date:** April 2026

1. Purpose

This policy establishes ALIT's standards for ethical, transparent, and compliant student recruitment and marketing, and for the engagement, management, and monitoring of third-party agents who recruit international learners on ALIT's behalf.

2. Scope

Applies to all ALIT staff involved in marketing or recruitment, all authorised education agents, and any third party representing ALIT to prospective learners domestically or internationally.

3. Policy Statement

ALIT is committed to recruiting learners who are genuinely suited to its programs and who have made informed decisions based on accurate, transparent information. ALIT will never engage in recruitment practices that prioritise enrolment numbers over learner suitability, and holds its agents to the same standard.

4. Ethical Recruitment Standards

4.1 Direct Recruitment

All ALIT staff involved in direct recruitment must:

- Provide accurate and complete information about courses, fees, entry requirements, and outcomes
- Not pressure prospective learners to enrol
- Advise learners honestly if a course does not meet their needs or goals
- Not offer incentives that create a conflict of interest or induce enrolment (e.g., cash-back schemes)
- Ensure all published information is current and approved before distribution

4.2 Recruitment Targeting

- ALIT directs its recruitment activities toward learners who genuinely meet or can meet its published entry requirements
 - ALIT does not set enrolment targets that create incentives to lower entry standards
 - Staff responsible for recruitment are not remunerated solely on the basis of enrolment numbers
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5. Agent Engagement

5.1 Agent Authorisation

ALIT will only engage agents who are:

- Listed on the Commonwealth Register of Agents for Australian Overseas Students (CRICOS Agent Register) where required
- Willing to sign ALIT's **Education Agency Agreement**
- Briefed on ALIT's programs, entry requirements, fees, and this policy before commencing recruitment



5.2 Education Agency Agreement

All agents must sign an Education Agency Agreement with ALIT that includes:

- Scope of authorised activities
- Accurate representation obligations
- Prohibition on making claims not supported by ALIT's published materials
- Requirement to refer complaints to ALIT promptly
- Compliance with ESOS legislation and the National Code
- Commission structure and payment terms
- Grounds for termination (including misrepresentation)
- Consent to ALIT's monitoring and auditing activities

5.3 Agent Register

ALIT maintains an **Agent Register** that includes:

- Agent name and organisation
- Country/region of operation
- Agreement commencement date and expiry
- Monitoring records and compliance status
- Performance data (enrolment numbers, quality of applications, complaints)

The register is reviewed and updated at least annually and made available for DoHA/ASQA inspection.

6. Agent Induction and Briefing

Before commencing recruitment, all agents must complete an ALIT Agent Induction that covers:

- ALIT's qualifications, entry requirements, fees, and refund policy
- English language requirements per course
- CRICOS registration and what it means for learners
- ESOS learner rights and protections
- ALIT's complaints and appeals process
- Accurate marketing requirements under this policy

Agent induction is delivered in person, online, or via documented materials. Completion is recorded in the Agent Register.

7. Agent Monitoring and Compliance

7.1 Annual Review

Each agent is reviewed annually. The review assesses:

- Quality and suitability of applications submitted
- Accuracy of representations (verified through mystery enquiry or applicant interviews)
- Compliance with the Education Agency Agreement
- Number and nature of complaints related to the agent's recruitment
- Agent's own regulatory compliance status

7.2 Marketing Material Review

- All agent-produced marketing materials referencing ALIT must be approved by ALIT's Compliance Officer before distribution
- ALIT provides agents with an approved marketing toolkit to reduce the risk of misrepresentation
- Unapproved materials must be withdrawn immediately upon discovery

7.3 Non-Compliance Response

Where an agent is found to have misrepresented ALIT or failed to comply with the Education Agency Agreement:

1. The agent is notified in writing of the non-compliance
2. The agent has 10 business days to respond
3. Where the matter is substantiated and not resolved, ALIT may:
 - Issue a formal warning and require corrective action



- Suspend the agent's authority pending resolution
 - Terminate the agreement
4. The outcome is recorded in the Agent Register
 5. Where the misrepresentation has adversely affected a learner, ALIT takes remedial action to address the learner's situation

8. Agent Commissions

- ALIT pays commissions to agents only for learners who successfully enrol and commence study
- Commission rates are documented in the Education Agency Agreement
- Commission payments are not made contingent on minimum enrolment targets that could compromise entry standards
- Commission records are retained for 7 years

9. Roles and Responsibilities

Role	Responsibility
CEO	Approve agent agreements; respond to serious non-compliance
Director of Student Services	Oversee agent induction; conduct annual reviews; manage non-compliance
Compliance Officer	Maintain Agent Register; review marketing materials; monitor agreement currency
Admissions Staff	Verify application quality; flag misrepresentation concerns to Compliance Officer

10. Related Documents

- Policy: Information and Marketing Transparency
- Policy: Student Information Pre-Enrolment
- Policy: Enrolment and Admissions
- Policy: Fees, Refunds and Financial Management
- Policy: Student Feedback, Complaints and Appeals

11. Review and Approval

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