

Information and Transparency Policy

Version 4.0

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Coverage

Outcome Standards for NVR Registered Training Organisations 2025

Part 2 – Compliance Requirements

Division 1-Information and Transparency

Policy

Information is any written, verbal, or digital content that ATQ College provides to prospective or current learners, employers, regulators, or the public, which describes ATQ's training and assessment services, all related products and services, organisational, performance, policies, and obligations, scope of registration, ownership, and governance, marketing and advertising including guarantees and inducements

Management implements policy and procedure designed to ensure that all information provided by ATQ College is:

- **Accurate** – factually correct and up to date.
- **Transparent** – presented in a way that is clear, complete, and not misleading.
- **Accessible** – easy to find, understand, and use by the intended audience.
- **Relevant** – directly related to learner rights, obligations, support, training pathways, costs, and outcomes.

Procedure

Roles & Responsibilities

- **Marketing Manager / Marketing Team:** Draft materials; ensure representation of training products is accurate; ensure inclusion of required elements (codes/titles, registration code, etc.); manage updates.
- **Compliance Officer / Quality Assurance Team:** Review and approve all marketing/advertising materials, ensuring compliance with this procedure; keep records in coordination with PEO.
- **Third Party / Agents / Experts:** Must comply with this procedure; required to submit materials for approval; clearly identify what services they deliver on behalf of the RTO.
- **Senior Management / Leadership:** Provide resourcing; enforce compliance; ensure continuous improvement and audit of marketing practices.

Procedure Steps

1. **Drafting of Marketing Materials**
 - Before any marketing or advertising materials (digital, print, social media, broadcast, etc.) are created or released, the draft must include or plan for inclusion of all of the following:
 - a. RTO's registration code, CRICOS code or a link to its entry on the National Register.
 - b. Code & title of each training product as published on the National Register. As well as the CRICOS code for each product
 - c. That the training products are within the RTO's scope of registration.
 - d. If a product has been superseded, removed, or otherwise changed, ensure the materials reflect current status (i.e. whether still accepting new enrolments,

- or must refer only if it remains on scope and permitted for new enrolments)
- e. Clear identification of any services delivered by third parties/experts including recruiting, training
- f. Accurate information about financial support arrangements with respect to any product or service mentioned in the advertising and marketing
- g. If licence or regulated outcome is claimed, confirmation from relevant regulator that the pathway/licensing is valid.
- o h. do not refer to or imply a connection with another person or use images unless the consent of that person has been obtained.

2. Review and Approval

- o All draft marketing, advertising or promotional materials must pass through the Compliance Officer to ensure each requirement is satisfied.
- o No third party or agent is permitted to create marketing and advertising material. Any specific third party or agent information requirements or requests must go to the Compliance Manager

3. Guarantees What is Prohibited

- o In marketing and advertising ATQ College does **not** make verbal or written guarantees that a student will:
 - a. Successfully complete the training product.
 - b. Complete in a manner inconsistent with the relevant legislative or training product requirements (e.g., by skipping requirements)
 - c. Obtain a specific employment outcome, license or regulatory outcome **unless** this is wholly under the RTO's control and confirmed by the relevant regulator.

4. Inducements

In marketing and advertising ATQ College does not offer any inducements to prospective students that are misleading or create false expectations. Examples may include discount offers, freebies, "limited-time" enrolment benefits, etc. These must clearly state any conditions or eligibility requirements.

5. Publication / Distribution

- o Once approved, materials may be released, ensuring the version control is in place.
- o Material must clearly show the name of the RTO (or CRICOS provider if relevant) as the provider responsible, not just the third-party name.
- o Ensure registration code is visible.
- o If describing training products leading to licensing or regulation, ensure the language does not mislead.

6. Monitoring, Review, and Update

- o ATQ College maintains a record of all marketing/advertising materials, with date of approval, version, distribution channels, and responsible staff.
- o Schedule regular reviews (e.g. at least annually, and additionally whenever changes occur) to check materials remain accurate (e.g. training product status, scope, delivery mode/location, fees, funding arrangements)
- o When updates are required (e.g., training product superseded, regulation/licensing changes, funding changes, third party agreements)

change), update all relevant materials and ensure outdated versions are withdrawn from use.

7. Training & Communication

- Train staff, agents, and third parties on this procedure
- Ensure they understand what constitutes misleading guarantees or inducements.
- Provide regular refreshers.

8. Handling Complaints / Feedback Related to Marketing

- Provide an accessible process for prospective or enrolled students to complain or give feedback if they believe marketing was misleading.
- Investigate such complaints; take corrective action (e.g. withdraw or change materials, provide appropriate remedies) and document outcomes.
- Use findings to inform continuous improvement of marketing practices.

9. Record Keeping

- Keep records of all approved marketing materials, approvals, versions, dates of distribution.
- Keep records of any contracts or agreements with third parties/agents, including acknowledgement of this procedure.
- Keep records of any complaints/feedback relating to marketing, guarantees or inducements, actions taken, and outcomes.

10. Audit & Continuous Improvement

- As part of internal audits or annual compliance audit, include marketing & advertising practices.
- Use self-assurance questions
- Update this procedure as required