

vision for the future

COMPLIANCE

**I See You! Ensuring
your Website Ticks
the Boxes**

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NATIONAL VET CONFERENCE
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**I See You:
Ensuring your
Website Ticks
the Boxes**

Introduction





Reasons to Get It Right



More Than an Information Dump



Tips aligned to the Standards for RTOs (2015) to Support a Quality Student Experience

26 RTOs' Websites
Reviewed:

One each from A-Z
with a website link in
training.gov.au

(sampled in March 2021)



OR



1. Reasons to Get It Right



You Can't Bake an Apple Pie with
Bananas nor Red Apples

Headliner 1

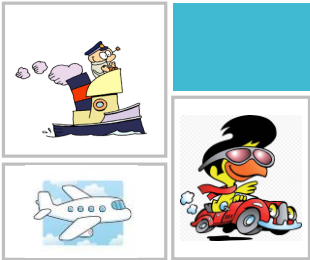


Legislated Requirements not
Guidelines

Headliner 2

Layers of Legislative
and Regulatory
Requirements:
Various 'Licences'

Headliner 3



Your Applicants and Students are
Consumers with Rights

Headliner 4



Headliner 5

ASQA Penalties are Now Harsh



RTO sanctions
RTO closure (with one day's notice)
Civil penalties including:
fines
imprisonment
For example, the ESOS Act imposes for:
failing to identify registered provider information in written material – 6 months' imprisonment
providing false or misleading information – 12 months' imprisonment

2. More than an Information Dump

Maximising Returns from your Website

- 1. Effectiveness:
 - 1. provides consumer information about your products and services
 - 2. enables promotion of your value proposition: sharing your passion and building confidence with your consumers
- 2. Efficiencies:
 - 1. easy and cheap communication tool
 - 2. provides easy access to required information, eliminating the need for hard copies
 - 3. ensures consumers have access to the most current versions of information

To Get it Right:
Categorise and
Sub-
Categorise
your Audience

-  Applicants
-  Enrolled Students
-  Employers
-  Regulators
-  Funding Bodies

What to
Inform?

-  Full disclosure about:
 - your training products and services, including your student support services
 - your RTO's terms and conditions
 - your consumer protection practices
-  Consider including (if not already required by funding bodies):
 - client satisfaction rates and testimonials
 - student outcome rates and testimonials
 - your 'concierge' services

- Transparency
- Confidence
- Passion
- Currency

3.

Tips aligned to the
Standards for RTOs (2015)
to Support a Quality
Student Experience

Provision of Accurate Information to Make an Informed Choice

Standard 4: Accurate and accessible information about an RTO, its services and performance is available to inform prospective and current learners and clients

This is as important for any third-party arrangements (consisting of any recruiting and/or delivery services on behalf of your RTO)



Helpful Tips

Check that you can substantiate your claims

Write for your audience:

- Differing information for differing groups based on your offerings

- It's not about a direct 'cut and paste' from your policy and procedure

- Customise externally sourced policies and procedures

- Tone down wildly exaggerated or vague claims about your product or services

- Be comprehensive

Check for currency of information:

- Check that your SMS has functionality to automatically upload new versions through it or a document management system

- Assign a regular internal audit (*supplementary ASQA requirement*) – use a Checklist as the quality control

Consumer Protection

Standard 5: Each learner is properly informed and protected

This includes fee and refunds information

Standard 5.2f): Each learner is properly informed about the implications for the learner of government training entitlements and subsidy arrangements

Standard 6: Complaints and appeals are recorded, acknowledged and dealt with fairly, efficiently and effectively

Standard 1.26: Manage transition from superseded training products





Be accurate including currency of information and about superseding units/qualifications where relevant

Ensure your fees and charges and withdrawals and refunds policy and procedures align

Ensure your complaints and appeals handling policy and procedure has clear resolution tiers, including use of an external mediator

Be sure that you explicitly provide information about the student's future training options when opting to access a government subsidised place for the relevant RTO offering/s

<https://openlibrary.com/helpful-tips.php> - you need

Meeting all Legislated Requirements

Standard 8 requires the RTO to be legally compliant at all times and comply with Commonwealth, State and Territory legislation and regulatory requirements relevant to its operations





Assign an RTO delegate to approve all marketing and promotional collateral including website content (there is a supplementary ASQA requirement for an RTO approval process to be in place)

Use logos where specified only and ensure they are reproduced according to the exact specifications e.g. NRT logo

Be sure that testimonials are true and correct and have been approved by the owner for use

<https://openlibrary.com/helpful-tips.php> - you need



Don't Forget your Other Licences!

Assuring Student Access, Reading and Understanding of all Information

- 1. **PROVIDE:** Application and Enrolment Information Sheet (example template provided as part of this presentation)
- 2. **SEEK AFFIRMATION:** Student (signed) Declaration in the RTO's Application for Enrolment Form: be sure it covers all requirements
- 3. **SUBSTANTIATE:** Application and Enrolment Checklist: completed for each enrolling student and held on file



Lastly, what's the Health of your RTO's Website?

26 A-Z RTOs.....



	2013 ASQA Marketing & Advertising Strategic Review	26 A-Z RTOs from 4,028 RTOs as at end March 2021. Of those with information on their websites:
1.	45.4% overall of RTOs' marketing practices are potentially non-compliant	35% overall of RTOs' marketing practices are potentially misleading
2.	8.6% guaranteed a job and/or qualification outcome	3% guaranteed a job and/or qualification outcome or referred to a job but the link is to a training course
3.	11.8% marketed superseded or obsolete units outside of the transition period	5% marketed superseded or obsolete units outside of the transition period
4.	60% had no refunds information	65% do not fully satisfy consumer protection requirements: privacy of student information (National VET Data Provision Requirement) robust complaints and appeals with independent tier (which is not ASQA) no refunds information
5.		45% do not substantiate claims e.g. 'world class facilities'
6.		2 referred to 2020 information including Enrolment Form
7.		1 was 'Under Construction' despite registered since 2014
8.		3 RTO's registered trading name in training.gov.au with associated website, but trading name no longer in use



Your website is a powerful tool:

- Invest in its upkeep: designate an 'owner'
- Ensure all Standards and funding requirements are met through regular self-assurance auditing
- Be mindful of the various audiences including the Regulator
- Have evidence of an applicant's access to, and understanding of, the information to support an informed choice

https://www.bbc.com/news/health-51111111



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RTO quality & compliance support services, including professional development:

- Standards for RTOs (2015)
- CRICOS
- funded VET contracts

Customised business tools and professional development

Tender and application scoping and writing:

- awards
- VET funding
- project grants

RTO audit readiness, review and response professional services

COMING UP NEXT:

3.10 - 4.10PM



vision for the future

MANAGEMENT	COMPLIANCE	TRAINING & STUDENT ENGAGEMENT	DEEP DIVE	GOVERNMENT / REGULATOR
VET Reforms, COVID-19 and the Future of the RTO	Future Proofing Your RTO!	Online Delivery for English Language Teaching	Using Brain Science to Guide Education	Future Work, Future Jobs
Peter Doukas OAM	Maciek Fibrich	Dr Patrick Pheasant	Dr Dan Hill	Joshua Rayner
