

vision for the future



COMPLIANCE

I See You! Ensuring your Website Ticks the Boxes

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NATIONAL VET CONFERENCE
GOLD COAST 2021

#2021NVC

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

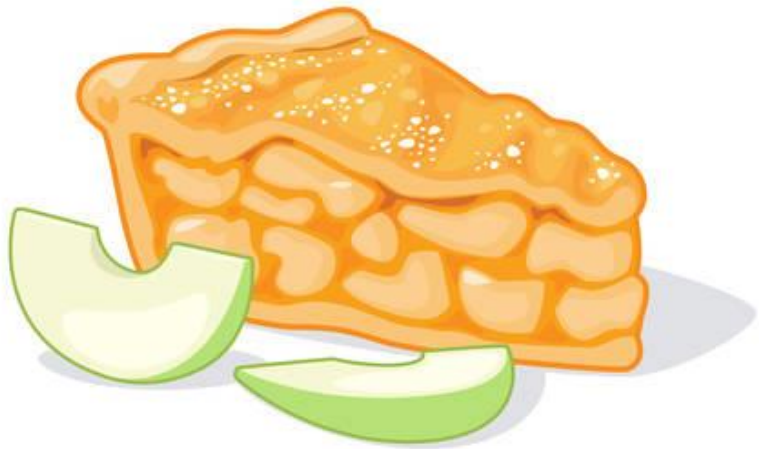
(sampled in March 2021)



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:

finances

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)





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

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



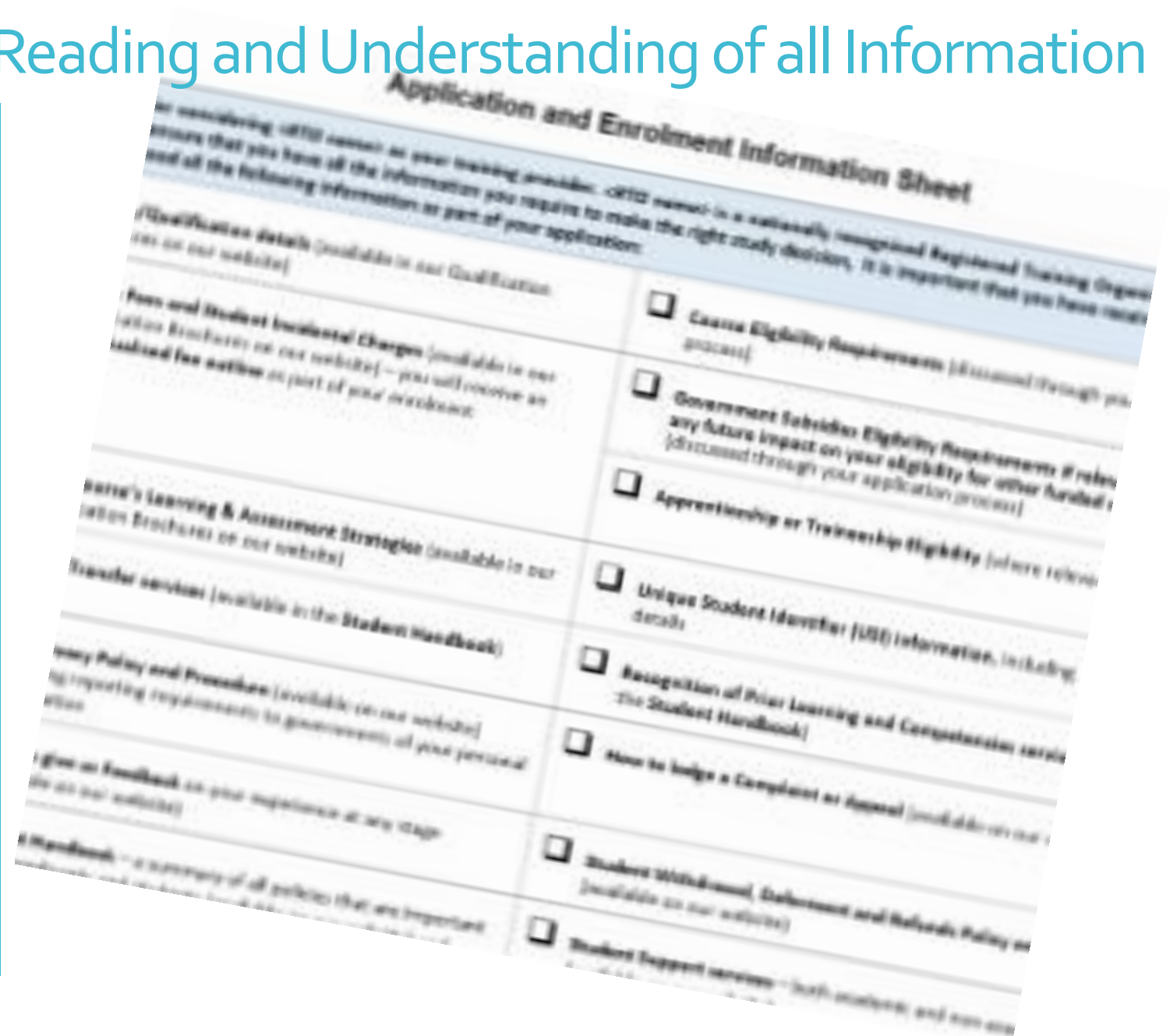
Don't Forget your Other Licences!

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



The image shows a tilted, grayscale image of a form titled "Application and Enrolment Information Sheet". The form contains several sections with checkboxes and text. The text is partially legible and includes the following items:

- Application and Enrolment Information Sheet**
- Qualification details** (available in our Qualification Brochure on our website)
- Course Eligibility Requirements** (discussed through your process)
- Government Subsidies Eligibility Requirements** (if relevant, any future impact on your eligibility for other funded courses) (discussed through your application process)
- Apprenticeship or Traineeship Eligibility** (where relevant)
- Unique Student Identifier (USI) Information**, including details
- Recognition of Prior Learning and Competency-based Learning** (The Student Handbook)
- How to lodge a Complaint or Appeal** (available in our Student Handbook)
- Student Withdrawal, Deferral and Refund Policy** (available in our website)
- Student Support services** (such as academic and non-academic support)

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 <u>not</u> 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



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RTO quality & compliance support services, including professional development:

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

Tender and application scoping and writing:

- awards
- VET funding
- project grants

Customised business tools and professional development

RTO audit readiness, review and response professional services

COMING UP **NEXT:**

3.10 - 4.10PM



vision for the future

MANAGEMENT

**VET Reforms, COVID-19
and the Future
of the RTO**

Peter Doukas OAM

COMPLIANCE

**Future Proofing
Your RTO!**

Maciek Fibrich

TRAINING & STUDENT ENGAGEMENT

**Online Delivery for
English Language
Teaching**

Dr Patrick Pheasant

DEEP DIVE

**Using Brain Science to
Guide Education**

Dr Dan Hill

GOVERNMENT / REGULATOR

**Future Work,
Future Jobs**

Joshua Rayner