Marketing and regulation:
An update on regulatory impacts to marketing of RMIT programs and services

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## Registration, Regulation and the Regulators

<table>
<thead>
<tr>
<th>RMIT’s registration</th>
<th>Education and Training</th>
<th>Regulation</th>
<th>Regulator</th>
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</thead>
<tbody>
<tr>
<td>Registered Training Organisation (RTO)</td>
<td>Vocational Education</td>
<td>Standards for RTOs 2015</td>
<td>Australian Skills Quality Authority</td>
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<tr>
<td>RMIT Code: 3046</td>
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<tr>
<td>Australian University</td>
<td>Higher Education</td>
<td>Higher Education Standards Framework</td>
<td>Tertiary Education Quality and Standards Agency (TEQSA)</td>
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<tr>
<td>CRICOS Provider</td>
<td>Approval to recruit and deliver registered programs to international student visa holders</td>
<td>ESOS National Code</td>
<td>TEQSA</td>
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<tr>
<td>RMIT Provider number: 00122A</td>
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<tr>
<td>RMIT Training Provider Number: 01912G</td>
<td>Includes English and Foundation Studies</td>
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<td>Senior Secondary provider</td>
<td>VCE</td>
<td>(Education and Training Reform Act 2006) and ESOS National Code</td>
<td>Victorian Registration and qualifications Authority (VRQA)</td>
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Marketing and regulation: the risks

- Sector reputation
- Institutional reputation
- Informed choice for prospective and current students
- Transparency of fees and charges
- Alignment with visa requirements for international students studying in Australia
- Clear expectations of study outcomes and service provision.
Standards for RTOs 2015

• RMIT has applied for renewal of registration as an RTO.

• RMIT must comply with the new standards from 1 April 2015.

• ASQA will audit against the new standards.

• Specific requirements for learner and client information – Standards 4 and 5.
  – Standards require alignment between advertising & marketing material, and student information pre-enrolment/ on commencement to demonstrate factual accuracy.
ESOS National Code Standards

- RMIT will be applying for renewal of CRICOS registration in September
- Specific requirements for marketing, information practices, and student engagement before enrolment are in Standards 1 and 2

**Principles**

- Name and Provider CRICOS Code on **all** material used to market the provider and its courses
- Professional and ethical
- Must not actively recruit students who have not completed 6 months of principal program at another provider
Specific requirements

Provider Code
- RTO Code: 3046
- CRICOS Provider Code: 00122A; 01912G

Scope of Registration
- Only programs on RMIT’s national scope of registration (training.gov.au)
- Only CRICOS registered programs (cricos.deewr.gov.au)

Third Parties
- Identify third parties providing training and assessment on behalf of RMIT; or if RMIT is delivering on behalf of another RTO
- Details arrangements with another registered provider, person or business to provide the program or part of the program
# Accurate and Accessible Information

<table>
<thead>
<tr>
<th>Standards 4 &amp; 5 (RTO Standards)</th>
<th>Standard 1 &amp; 2 (National Code)</th>
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<tbody>
<tr>
<td>Must have program title and national code as per training.gov.au</td>
<td>Not obligated to publish the CRICOS program code. Program title must be consistent with register</td>
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<td>Duration, campus location/s and mode/s of delivery of training and assessment</td>
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<td>Entry requirements are clear and accurate</td>
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<td>Accurately represents services and facilities</td>
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<tr>
<td>Accurate fee information including available financial support and government funding subsidies</td>
<td>Indicative course-related fees and advice on the potential for fees to change during the student’s program</td>
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<tr>
<td>Makes no guarantees that students will successfully complete a program; or obtain a particular employment outcome unless this is in RMIT’s control.</td>
<td>Does not misrepresent employment outcomes, progression into another program, or possible migration outcomes</td>
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<tr>
<td>Includes accurate information of any licensed or regulated outcomes (e.g. industry licenses, professional accreditations)</td>
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</tr>
<tr>
<td>Only refers to persons or organisations with their consent (overlap with privacy/ contract terms of third parties)</td>
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What is considered marketing material by regulators?

- RMIT web presence
- Social media
- Printed materials (marketing guides and brochures)
- Banners and flyers
- Video and Audio media
Current Activity – audit preparation

• Transition plan
• RTO renewal project team supporting audit preparations
• Communications between Global Quality and marketing teams – central, College and International, to embed requirements in 2016 marketing collateral & RMIT webpage
• Mock audit – 12 & 13 March (high risk VE programs approx. 12).
• TEQSA renewal project includes CRICOS
Contact Us

http://www1.rmit.edu.au/qcu