



FOR AUSTRALIAN RTOs / 2026 EDITION

The Complete RTO Marketing Checklist

27 Checks That Fix Both
Compliance Risk and Lost Enquiries



Built for the **Standards for RTOs 2025** (effective 1 July 2025).
Combines the **Information and Transparency Practice Guide** with conversion engineering.

SECTION 1

12 COMPLIANCE CHECKS

Pass ASQA before you publish.
Practice Guide rules, prohibited
phrases, NRT logo, third-party
arrangements, consent.

SECTION 2

10 CONVERSION CHECKS

Turn compliant pages into student
enquiries. Pricing visibility, trust signals,
mobile-first forms, long-tail SEO.

SECTION 3

5 MAINTENANCE CHECKS

Keep marketing compliant over time.
Quarterly review, materials register,
ASQA subscriptions, partner audits.

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Last Updated: May 2026
Standards for RTOs 2025
Effective 1 July 2025

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27 TOTAL CHECKS	83% RTO SITES WITH BREACHES	37% FAILED ASSESSMENTS Q1 25-26	1 Jul 2025 STANDARDS EFFECTIVE
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How to Use This Checklist

Most "RTO marketing checklists" online are either pure compliance documents written by consultants who do not understand conversion, or pure marketing tactics from agencies who do not understand the 2025 Standards. Neither works alone. This checklist combines both.

S1

Compliance Checks (Items 1-12)

Come directly from the Information and Transparency Practice Guide and the Australian Consumer Law. Get any wrong and you face a "Does Not Meet Requirements" finding at your next ASQA performance assessment.

S2

Conversion Checks (Items 13-22)

What turns a compliant course page into an enrolment-generating asset. Compliance keeps you safe. Conversion grows your RTO.

S3

Maintenance Checks (Items 23-27)

The 2025 Standards expect ongoing self-assurance, not one-off audits. These five items are the system that keeps your marketing accurate as training products, funding rules, and your scope change.

QUICK START

Run a free RTO Scanner audit at rtoscanner.ehtishamsaeed.com first. The scanner automates checks 1-9 across 75+ prohibited phrases, validates your RTO code against training.gov.au, and produces a scored PDF report in under five minutes. Free, no signup. Use this checklist for the manual checks the scanner cannot fully verify.

USING THE CHECKBOXES

Each check has a tick box on the right. Work through each item. Tick when complete. Document each completed check in your marketing materials register with date, reviewer name, and any corrective actions taken. The audit trail builds itself.

SECTION

1

12 COMPLIANCE CHECKS

PASS ASQA BEFORE YOU PUBLISH

Practice Guide alignment, prohibited phrases, third-party rules, consent records

These twelve checks come directly from the 2025 Standards for RTOs (effective 1 July 2025), the Information and Transparency Practice Guide, and the Australian Consumer Law. Get any wrong and you are looking at a non-compliance finding at your next performance assessment.

1

CHECK

Confirm Your Registration Code Appears on Every Marketing Material

Every advertisement, course page, brochure, social post, and email signature must include your RTO's registration code, or a direct link to your entry on the National Register at training.gov.au. The single most common failure in RTO Scanner audits.

ACTION: Add your RTO code to your website footer (sitewide), every course page, your email signature template, and every brochure template. Format: "RTO ID: [code]". Building it into templates makes omissions impossible.

2

CHECK

Match Every Course Title and Code Exactly to training.gov.au

Your marketing must use the exact qualification code and title as published on the National Register. "Cert 3 Aged Care" is not compliant. "CHC33021 Certificate III in Individual Support" is. Roman numerals stay as roman numerals. Capitalisation matters.

ACTION: Open training.gov.au, search each qualification on your scope, and copy the official code and title verbatim into your marketing. Build a quarterly cross-check into your maintenance cycle.

3

CHECK

Use the Nationally Recognised Training (NRT) Logo Correctly

The NRT logo can only appear on materials advertising nationally recognised training. If you offer a mix of accredited and non-accredited courses, the logo must not appear next to non-accredited offerings. ASQA also specifies minimum sizes, clear space, and approved colour variations.

ACTION: Audit every page on your website. Where the NRT logo appears, confirm the adjacent course is on your scope. Remove the logo from non-accredited materials. Request the official logo file from ASQA at NRTlogo@asqa.gov.au if needed.

4

CHECK

Eliminate Guarantee Language About Outcomes and Employment

The 2025 Standards explicitly prohibit any verbal or written guarantee that a student will obtain a particular employment outcome where that outcome is not within the RTO's control. Also prohibits guarantees of completion inconsistent with section 185 instrument requirements.

ACTION: Search your website for "guaranteed", "guarantee", "100 percent", "ensure employment", "job-ready guarantee". Remove or rewrite every instance. Replace with factual statements: "This qualification supports pathways to roles such as..."

5

CHECK

Distinguish Nationally Recognised From Non-Accredited Training

If your RTO offers anything outside its scope (short courses, professional development, in-house workshops), the marketing must clearly distinguish that training from your nationally recognised offerings. Students must not be confused about what leads to AQF certification.

ACTION: Review every page that mixes nationally recognised and non-accredited offerings. Add visual separation: different sections, different headers, explicit label on non-accredited courses: "Non-accredited short course. Does not lead to a nationally recognised qualification."

6

CHECK

Remove Any Marketing of Superseded, Removed, or Expired Training Products

You cannot enrol new students into expired training products. You also cannot continue marketing them as available. The 2025 Standards require ongoing review whenever a training product is superseded, removed, or deleted from the National Register.

ACTION: Cross-check every qualification on your website against your current scope on training.gov.au. Remove any course pages for products you can no longer enrol students into. Set up a quarterly recurring task to repeat this check.

7

CHECK

State Fees, Refunds, and Financial Support Clearly Before Enrolment

ASQA's Practice Guide is unambiguous: students must receive a full and accurate schedule of fees, including any prepaid fees, before they enrol. Government funding eligibility, VET Student Loans, and any subsidies must be clearly disclosed with their conditions.

ACTION: Every course page must show: total course fee, payment options, refund policy summary (with link to full policy), and any government funding or subsidy you offer. Do not hide pricing behind an "enquire for fees" button. Opaque pricing fails transparency AND kills conversion.

8

CHECK

Disclose LLN, Digital Literacy, and Prerequisite Requirements Pre-Enrolment

Under the 2025 Standards, RTOs must inform prospective students before enrolment about LLN, digital literacy requirements, and any prerequisites. Generic "good English skills required" does not meet the standard. Significant change from 2015 where some assessments could be done after enrolment.

ACTION: On every course page, include a clear "Entry Requirements" or "Before You Enrol" section. List specific LLN expectations, digital literacy requirements, prerequisites, and physical requirements where relevant. Visible on the public page, not buried in a PDF.

9

CHECK

Avoid Marketing Unrealistically Short Courses or "Easy RPL"

New emphasis under the 2025 Standards and an explicit 2025-26 ASQA Risk Priority. ASQA names two practices as non-compliance risks: marketing unrealistically short courses that compromise training product integrity, and marketing "easy RPL" that does not reflect genuine assessment.

ACTION: Review duration claims for every course. If you advertise a Certificate III in three weeks or RPL "in 24 hours", that is an explicit compliance risk. Rewrite duration statements to reflect genuine learning time. Rewrite RPL pages to emphasise rigorous assessment.

10

CHECK

Document Every Third-Party Marketing Arrangement

If anyone markets on your behalf (agents, lead generators, affiliate marketers, third-party RTOs), the 2025 Standards require formal written agreements. Their materials must include your registration code, must not use your branding to mislead students, and must accurately represent your services. The 30-day notification rule applies.

ACTION: List every third party connected to your marketing or recruitment. Confirm each has a current written agreement notified to ASQA via asqanet. Audit their materials the same way you audit your own.

11

CHECK

Get Documented Consent for Every Photo, Logo, and Testimonial You Use

Every named person, business, or organisation in your marketing must have given documented consent. ASQA can ask for this evidence during a performance assessment. The Australian Consumer Law section 29 also requires testimonials to be based on genuine experiences.

ACTION: For every testimonial, photo of an identifiable student, employer logo, and partner reference, store a signed consent form or written email approval. Build a media release clause into your enrolment form. Audit annually. If you cannot match a testimonial to consent, take it down immediately.

12

CHECK

Approve and Version-Control Every Marketing Material Before It Goes Live

ASQA does not formally require a marketing policy, but the Practice Guide explicitly says you should be able to demonstrate materials are quality-assured against Compliance Requirements before being distributed. Self-Assurance Question 1 tests exactly this.

ACTION: Create a simple approval workflow. Every new marketing piece reviewed against this checklist by a named person before going live. Save the approved version with date and reviewer name in your marketing materials register.

COMPLIANCE QUICK WIN

Run a free RTO Scanner audit at rtoscanner.ehtishamsaeed.com to check items 1 through 9 automatically. The tool scans 75+ ASQA-prohibited phrases, validates your RTO code against training.gov.au, and produces a scored PDF report in under five minutes. Free, no signup.

SECTION

2

10 CONVERSION CHECKS

TURN COMPLIANT PAGES INTO ENQUIRIES

Pricing visibility, trust signals, mobile-first forms, long-tail SEO, conversion tracking

Compliance keeps you safe with the regulator. Conversion grows your RTO. This is where most RTO websites fail. They pass items 1 to 12, then forget the page actually has to make someone want to enrol. The ten checks below turn a compliant page into an enrolment-generating asset.

13
CHECK**Show Price, Duration, and Start Date Above the Fold on Every Course Page**

A prospective student lands from a Google search. They have about 45 seconds. They want to know three things immediately: what does it cost, how long does it take, when does it start. If those answers are not visible without scrolling, they leave.

ACTION: Restructure every course page so price, duration, and next available start date appear in the first viewport on desktop and mobile. No "enquire for pricing". No vague "self-paced, varies". Specific numbers. Specific dates. Specific facts.

14
CHECK**Lead With Outcomes, Not Unit Codes**

Most RTO course pages open with a wall of unit codes and a description copied from the training package. Students do not read training packages. They read the page from the perspective of "will this get me a job, and what kind?"

ACTION: Open every course page with a two- or three-sentence outcome statement. Example: "This qualification prepares you for entry-level roles in residential aged care and home and community care." Then state qualification details. Then list units.

15
CHECK**Include One Genuine Trust Signal Above the Fold**

A trust signal is anything that proves your RTO is real, established, and produces actual graduates. The 2025 Standards focus on outcomes, so your marketing should reflect outcomes. Generic "industry-leading training" claims are not trust signals.

ACTION: Add one specific, verifiable trust signal to the top of every course page. Examples: "Over [X] graduates since [year]", a real student testimonial with first name and qualification, an employer partnership, completion rate data with source named. Specific beats vague every time.

16

CHECK

Make the Enrolment Form Short, Mobile-First, and Visible

Most RTO enquiry forms ask too much, too early. By the time a prospective student has typed their full name, address, USI, employment status, and emergency contact, they have abandoned the page. The first form captures the lead. Full enrolment comes after a phone conversation.

ACTION: First-stage enquiry form: name, email, phone, course interest, preferred start. That is it. Five fields maximum. Test the form on mobile. If it requires zooming or pinching, redesign it.

17

CHECK

Add Clear Funding and Subsidy Information by State

Australian RTOs are increasingly losing students to Fee-Free TAFE because students assume private RTOs are unfunded. Many private RTOs are funded through Smart and Skilled (NSW), Skills First (VIC), User Choice, Certificate 3 Guarantee (QLD), Jobs and Skills WA. But their websites do not show it.

ACTION: On every course page, add a "Funding Available" section listing the state-based programs your RTO is approved to deliver under. If you are not funded, say so transparently and explain the value of paying privately (faster start dates, smaller cohorts, different delivery modes).

18

CHECK

Use Real Photos of Your Real Training, Not Stock Imagery

Generic stock photos of smiling business people in a boardroom signal "untrustworthy training provider". Real photos of your actual training environment signal credibility. The Practice Guide explicitly names "using images of facilities or resources which do not accurately depict those used by your RTO" as a risk to mitigate.

ACTION: Take real photos of your training spaces, your trainers, your equipment, and (with documented consent) actual students. Replace stock imagery on every course page. If you only have one or two real photos, use them well rather than padding with stock.

19

CHECK

One Clear Call-to-Action Per Page, Not Five Competing Ones

Most RTO course pages have a "Download brochure" button, a "Request a callback" button, an "Apply now" button, a "Live chat" widget, and a newsletter popup all competing for attention. Decision paralysis kills conversion.

ACTION: Pick the one action you most want a prospective student to take. For most RTOs, this is "Enquire about this course" or "Book a callback". Make that button visually dominant. Remove or de-emphasise everything else. A brochure download can be secondary lower on the page.

20

CHECK

Optimise for Long-Tail Keywords Students Actually Type

"Aged care course Sydney" gets 1,200 monthly searches but is dominated by TAFE NSW. "CHC33021 evening classes Parramatta" gets 30 searches with negligible competition. A small RTO ranking for ten long-tail terms outperforms one trying to rank for two short head terms.

ACTION: For each course, list ten long-tail variations covering location, delivery mode, schedule, funding, and student type. Create dedicated landing pages or course page sections for the top three. Track rankings monthly. Build out the next three as the first ones rank.

21

CHECK

Add an FAQ Section to Every Course Page

FAQ sections do three things at once. They answer the questions prospective students ask before enrolling. They earn rich snippet placements in Google search results. They satisfy the Practice Guide expectation that students can make informed decisions before enrolling.

ACTION: Add an FAQ section to every course page with ten questions. Use actual questions your enrolment team gets, not invented ones. Include: entry requirements, RPL, funding, study load, payment plans, work placement, assessment, what happens after completion, support during study, what makes this course different. Mark up with FAQ schema.

22

CHECK

Set Up Conversion Tracking Before You Spend a Dollar on Ads

You cannot improve what you cannot measure. Most RTOs running Google Ads or Facebook Ads have no idea which keywords, ads, or landing pages produce enrolments. They have data on clicks. They have no data on enrolments.

ACTION: Install Google Tag Manager. Set up conversion tracking for: enquiry form submissions, phone calls (call tracking number), brochure downloads, and ideally actual enrolments via your student management system. Connect to Google Ads and Meta Ads platforms.

SECTION

3

5 MAINTENANCE CHECKS

KEEP YOUR MARKETING COMPLIANT OVER TIME

Quarterly reviews, materials register, ASQA notifications, partner audits

Most RTO marketing audits surface lots of issues, get fixed in a one-off project, then drift back into non-compliance over six to twelve months. The 2025 Standards explicitly expect ongoing self-assurance, not point-in-time audits. The final five items build the system that keeps your marketing accurate as training products, funding rules, and your scope change.

23
CHECK**Schedule a Full Marketing Review Every Quarter**

Annual review is no longer enough under the 2025 framework. Self-Assurance Question 5 in the Practice Guide explicitly asks how often you check materials remain accurate. Strong RTOs do quarterly full reviews plus monthly spot-checks plus weekly publication checks.

ACTION: Put a recurring quarterly task in your CEO's calendar: "Full marketing compliance review". Allocate three to four hours. Work through this checklist on a representative sample: three course pages, two ads, two recent social posts, one email template, all visible partner materials. Document findings.

24
CHECK**Maintain a Marketing Materials Register**

The Practice Guide Self-Assurance Question 2 asks how you would produce evidence of all your active marketing materials if ASQA requested them. "We could pull it together if asked" is not an answer. A register is.

ACTION: Build a simple spreadsheet listing every active marketing material: page URL, channel, last review date, reviewer, status. Update whenever something changes. Audit quarterly. If ASQA asks for your inventory tomorrow, you should be able to send it within an hour.

25
CHECK**Subscribe to ASQA and National Register Update Notifications**

Training products get superseded. Funding rules change. Practice Guides get updated. If you find out months after the change, your marketing is already non-compliant. The Practice Guide expects you to demonstrate awareness of regulatory changes affecting your marketing.

ACTION: Subscribe to ASQA email updates, training.gov.au product alerts for every qualification on your scope, and your state training authority's RTO bulletins. Assign someone to read these and flag anything affecting your marketing. Build a monthly "regulatory update" review.

26
CHECK

Review Your Conversion Metrics Monthly

Conversion drift happens slowly. A course page that converted at 8 percent last year might be converting at 3 percent this year. You will not notice unless you are watching the numbers.

ACTION: Set up a simple monthly conversion report. For each course page: traffic, enquiries, enrolments, conversion rate. Track month-on-month and year-on-year. Investigate any course page where conversion has dropped by 30 percent or more.

27
CHECK

Audit Third-Party Marketing on a Quarterly Cycle

Your brokers, agents, partner colleges, and lead generators are publishing content connected to your RTO continuously. You are responsible for everything they publish. If you check their marketing once a year, you are looking at a year of drift.

ACTION: Every quarter, pull every active partner's public-facing marketing. Their website, social profiles, current Google Ads, email campaigns where accessible. Run the same compliance checks. Document findings. Require corrective action with deadlines. Escalate where the partner does not respond.

Where to Go From Here

You now have a 27-point checklist that fixes both compliance risk and lost enquiries with the same review. Three things to do this week.

1

Run your free RTO Scanner audit

Automates the heavy-lifting checks in Section 1 — prohibited phrases, RTO code visibility, training product accuracy, NRT logo issues. Scored PDF in under five minutes. Free, no signup. The output tells you which of the 27 checks need immediate attention.

rtoscanner.ehtishamsaeed.com

2

Work through Section 1 manually for items the scanner cannot verify

Third-party arrangements, consent records, fee disclosure clarity. Document findings against each check with date and reviewer.

3

Build the quarterly cycle from Section 3 into your operations now

Calendar invite. Named reviewer. Marketing materials register. ASQA update subscriptions. The cycle is the difference between a one-off audit and ongoing self-assurance.

FURTHER READING

The complete compliance pillar	ehtishamsaeed.com/rto-marketing-compliance
The Practice Guide explained	ehtishamsaeed.com/information-and-transparency-practice-guide
Prohibited phrases (full 75+ list)	ehtishamsaeed.com/rto-marketing-prohibited-phrases
Third-party arrangements 2025	ehtishamsaeed.com/rto-third-party-marketing-arrangements
Free RTO Scanner audit	rtoscanner.ehtishamsaeed.com

Need help applying this checklist to your RTO?

The RTO marketing strategy service applies this checklist to your specific RTO, fixes the compliance items, rebuilds course pages for conversion, and installs the quarterly maintenance system. Compliance is the foundation. Conversion is the structure. The checklist holds them together.

ehtishamsaeed.com/contact