



Coast Wide

Training Solutions

**Web and Digital
Solutions**

V1.0

Disclaimer

This guide contains information that is correct at the time of printing. Changes to legislation and/or products and services may impact on the currency of information included.

Coast Wide Training Solutions reserves the right to vary and update information without notice. Readers are advised to seek any changed information and/or updates.

This guide has been prepared as a resource to assist clients in understanding the products and services offered by Coast Wide Training Solutions.

In taking up any of these products or services, your privacy and intellectual property is taken seriously. You will be asked to sign a confidentiality agreement that will ensure your internal documentation stay that way.

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Version Control

Version	Date	Details of Changes
1	04/10/2024	Initial Publication

About Us

Welcome to [Coast Wide Training Solutions](#), where our team of seasoned VET compliance and RTO administration experts brings over 70 years of collective experience to the forefront of educational excellence.

Our mission is to elevate the standards and outcomes of Registered Training Organisations through comprehensive compliance support, quality management, and innovative business solutions.

Our diverse team consists of dedicated professionals, each bringing a wealth of knowledge from various sectors within the learning and development landscape. From spearheading small community initiatives to steering large governmental projects, our roles have spanned facilitators, resource developers, compliance managers, auditors, and RTO managers.

We are not only defined by our experience but also by our dedication to lifelong learning and our unwavering commitment to the core values that drive our service:

- **Excellence:** We strive for superior outcomes, ensuring our clients receive nothing but the highest quality support.
- **Integrity:** Our actions are guided by the principle of doing what's right, maintaining ethical standards at all times.
- **Teamwork:** Collaboration is at our core, fostering strong partnerships with our clients to achieve common goals.
- **Communication:** We believe in open and clear communication, building trust and understanding to form lasting relationships.

At [CWTS](#), we are not just consultants; we are partners in your journey towards regulatory excellence and educational success.



Coast Wide Training Solutions

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Web and Digital Solutions

At Coast Wide Training Solutions (CWTS), we recognise that maintaining an RTO's online presence and digital resources is crucial to success in the Vocational Education and Training (VET) sector. Our comprehensive range of web and digital services is designed not only to help RTOs build, manage, and enhance their online presence but also to ensure that all information provided is accurate, accessible, and compliant with RTO compliance requirements. We prioritise clarity and accuracy in all digital content, ensuring your students receive reliable information about training products, enrolment processes, and their obligations.

"Optimise your online presence and ensure compliance – leave the digital details to us!"

At Coast Wide Training Solutions (CWTS), we understand that every RTO has unique needs when it comes to their digital presence. We tailor our services to your specific project requirements, ensuring you only pay for what you need. Whether you're starting fresh with a new website or looking to enhance your existing digital resources, we provide fully customisable solutions.

Custom Quotes for Every Project

At CWTS, we offer a flexible approach to delivering web and digital services that are customised for your RTO's needs. Whether it's website development, SEO optimisation, or eLearning creation, you pay only for the specific services you require—no retainers, no rolling hours, just straightforward project work tailored to you.

- ✓ **Personalised Web Solutions:** Each project is designed based on your requirements, ensuring you get exactly what you need, when you need it.
- ✓ **Expert Consultation:** Ongoing consultation with our web and digital experts ensures your project stays on track and meets your goals.
- ✓ **Full Transparency:** You receive a clear, custom quote before work begins, and we ensure ongoing communication throughout the project's life.

Contact us today to discuss your project and receive a custom quote tailored to your RTO's needs.



Web & Digital Solutions

Web and Digital Solutions

Coast Wide Training Solutions is equipped to provide the following services:

- ★ **Website Creation and Management:** Comprehensive website development and ongoing management services tailored to RTO needs.
 - **New Website Builds:**
 - Custom-built websites with a variety of **templates** to choose from, ensuring a professional and user-friendly design.
 - **Hosting services** (via Wix or another platform) to ensure secure, high-performance websites.
 - **URL Establishment:** Setting up a professional domain to align with your RTO branding.
 - Full transfer of website management control with training for internal teams after the initial setup phase.
 - **Social Media Setup and Management:**
 - Establishing and managing social media accounts, with an optional service of creating **regular posts** for ongoing social engagement (available for new RTO build clients).
 - **Ongoing Website Support:**
 - **Monthly Check-ins:** Regular site reviews to ensure everything is running smoothly and updates are applied.
 - Optional **email campaigns** support (requires a marketing plan – can be developed by CWTS).
 - **Existing Website Management:**
 - **SEO Optimisation:** Improving website search rankings through keyword optimisation, metadata adjustments, and content refinement.
 - **Usability and Searchability Enhancements:** Ensuring your website is user-friendly and easy to navigate for both staff and students.
 - **Shop Item Management:** Assistance with managing online sales for courses or products.
 - **Online Enrolments:** Integration of enrolment systems and linking them to your Student Management System (SMS) for seamless operations.
 - **Workflows and Automation:** Setting up automated processes and workflows to streamline your operations.

★ Digital Design and Branding:

- **Logo Creation:** Offering 2-3 variations of your new logo, including opposing colour schemes and formats.
- **Branding and Style Guide Design:** Development of a comprehensive branding guide, including logos, fonts, and colour palettes for consistency.
- **Document Design:** Custom document headers, footers, and cover pages for major documents like reports and training manuals.
- **Marketing Materials:**
 - Development of high-quality **brochures, course guides, and student handbooks** to support your marketing and recruitment efforts.

★ eLearning Development and Digitisation:

- **Digitisation of Existing Materials:** Convert your current training content into engaging eLearning modules.
- **Learning Management System (LMS) Development:** Integration and development of training content within your existing LMS.
- **SCORM Creation:** Development of SCORM-compliant content, ensuring compatibility with various learning platforms.

Since maintaining an RTO's online presence is closely tied to ensuring compliance and operational efficiency, we recommend aligning this service with our RTO Administration and Compliance Support Packages.

Flexible and Transparent Billing

At [CWTS](#), we apply the same commitment to flexibility and transparency in our Web and Digital Solutions as we do for all our services. Our goal is to provide RTOs with cost-effective website creation and management services, ensuring you get the best value for your investment:

Tracking Time

We use a detailed timesheet booking system to track all hours spent on your website project. After the initial retainer is paid, you're billed only for the time and work completed within the contracted hours. This ensures full transparency and no hidden fees or unexpected charges.

Only Pay for What You Use

If your package includes 20 hours of website work per month but only 15 hours are used in a given month, you will only be invoiced for those 15 hours. You're never billed for more than what you actually use, offering complete flexibility in managing your costs.

Service Flexibility

Our web services are tailored to your RTO's needs. Whether it's a new website build, ongoing website management, or specialised services like SEO optimisation, we adapt to your requirements. During busier times, we're ready to ramp up our work to meet demand, and during slower periods, we scale down—keeping your expenses aligned with your workload.

No Surprises

If we anticipate that the web development or management services may exceed your budgeted hours, we will always consult with you beforehand. This ensures there are no surprises when it comes to billing. We work with you to prioritise tasks based on your goals and available budget.

Contact us for a detailed quote

Coast Wide can help you!

These products and services provide you with the support you need to achieve and maintain RTO registration and compliance with the Standards, as well as to improve the overall services of your organisation.

Let's grow your RTO together!

To discuss one or more of these products and services, or to obtain a quote, please contact:



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