



RedHill Education diversifies revenue stream and moves into online non-accredited short courses

The Challenge

RedHill's mission is to provide students with innovative courses, great learning experiences, and industry-aligned educational outcomes. To further support this mission, **RedHill Education** wanted to extend its offering through online non-accredited short courses.

RedHill needed a turnkey solution that enabled a seamless enrolment process, a learning experience designed for adult learners with a focus on fostering a community of practice; as well as enabling them to reach a global marketplace. They were also keen to partner with an organisation that was experienced in designing and delivering engaging non-accredited courses.

The Solution

RedHill launched its online offering, AIT Online, bringing together a range of quality courses from a group of specialist colleges and brands, each with established expertise and experience in delivering high quality education. Through AIT Online, **RedHill** was able to:

- Build an **additional income stream** and increase enrolments through short courses
- Access new audiences via the **OpenLearning global marketplace**, extending its reach to international students offshore as well as domestic lifelong learners.
- Leverage OpenLearning's **learning design expertise** to build exceptional short courses based on research-backed, student-centered, project-based learning approach

REDHILL EDUCATION

Australia

<https://aitopen.online>

RedHill Education Limited (RedHill) was founded in 2006, and listed with the Australian Securities Exchange in 2010. RedHill delivers vocational and higher education courses to over 4,000 domestic and international students each year.

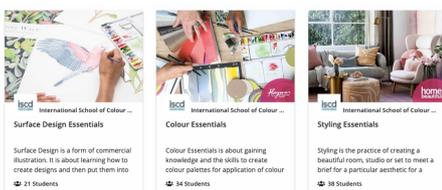
Solution

- ✓ Portal subscription

Results

- ✓ New revenue stream
- ✓ Access to new learners
- ✓ Supported with learning design services

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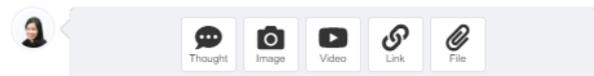


Since launching its first three Design courses, **RedHill** has been able to deliver online education to a range of corporate and public learners globally.



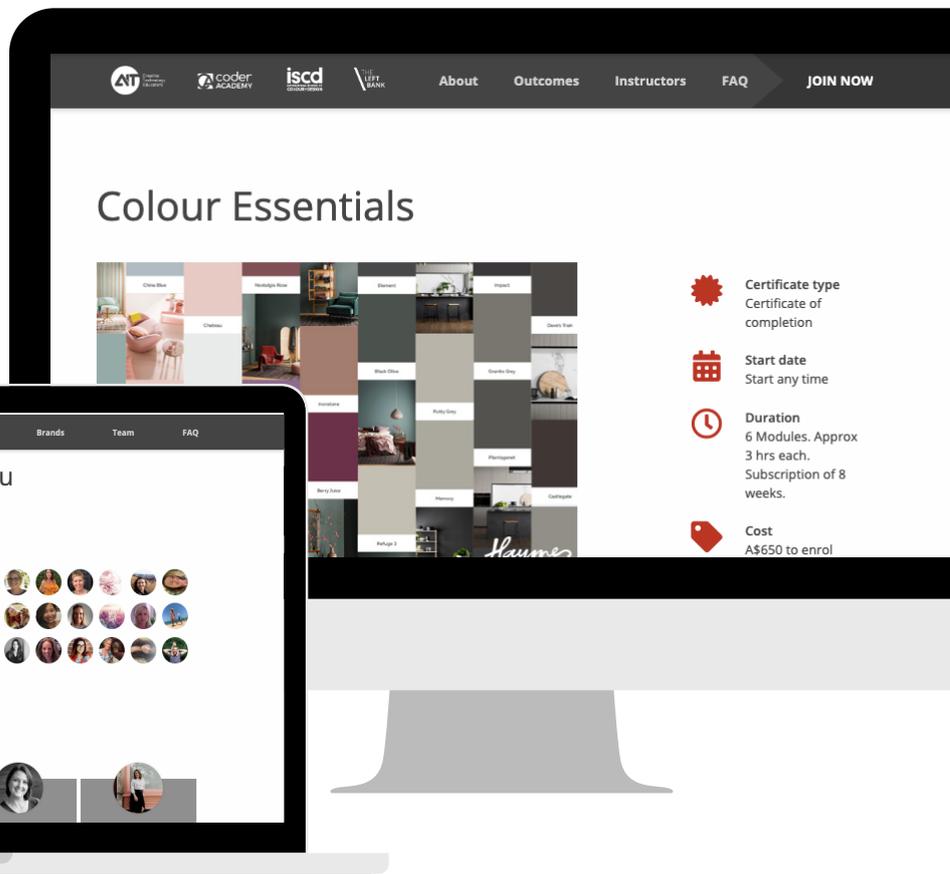
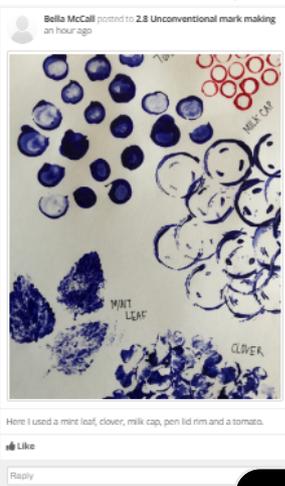
“OpenLearning has presented us with solutions to our problems and answers to our questions, all with a smile. Working with OpenLearning is enjoyable and rewarding, and has allowed us to launch some new courses that we otherwise wouldn’t have. They have allowed us to learn new ways of building courses as well as provide enhanced understanding of online learning principles.”

Eve Ollerenshaw, Group Accreditation & Compliance Manager, RedHill Education



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Moving Forward

Realising the possibilities of scalable and on-demand professional development nationwide:

RedHill is continuing to expand its course offering to meet the needs of today’s lifelong learners.



Discover what you can achieve with OpenLearning.

Contact us at hello@openlearning.com