

Wyndham Community and Education Centre Inc Policy and Procedure

Policy name	Marketing, Advertising and Promotions Policy and Procedure
Responsible person	Marketing & Promotions Team, Management Team, Board President
Staff involved	Coordinators
Review dates	2017
Related documents	<u>Policies:</u> Access & Equity Policy and Procedure, Social Media Policy and Procedure, Version Control Policy and Procedure; Concessions, Fees, Charges Policy and Procedure <u>Other:</u> Term Brochure, Course flyers Marketing/Advertising Release Form – Individual Persons/ Organisations, Staff Code of Conduct, Nationally Recognised Training Logo & specifications, Business Plan 2015-2019, Marketing Plan 2016, Condition 8 of AQTF Essential Conditions and Standards for Continuing Registration

Policy Context

The rationale for this policy is to ensure a consistent approach to the marketing and promotion of the Wyndham Community and Education Centre Inc. (Wyndham CEC) across all service units.

Policy

This policy will ensure processes associated with the marketing and promotion of products and services of Wyndham CEC are carried out with integrity and accuracy to all existing and potential clients and students.

Wyndham CEC will ensure that its marketing and advertising of AQF qualifications to prospective students is ethical, accurate and consistent with its scope of registration.

Wyndham CEC will also ensure that there is clear advertising between accredited courses and pre-accredited pathways courses and transparent details about fees and charges.

The marketing and promotion of Wyndham CEC occurs in several ways and includes both soft and hard copy media as well as social media.

Marketing also occurs through general networking. Wyndham CEC will ensure that materials, representations, products and services promoted through these means, are consistent with the ability of the business, including its scope of registration and scale of

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Wyndham Community and Education Centre Inc Policy and Procedure

operation, to meet the required standard expected of the business and by the client or student.

Procedures

If promotional material uses the Nationally Recognised Training logo, Wyndham CEC will use it in accordance with the guidelines for use.

This applies to the use of logos acknowledging government departments and / or funding bodies.

Wyndham CEC will not use the Victorian Government logo on promotional materials without written approval.

All staff are required to discuss any proposed marketing activities with their immediate Coordinator or Manager prior to any promotion being commenced.

Permission to use the Wyndham CEC logo must be obtained from the CEO or a Service Unit Manager. Final approval of all marketing, advertising and promotional materials must be obtained before any such item is distributed or used.

All marketing, advertising and promotional materials produced must comply with any relevant legislation or compliance requirements, including minimum performance standards set by funding bodies.

The CEO, President of the Board or delegated Manager has the authority to approve a formal Media Release regarding the Centre's initiatives, services and programs.

Use of another organisation's name or logo in Wyndham CEC marketing, advertising or promotional materials must be approved by that organisation. Likewise, use of Wyndham CEC's name or logo on another organisation's promotional material must be approved by the CEO or relevant Manager prior to distribution of the material. Copies of relevant documentation/ permissions will be held in a marketing file.

The Marketing & Promotions Team in collaboration with the Management Team has oversight of all marketing and promotional materials and will review these items regularly.

The Marketing & Promotions Team will meet regularly and will update the marketing Plan annually.

Changes to marketing, promotional and advertising materials must be approved through the management team.

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Wyndham Community and Education Centre Inc Policy and Procedure

Training Services Managers are responsible for accurate marketing and advertising materials related to programs delivered within the Training Services Unit and for their dissemination. Accurate version control information must be maintained.

The Community Strengthening Manager, in collaboration with the Settlement and Saffron Coordinators is responsible for the accuracy and dissemination of marketing and advertising materials related to programs delivered within the Community Strengthening Services Unit. This includes ensuring accurate version control information.

The Business Services Manager is responsible for ensuring all business services staff have and distribute only current versions of all marketing, advertising and promotional materials including hard and soft copy materials.

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