

Wyndham Community and Education Centre Inc Policy and Procedure

Policy name	Marketing and Promotions Policy and Procedure
Responsible person	Marketing & Technology Coordinator, RTO Manager, Senior Management Team
Staff involved	Managers & Coordinators
Review dates	2020
Related documents	<p>Legislation: Competition and Consumer Law Act 2010 (Cth)</p> <p>Policies: Access & Equity Policy and Procedure, Social Media Policy and Procedure, Version Control Policy and Procedure; Concessions, Fees, Charges Policy and Procedure</p> <p>Other: 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 2018, Condition 8 of AQTF Essential Conditions and Standards for Continuing Registration</p>

Policy Context

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

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.

Wyndham CEC will ensure that its marketing and promotion of AQF qualifications to prospective students is ethical, accurate and consistent with its scope of registration. All marketing and promotion related to accredited training must include the correct course name and course code as specified on training.gov.au. As an organisation with a Standard VET Funding Contract – Skills First Program, Wyndham CEC complies with Australian Consumer Law as set out in Schedule 2 of the Competition and Consumer Act 2010 (Cth).

Wyndham CEC will also ensure that there is a clear distinction in marketing between accredited courses and pre-accredited pathways courses including transparent details about fees and charges.

This document was reviewed and accepted by the Board of Governance of the Wyndham Community and Education Centre Inc on 13/09/19 and supersedes all previous versions.

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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. Program managers and coordinators will ensure that materials, representations, products and services promoted through these means, are consistent in quality and includes accurate information to meet the required standards expected of the business and by clients and students.

Procedures

Wyndham CEC will use logos acknowledging government departments and / or funding bodies only when required to do so and will follow style guides provided by the relevant department.

Wyndham CEC will not use the Victorian Government logo on promotional materials without written approval or unless part of a funding agreement.

Wyndham CEC will not use the Nationally Recognised Training logo.

All accredited Training Services marketing materials must include Wyndham CEC's TOid.

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

Permission to use the Wyndham CEC logo must be obtained from the CEO / COO. Final approval of all marketing and promotional materials must be obtained before any such item is distributed or used. (See steps on page 3)

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

Only the CEO and/or COO, has the authority to approve a formal Media Release regarding Wyndham CEC's initiatives, services and/or programs.

Use of another organisation's name or logo in Wyndham CEC marketing, 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 COO prior to distribution of the material. Copies of relevant documentation/permissions will be held in a marketing file.

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

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The COO will meet regularly with the Marketing & Technology Coordinator and will update the Marketing Plan annually.

Changes to marketing and promotional materials must be approved through the senior management team (CEO, COO, CFO).

Training Services Managers are responsible for accurate marketing and promotional 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 Coordinator, is responsible for the accuracy and dissemination of marketing and promotional materials related to programs delivered within the Community Strengthening Services Unit. This includes ensuring accurate version control information.

The Projects Manager is responsible for the accuracy and dissemination of marketing and promotional materials related to the relevant projects assigned to this role. This includes ensuring accurate version control information.

The Business Services Manager is responsible for the accuracy and dissemination of marketing and promotional materials related to Saffron Kitchen. 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 and promotional materials including hard and soft copy materials.

Steps for seeking approval

- Managers and Coordinators (as relevant) discuss and review marketing and promotional materials
- Manager and Coordinator meets with the COO to pitch idea
- COO takes proposal to next Senior Management meeting
- Senior Management discuss the proposal and authorise/suggest changes
- COO takes decision back to Manager/Coordinator with advice for implementation/change
- Repeat above steps as required