

Wyndham Community and Education Centre Inc Policy and Procedure

Policy name	Marketing and Promotions Policy and Procedure
Responsible person	Senior Management Team
Staff involved	Managers & Coordinators
Review dates	2024

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 service units, whilst meeting regulatory requirements.

Policy

1. General introduction

This policy will ensure processes associated with the marketing and promotion of programs, services and products of Wyndham CEC are carried out with integrity and accuracy.

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

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.

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

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

2. Logo Usage & Style Guides

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. When seeking authorisation for usage, Wyndham CEC staff must follow the government department / funding bodies procedures.

Wyndham Community and Education Centre Inc

Policy and Procedure

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

Permission to use the Wyndham CEC logo must be obtained from a member of the Senior Management Team (SMT) which includes the CEO, CFO, the Director of Education and the Director of Community Services.

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 a member of the SMT prior to distribution of the material. Copies of relevant documentation/ permissions will be held in a marketing file.

Logos should never be distorted or used outside of specification; please see the appropriate style guide or logo usage guidelines for details regarding the logo you are planning to use.

3. Marketing Content Quality Control

Marketing content plays a critical role in how Wyndham CEC is perceived by the general public and stakeholders, as such the following should be followed when producing marketing content:

- draft work should be proofread by the producing staff member's coordinator or manager for spelling and grammatical errors;
- design quality and layout should be evaluated during the proofreading stage;
- design work should be consistent with the program being marketed, where possible a professional graphic designer should be consulted;
- purpose of the marketing content should be taken into consideration during the design process; as an example, print work has different specifications to social media or web work;
- large print runs should be facilitated via a professional printing service, the chosen service should be consulted on specification before design work commences;
- where applicable, program funded marketing guidelines must be followed;
- design work must be submitted to the appropriate funding body for approval where this is a requirement of ongoing funding;
- copyright laws must be followed during the design process; see Copyright Policy & Procedure

4. Marketing of AQF Qualifications

As a Registered Training Organisation, Wyndham CEC will ensure that its marketing and promotion of AQF qualifications to prospective students is ethical, accurate and consistent

This document was reviewed and accepted by the Board of Governance of the Wyndham Community and Education Centre Inc on 6/10/2023 and supersedes all previous versions.

Version: 2023v1

Document number: 384

Page 2 of 4

G:\Policies\Record management\Marketing & Promotions\Marketing and Promotions PP 2023v1.docx

Wyndham Community and Education Centre Inc

Policy and Procedure

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.

All accredited Training Services marketing materials must include Wyndham CEC's training organisation identification number (TOID) - 4179.

Wyndham CEC will not use the Nationally Recognised Training logo.

5. Media Release

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

6. Planning, creating and updating marketing materials

The IT & Creative Design Manager in collaboration with the SMT has oversight of all marketing and promotional materials and will review these items regularly.

As members of the SMT, the Director of Education and the Director of Community Services will meet quarterly with the IT & Creative Design Manager.

The Director of Education will update the Marketing Plan annually.

Changes to marketing and promotional materials must be approved through a member of the SMT.

Service Unit Managers (Training Services, Community Services, Junubi Wyndham and Business Services) are responsible for accurate marketing and promotional materials related to programs delivered within their service unit and for their dissemination. Accurate version control information must be maintained.

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.

Final approval of all marketing and promotional materials must be obtained from a member of the SMT before any such item is distributed or used. (See Procedure section - Steps for seeking approval)

Wyndham Community and Education Centre Inc

Policy and Procedure

7. Marketing / Promotion Release Forms

Marketing / Promotion Release Forms must be filled, signed, and dated by clients participating in marketing related activities. This includes any events or activities where photos are taken by a Wyndham CEC staff member and subsequently used for marketing purposes. Completed release forms will be held in a file maintained by the Executive Assistant of the SMT, a copy of the completed form should be supplied to the client for their records.

In the instance where a Marketing / Promotion Release Form has not been signed by all media participants these photos are not to be used for any marketing purpose.

Procedures

Steps for seeking approval for creating marketing materials

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

Related Documents

Legislation: Competition and Consumer Law Act 2010 (Cth)

Policies: Access & Equity Policy and Procedure, Social Media Policy and Procedure, Version Control Policy and Procedure; Concessions, Fees, Charges Policy and Procedure, Copyright Policy & Procedure

Other: Term Brochure, Program fliers, Marketing - Promotion Release Form – for Special Projects, Marketing - Promotion Release Form – Individual persons, Staff Code of Conduct, Nationally Recognised Training Logo & specifications, Business Plan 2022-2026, Marketing Plan 2023, Condition 8 of AQTF Essential Conditions and Standards for Continuing Registration