

Wyndham Community and Education Centre Inc Policy and Procedure

Policy name	Marketing and Promotions Policy and Procedure
Responsible person	IT & Creative Design Manager, RTO Manager, Senior Management Team
Staff involved	Managers & Coordinators
Review dates	2021
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 2018-2022, Marketing Plan 2020, 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.

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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 and other internet based.

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.

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.

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.

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 Procedure section Steps for seeking approval)

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.

Media Release

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

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Updating Marketing Material

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

The COO will meet regularly with the IT & Creative Design Manager 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.

Marketing / Promotion Release Forms

Marketing / Promotion Release Forms must be filled, signed, and dated by Wyndham CEC clients participating in marketing related activities at the centre this includes any non-marketing activities where photos are taken. Completed release forms will be held on file by senior management, 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 photo participants these photos are not to be used for any marketing purpose.

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Procedures

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