

 Wingate Avenue Community Centre	Title:	
	MARKETING & ADVERTISING POLICY & PROCEDURE	
	Version: 1.2	Approved: February 2015 Committee of Management
Administered: Manager Operations	Next Review: February 2017	

Background

This policy will ensure processes associated with the marketing and promotion of products and services of Wingate Avenue Community Centre (WACC) are carried out with integrity and accuracy to all existing and potential clients and students.

Policy

WACC will ensure that its marketing and advertising of all courses, programs and qualifications to prospective students is ethical, accurate and consistent with its scope of registration. It will also ensure that there is clear advertising between accredited courses and pre-accredited pathway courses and transparent details about fees and charges.

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 WACC logo must be obtained from a Manager prior to use. Final approval of all marketing, advertising and promotional materials must be obtained from a Manager before any such item is distributed or used. Marketing material that refers to other persons/organisations must be approved by the person/organisation responsible for the program.

All marketing, advertising and promotional materials produced must comply with any relevant legislation or compliance requirements, including minimum performance standards set by funding bodies in service delivery contracts. Accredited courses and qualifications advertised by WACC must be on the scope of registration at time of advertising. The qualification code and Nationally Recognised Training (NRT) logo must be displayed when advertising accredited courses in accordance with the guidelines for use. The use of logos acknowledging government departments and / or funding bodies must be used as per guidelines set by funding bodies in service delivery contracts.

The Operations Manager has oversight of all marketing and promotional materials and will review these items regularly. Changes to marketing, promotional and advertising materials must be approved by a Manager.

Procedure

The Operations Manager is responsible for ensuring all services offered at WACC reach stakeholders and target markets. The management team is responsible for ensuring branding remains current and is used consistently across the organisation. All material must comply with relevant legislation.

All marketing and advertising material for accredited courses must be approved by the Further Education and Compliance Manager for accuracy and consistency and for use of required logos prior to use.

The ACFE coordinator with the support of the Operations Manager is responsible for ensuring advertising is designed, printed and distributed to stakeholders twice a year to promote all services offered at WACC. This will be achieved through letterboxing, mail-outs and use of public and community notice boards. The advertising will be displayed on the WACC website and will be posted on social media channels. All advertising and promotion material must follow guidelines set in the WACC style guide and must meet the requirements set out in individual service delivery contracts. The Operations Manager must approve the advertising before print and distribution.

Coordinators and Managers with the support of the Operations Manager are responsible for designing and distributing individual flyers to market courses, programs and qualifications as required. All advertising and promotion material must follow guidelines set in the WACC style guide and must meet the requirements set out in individual service delivery contracts. All promotional material must be approved by a Manger prior to use. Managers and Coordinators with the support of the Operations Manager are responsible for ensuring hard copy materials are distributed to all relevant agencies, individuals and networks.

The Operations Manager is responsible for all advertisements in local media such as newspapers and newsletters. The Operations Manager is responsible for ensuring the WACC website and social media channels are updated frequently to ensure up to date communication with stakeholders.

Review of advertising and marketing material

Marketing and advertising materials will be reviewed for accuracy and relevance in reaching target markets at regular intervals depending on program needs and developments.

Related Documents

Appendices:

1. Permission to Use Photo Form
2. Group Permission to Use Photo Form
3. WACC style guide
4. Social Media Policy

Adopted by Committee of Management on (date) 9/2/15

Signed by Chairperson Renee JHancock

