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| COMMUNITY CENTRE | |  |
| Marketing, Advertising and Promotion Policy | | |
| Version: 2 | Approved: 24 June 2023 | |
| Administered: General Manager | Next Review: July 2025 | |

Policy

This purpose of this Policy is to ensure the processes associated with the marketing and promotion of products and services of Wingate Avenue Community Centre (Wingate Ave CC) are carried out with integrity and accuracy to all existing and potential clients and students.

Scope

This Policy applies to all services provided by the Wingate Avenue Community Centre (Wingate Ave CC).

Principles

To achieve Wingate Ave CC's aim of providing excellent, community focussed management of its services, including RTO services, the following principles apply:

1. Marketing and advertising of all courses, programs and qualifications to prospective students is ethical, accurate and consistent with its scope of registration.
2. Clear advertising between accredited courses and pre-accredited pathway courses is provided.
3. Transparent details about fees and charges are provided.
4. Permission to use the Wingate Ave CC logo must be obtained from the General Manager prior to use.
5. Marketing material that refers to other persons/organisations must be approved by the person/organisation responsible for the program.
6. 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.
7. Marketing will occur via the website and social media as well as letterboxing, mail-outs and use of public and community notice boards.

Responsibilities

| Responsibilities | Timeframe | Name |
|--|-----------|---|
| <ul style="list-style-type: none"> Oversee all marketing and promotional materials. Review marketing materials regularly. Ensure services offered at Wingate Ave CC reach stakeholders and target markets. Ensure hard copy materials are distributed to all relevant agencies, individuals and networks. Responsible for all advertisements in local media such as newspapers and newsletters. Responsible for ensuring the Wingate Ave CC website and social media channels are updated frequently to ensure up to date communication with stakeholders. | As needed | Education Lead Education Coordinator |
| <ul style="list-style-type: none"> Final approval of all marketing, advertising and promotional materials | As needed | General Manager Education Lead |

Marketing Advertising and Promotion Policy

| Responsibilities | Timeframe | Name |
|---|----------------------------|-----------------------|
| <ul style="list-style-type: none"> Ensures hard copy materials are distributed to all relevant agencies, individuals and networks. | | |
| <ul style="list-style-type: none"> Ensures advertising is designed, printed and distributed to stakeholders twice a year to promote all services offered at Wingate Ave CC. Ensures hard copy materials are distributed to all relevant agencies, individuals and networks. | Bi annually As need | Education Coordinator |
| <ul style="list-style-type: none"> All staff are required to discuss any proposed marketing activities with their immediate Coordinator or Manager prior to any promotion being commenced. | As needed | Staff |
| <ul style="list-style-type: none"> Inform staff of dates to prepare marketing material. Arranges printing. Distributes to potential students or other participants. | As needed | Administration |

Legislative Context

Australian Quality Training Framework (AQTF) Essential Conditions and Standards for Continuing Registration (AQTF Conditions and Standards)
 Education and Training Reform Act 2006 (Vic)
 Competition and Consumer Law Act 2010 (Cth)
 VRQA Guidelines for RTOs

Related Documents

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| Internal | Permission to Use Photo Form |
| | Group Permission to Use Photo Form |
| | WACC Style Guide |
| | Social Media Policy |
| | Marketing and Promotions Procedure |
| External | |
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Superceded Versions

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|--|-------------|---------------|
| Marketing and Advertising Policy | Version 2 | June 2023 |
| Marketing and Advertising Policy and Procedure | Version 1.2 | February 2016 |

Approved by: 

General Manager
 by Delegation of Authority