**Marketing Policy**

# Purpose

Insert org name is committed to providing quality training, programs and services to the (insert relevant demographic) community while maintaining full compliance to all regulatory bodies to which the Centre/House is a signatory.

As such, insert org name is required to provide transparent and accurate information regarding the above services and performance.

Insert org name advertises its products and services to the general public and relevant stakeholders. This is undertaken using a variety of media, as is deemed appropriate for the audience at the time.

The purpose of this policy is to ensure that high, consistent and ethical standards are used for all marketing activities, including those pertaining to the delivery of those products and services.

# Policy Statement

Insert org name is committed to ensuring ethical marketing and advertising of products and services are implemented. Insert org name ensures that marketing processes properly inform and protect clients by providing accurate and factual information regarding services provided.

Insert org name:

* obtains prior written permission from any person or organisation for use of any marketing or advertising material, which refers to that person or organisation, and will abide by any conditions of that permission
* ensures that full details of special conditions applying to our services will be communicated to our clients and participants
* ensures it distinguishes where training and assessment is being delivered on its behalf by a third party.

# Policy Principles

## Underpinning Principles

# Insert org name:

* Provides up-to-date and accurate information to the general public, clients and stakeholders at all times
* Markets all products and services in an ethical manner ensuring integrity and accuracy; avoiding misleading or ambiguous statement, enabling client to make informed decisions about undertaking any program or activity of which insert org name is responsible.

## Marketing strategies

1. Marketing strategies include, but are not limited to:
2. Public Website;
3. Course brochures;
4. Press advertising;
5. Client information booklets / documentation; and
6. Email campaigns.

## Marketing Information

1. Marketing information to include, but are not limited to:
2. Venue
3. Length of training
4. Mode/s of delivery
5. Third party arrangements
6. Entry requirements
7. Support services provided
8. Fee information
9. Funding entitlements / information
10. Consumer rights (e.g. cooling-off periods)

## Use of Logos

* insert org name acknowledges its obligations in ensuring the correct use of National and State Government logos
* insert org name ensures it complies with the Conditions for Use in the correct use of any logo pertaining to peak bodies, sponsors and/or local government

# COMPANY NAME Responsibilities

The Manager/Coordinator; insert org name is responsible for the approval of all marketing materials in accordance with this policy.

Prior to the commencement of any marketing campaign the Manager/Coordinator; insert org name must review and approve all associated materials.

The Manager/Coordinator is responsible for the development of all marketing materials in accordance with this policy in preparation for approval.

# Client Information

All client information is in accordance with insert org name; Client Information Policy. (See Client Information Policy)

# Records Management

All documentation from marketing processes are maintained in accordance with Records Management Policy. (See Records Management Policy)

# Monitoring and Continuous Improvement

This policy and subsequent practices are monitored by Manager/Coordinator; insert org name and areas of change are implemented through continuous improvement. (See Continuous Improvement Policy)

**Legislation**

Trade Practices legislation and regulations

**Related Documents**

Client Information Policy

Continuous Improvement Policy

Records Management Policy

Definitions

As identified in the chart below:

|  |  |
| --- | --- |
| **Item** | **Definition** |
| Mode of delivery | means the method adopted to deliver training and assessment, including online, distance, or blended methods |
| Third party  | means any party that provides services on behalf of insert org name but does not include a contract of employment between insert org name and its employee |

|  |  |  |  |
| --- | --- | --- | --- |
| Policy/Procedure name | Marketing Policy | Version | 1 |
| Policy number | Insert Policy Number | Date developed | Insert Month/Year |
| Drafted by  | Manager/Coordinator | Approved by CoM | Insert Month/Year |
| Responsible person | Manager/Coordinator | Scheduled review date | Insert Month/Year |
| Policy Area | Operational |