

Marketing and Advertising Policy

Purpose

The purpose of the Macedon Ranges Education Marketing and Advertising policy is to provide guidelines and a framework to ensure that all Marketing and Advertising material meets the regulatory and organisational compliance requirements as per the standards for Registered Training Organisations (RTOs) 2015, specifically Clause 4.1.

Scope

The scope of the Marketing and Advertising policy extends to all mediums and channels that include but are not limited to:

- Advertising - newspaper, radio, television.
- Brochures - both digital and hard copy.
- Websites - including any 3rd party or related websites that Macedon Ranges Education is referred to.
- Social media - Facebook, Twitter, LinkedIn, YouTube, Instagram.
- 3rd-party listing sites such as Seek.com.au.
- Online directories.
- Online advertisements such as Google AdWords.
- Any marketing by third parties that relates to Macedon Ranges Education.

Requirements

- All Marketing and Advertising material must be approved by the Macedon Ranges Education's Chief Executive Officer before being published.
- All Marketing and Advertising posts must include the Macedon Ranges Education's RTO (Registered Training Organisation) code.
- Course title and code are clearly stated on all relevant marketing and advertising material in the prescribed format.
- Any marketing and advertising materials including interviews, advertisements, and periodicals produced by external parties need to be reviewed and compliance checked by the CEO (Chief Executive Officer) before publishing.
- Instructions on the compliance and publishing requirements attached to marketing and advertising material should be issued to external providers at the time of commission.
- All marketing material including course and training information documents such as course guides and student information guides are recorded in the Marketing Assets Register to manage version control.
- Written consent must be issued for any person or organisation that is referring to or using Macedon Ranges Education for marketing and advertising purposes.
- Macedon Ranges Education website is regularly reviewed and updated to ensure that all information pertaining to course and student information is true and correct.

- Only courses, pathways, and professional designations that are officially established are to be published, marketed, and advertised.
- Accreditations such as Nationally Recognised Training are only applied to courses that attract such designation and are officially listed on Macedon Ranges Education's scope.
- No marketing or advertising material should refer to a guarantee of employment, promotion, or other job-related outcomes based on students' completion of the course.
- Information pertaining to course fees, payment plans, terms of payment, and inclusions such as online workshops should be clearly identified and described on all relevant marketing and advertising material.

Communication

- Marketing and Advertising Policy
- Social media policy

Resources

Standards for Registered Training Organisations (RTOs) 2015, - Clause 4.1.

<https://www.legislation.gov.au/Details/F2017C00663>

Australian Skills Quality Authority – Marketing and advertising Fact Sheet -

<https://www.asqa.gov.au/resources/fact-sheets/marketing-and-advertising>

Related Documents:

- Marketing and Advertising Process Flow
- Social Media Policy

Version Control

This document is under version control.

Version	1.1	Created Date	18 Apr 2023
Created By	Dot Smith	Modified Date	16 Apr 2024
Modified By	Dot Smith	Status	Approved
Policy Group	Marketing and Technology	Approved By	Iona McKimmie