

## Werribee Community and Education Centre Inc Policy

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Policy name	<b>Marketing and Advertising Policy</b>
Responsible person	Manager – Training Services
Staff involved	CEO, VET Coordinator, Business Services Manager
Review dates	2012
Related documents	Access & Equity Policy, Information Flyers and Tri-folds, Marketing Release Form

This policy is in place to ensure there is a consistent approach in the marketing and promotion of the Werribee Community and Education Centre's (WCEC) training services.

This policy will ensure processes associated with marketing and promotions are carried out with integrity and accuracy to clients. To this end, WCEC will ensure that its marketing and advertising of AQF qualifications to prospective clients is ethical, accurate and consistent with its scope of registration. It will also ensure that there is clear advertising between AQF services and other services.

Marketing and Promotion of WCEC will include both soft copy and hard copy media. Marketing will also occur through general networking. WCEC is responsible for ensuring that promotional materials, representations and services to be provided, are consistent with the ability of the business, including scope of registration and scale of operation, to meet the required standard expected of the business and the client.

If promotional material uses the Nationally Recognised Training logo, WCEC will use it in accordance with the guidelines for use. This applies to the use of logos acknowledging government departments and / or funding bodies. WCEC will not use the Victorian Government logo on promotional materials.

All staff are required to discuss any proposed marketing activities with their immediate Coordinator or Manager prior to any promotion being commenced.

The Manager of Training Services, in collaboration with the VET Coordinator are responsible for the overall design and dissemination of marketing and advertising materials. The Business Services manager is responsible for ensuring Administration staff have current version of all marketing materials.

Prior to the commencement of any proposed marketing activities, all marketing and advertising material must be properly authorised and must comply with all relevant

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This document was accepted by the Committee of Management of the Werribee Community and Education Centre Inc on 10/09/10 and supersedes all previous versions.

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legislation and compliance requirements including minimum performance standards from funding bodies.

Written Authority must be received from any person or organisation prior to using them within any promotional activity. Copies of relevant documentation will be held in a marketing file.

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