



POLICY AND PROCEDURE NAME:	Marketing & Advertising
DATE ENDORSED:	23 February 2017
REVIEW DATE:	23 February 2019

Preamble / Context

Mansfield Adult Continuing Education (MACE) must ensure its marketing and advertising of AQF qualifications to prospective clients is ethical, accurate and consistent with its scope of registration and all relevant State and Commonwealth regulatory bodies and funding agencies.

Policy Statement

All marketing and advertising of training and assessment services leading to a certificate or statement of attainment is to be advertised independently of any other services and training offered by Mansfield Adult Continuing Education (MACE).

MACE is committed to marketing and advertising training services honestly, and accurately.

Scope

This policy is relevant to all MACE staff members and stakeholders involved in marketing and advertising, including Board of Management members, volunteers, trainers, assessors and independent contractors.

Purpose

The purpose of this policy and procedure is to be applied by MACE to ensure:

1. compliance with its contractual obligations as an RTO with all relevant State and Commonwealth regulatory and funding bodies
2. consistency across all marketing and advertising initiatives

Authorisation

Executive Officer (EO)

MACE Incorporated

(Signature)

Responsibility

The EO is responsible for ensuring that proper procedures are adhered to in development and consultation for this policy, and that relevant parties under the scope are aware of marketing and advertising procedures.

Procedures

1. Marketing and Advertising Approval

- a. Under no circumstances are any marketing or advertising initiatives to be undertaken without written (email) approval by the Executive Officer (EO) in conjunction with the Chief Financial Officer (CFO).
- b. All marketing and advertising material is to be submitted to the EO for approval before distribution.
- c. Written approval from an individual or organisation is to be obtained if reference is to be made to the individual or organisation in any promotional material.
- d. A copy of authorised marketing and advertising material, together with any (email) approvals, are to be kept on file.
- e. The printing and publishing of marketing and advertising material can only be authorised by the EO.
- f. When appropriate, any potential advertiser or sponsor must be approved by the EO in conjunction with the CFO.

2. MACE Branding, Font Usage and Contact Details

- a. The MACE logo must be prominent on all marketing or advertising materials.
- b. All printed material must be prepared in Verdana font style.
- c. All advertising material must include the following trading name and contact details
Mansfield Adult Continuing Education Incorporated
145 High Street Mansfield 3722
Phone: 03 5775 2077 Fax: 03 5775 2836
www.mace.vic.edu.au

3. Recognition of Funding/Branding Requirements

MACE must ensure that the correct logo/brand is used for relevant funding organisations under its obligations as follows:

- a. *Where MACE has a VET Funding Contract, the following schedules must be considered and adhered to in all or any promotional publication, report, signage or other material prepared by (or on behalf of) the RTO relating to the Training Services:*

Requirements for Promotional Materials

F.C. Schedule 1, Part A, 1.1

Publishing Registration Audit on Website

F.C. Schedule 1, Part A, 1.2

Publishing Quality Indicators on Website

F.C. Schedule 1, Part A, 1.3

Publishing Fees Information on Website

F.C. Schedule 1, Part A, 1.4

Publishing Complaints and Appeals Process on Website

F.C. Schedule 1, Part A, 1.5

Profile on Department Skills Gateway

F.C. Schedule 1, Part A, 1.6

- b. All printed publishing, or advertising, will clearly distinguish between nationally recognised training with scope of registration, and non-accredited training or services offered.
- c. Use of the NRT logo must be in accordance with logo specifications including only being used in direct relationship with the national units of competency and in black and white or the specific green and red, as detailed in the NRT logo usage brochure.
- d. The NRT logo is not to be used on business cards, letterhead, invoices, emails or signage.
- e. All marketing and advertising material promoting pre-accredited courses with approved funding by ACFE are required to display the Learn Local Brand.
- f. Acknowledgement must be given to the Victorian Government's funding support for services funded under the Service Agreement in published or printed materials, speeches or other forms of presentation. Correct logo usage of the brand Victoria log must be adhered to.

4. Course Brochure and Advertising Materials

- a. Content for the course brochure and advertising materials is to be reviewed and approved by the EO.
- b. MACE contact and website details must be clearly displayed on all material.
- c. All material must be checked for accuracy of information before printing and distribution.
- d. Advertising material that promotes the courses that MACE is offering, must be distributed at least three weeks prior to course commencement date
- e. Written approval for final content and artwork is to be granted by the individual, organisation or business that advertise in or sponsor any advertising materials distributed by MACE.

5. Social Media


MACE uses Social Media as part of its marketing and promotional strategy to engage conversation with a range of audiences including potential clients and must be used in a way that is not inappropriate, offensive or overly critical manner. Refer to *Social Media Policy PP059.2*.

6. Website

- a. All website content must be approved by the EO before being published.
- b. The appropriate use of the MACE brand and consistency in style, presentation and navigational features must be adhered to.
- c. The website must be regularly monitored and updated with relevant and accurate content.
- d. Permission must be given prior by the relevant staff, management or board member if personal information or photographs are to be used.

Definitions and/or Logos

As identified in the chart below.

Item	Definition/Logo
NRT	Nationally Recognised Training 
VET	Vocational Education and Training
AQF	Australian Quality Framework
ACFE	Adult Continuing Further Education  Learn Local 
MACE	Mansfield Adult Continuing Education 
NH	Neighbourhood House 

Related Documents

- Access & Equity Policy PP023.4
- Privacy Policy PP026.6
- Use of NRT Logo Policy PP069.1
- Use of Learn Local Brand – *2017 ACFE Delivery Guidelines* (brand requirements page 27)
- Use of Brand Victoria Logo – *ACFE Delivery Guidelines* (acknowledgement of Victorian Government funding page 30-32)
- Board (BOM) Policies PP068.2 Section 10: Public Relations (Marketing, Promotion & Advertising)
- Board Delegation of Authority PP051.5
- Media Relations PP046.3
- Social Media Policy PP059.2
- Network (Computers, Internet, Email) Policy PP044.3
- Enrolment Policy & Procedure PP018.5
- *NRT Logo Usage* brochure
- Photo Permission form PD030.6
- Website Format template (Spreadsheet)
- MACE Course brochure
- MACE Course flyers