

MARKETING AND ADVERTISING POLICY AND PROCEDURE

1. Policy Purpose

- 1.1. This policy and procedure document is to ensure accuracy and integrity of our Marketing to meet the Standards for Registered Training Organisations 2015, the ESOS Act 2000 and National Code Standards 2018. Organisational marketing and advertising of AQF and VET qualifications to prospective clients and agents is ethical, accurate and consistent with our scope of registration.

2. General Policy

- 2.1. DNA Kingston Training management and staff are committed to ensure that marketing of its education and training services is undertaken in a professional manner and maintains the integrity and reputation of the industry. Training and assessment services are accurate, ethical and responsible, ensuring that all clients are provided with timely and necessary information.

3. Procedure

In authorising marketing and advertising:

- 3.1. The CEO shall ensure that written permission will be obtained by any person and organisation featured in DNA Kingston Training marketing or advertising materials in name or image. DNA Kingston Training advises all students that photos may be taken throughout their engagement of study and that these photos may be placed on electronic media – the DNA Kingston website, Face book or used in our advertising material. Consent is obtained on Orientation Day and students have the option to decline with a written document provided if they do not wish to have their photos taken.
- 3.2. The CEO shall ensure that all materials developed for marketing and advertising purposes receive authorisation prior to release. The authorisation shall be applied through email and filed by the Administrative assistant.
- 3.3. The CEO shall ensure that the marketing and advertising of College is accurate and represents its training and assessment services and the qualifications and statements of attainment on its scope of registration.
- 3.4. The CEO shall ensure that training and assessment that leads to a qualification and statements of attainment are marketed and advertised separately from any other training and assessment service offered by the College.
- 3.5. The CEO shall ensure that all marketing and advertising products (including electronic) released for the promotion to international students training and assessment services includes its CRICOS registration number & Provider No.
- 3.6. The CEO shall ensure that no misleading information or advise in relation to
 - 3.6.1. Claims of associations between providers
 - 3.6.2. The employment outcomes associated with a course

- 3.6.3. Possible migration outcomes
- 3.6.4. Any other claims relating to the registered provider, it's course or outcomes associated with the course.
- 3.7. The CEO shall ensure that all adjustments/upgrades to marketing and advertising, are reviewed regularly and information to Agents and other bodies attaining information are updated accordingly. This will be in accordance to DNA Kingston Trainings Procedure and Policy of ensuring maintaining changes and dissemination of information through the Organization.

4. Advertising in News Papers / Magazines / Electronic Media

- 4.1. Advertisements to be place in newspapers, magazines or electronic media are to be signed off by the CEO and quality assured by the Compliance Manager.
- 4.2. Advertisements require different considerations regarding International Student advertising and Local Student advertising.
- 4.3. DTWD logos, CRICOS and Provider logos may be required.
- 4.4. Sponsor logos will require written permission, prior to use.
- 4.5. Information in adverts needs to be accurate and current.
- 4.6. All course name as per current training package arrangements, need to be in full with the correct course codes.
- 4.7. Legal name of company must also be presented on adverts.
- 4.8. Budgets are required and marketing plans considered with these advertising projects, which is to be approved by CEO. Financial Manager keeps record and accountable for advertising costs and budgets.
- 4.9. Photo permission evidence needs to be accepted, filed and placed in data base.
- 4.10. Adverts are filed in the data base, along with any editorial documentation, for future reference and review. This includes for filing- Face book advertising, radio, magazine, brochures, newspaper and other electronic media.

5. Use of Logos

- 5.1. The use of other company logos is only used when permission has been accepted in writing. The use of the National Recognised Training logo is only utilised in accordance with its conditions of use.

6. Additional note

- 6.1. Due to Machinery of Government changes, all outdated references have been changed in our documents, with the exception of direct quotes from the National Code 2018. Outdated references have been replaced. Editorial changes have not been made to the National Code 2018, as it is a Legislative Instrument. Outdated references will be completed when legislation is updated in the future.' (Source: AEI website)

7. Developing Marketing and Promotion Material Procedure

- 7.1. All codes are to be included, including the Provider and CRICOS numbers
- 7.2. Version control updated
- 7.3. Company name is written correctly to include PTY LTD.
- 7.4. Locations of training are identified and correctly addressed
- 7.5. Website address is accurate and both websites are consistent
- 7.6. Course duration and days are identified
- 7.7. Information in material complies with Standard 1 of the National Code.
- 7.8. Fees are updated and current
- 7.9. Course codes and information regarding courses relates to current Training Package arrangements (Refer to Transition policy and procedure)
- 7.10. Correct use and permission attained if required of appropriate logos
- 7.11. All new marketing material is QA, checked by Compliance Manager.
- 7.12. New marketing material once approved or updated, is to be documented on the Marketing Materials database
- 7.13. Copies of any advertising/marketing invoices are to be forwarded to the College Manager
- 7.14. New Brochures are to be forwarded onto Education/Migration Agents and documented on data base
- 7.15. Final sign off by CEO is recorded Date and SL
- 7.16. Information disseminated through the College of changes.

8. Review

- 8.1. Marketing and promotional material is reviewed annually for accuracy and efficiency at Management and Marketing meetings.
- 8.2. Request for changes are documented, drafts developed and quality assured by the Compliance officer and finally signed off by the CEO.
- 8.3. Marketing and Promotion policies and procedures must be followed in the development or changes to advertising and marketing material.

9. Administration

- 9.1. This policy and related documentation is accessible by students on the College website.
- 9.2. Staff will be advised of this policy and related procedures via email and staff information sessions.

Kingston Training and Employment Pty Ltd



Provider No: 6811 CRICOS Provider No: 02899B

Policy Title	Marketing and Advertising Policy
Policy Renewal	Every 2 years
Responsibility	College Manager

Record of updates and changes

Version No.	Issue Date	Nature of Amendment
Version 02	July 2016	Updated government department names
Version 03	Oct 2017	Document reformatted
Version 04	March 2019	Update on Policy Purpose, Policy Scope
Version 05	June 2022	Responsibilities and general review