



## MP08: Marketing Policy and Procedure

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### Purpose

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LAF College of Vocational Education that all marketing and advertising activities are conducted in a professional, ethical, accurate and consistent manner. This policy outlines the organisational approach to marketing and advertising.

### Scope

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This applies to marketing and advertising activities as well as printed materials. The CEO and the Campus Manager is responsible for ensuring compliance of the policy and procedure in accord with NVR Standards for Registered Training Organisation (SRT0) 2015 Standard 1 Clause 4.1 and Standard 5 clause 5.1-5.4

### Policy

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#### 1. Marketing plan

- A marketing plan will be developed and approved by the Campus Manager and/or CEO at the start of each calendar year. The plan will be used to assist the achievement of organisational goals, resource planning and implementation.
- LAF College of Vocational Education will advertise and market its courses and other services in accordance with the vision, mission and strategic goals of the organisation. Unplanned marketing materials and activities may occur on an as needed basis throughout the year as approved by the Managing Director.
- Sufficient and clear materials
- Marketing and advertising materials will always be written and designed to:
- Provide accurate, ethical and unambiguous information;
- Accurately describe the services to be provided;
- Provide clear information that is sufficient for a client to make an informed choice about their enrolment in a course or other engagement with LAF College of Vocational Education;
- Always clearly differentiate between accredited and non-accredited courses.

#### 2. Approach to implementation

- LAF College of Vocational Education will:
- Always accurately represent the training services that lead to nationally recognised Australian Qualifications Framework (AQF) qualifications and/or statements of attainment.
- Ensure that advertised outcomes of courses are consistent with the qualification guidelines.
- Ensure that accredited and recognised courses are only advertised if they are included in the organisation's Scope of Registration.
- Have all marketing and advertising materials approved by the Managing Director prior to its dissemination.
- Use the nationally recognised training logo only in accordance with its conditions of use.
- Always include the registered business name and RTO number on all marketing materials.
- Make reference to relevant state or commonwealth funding bodies where applicable.



## MP08: Marketing Policy and Procedure

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- Ensure that if training and assessment for some or all of a course is delivered by an organisation other than LAF College of Vocational Education, details are provided in all marketing and advertising materials relating to that course.
- Marketing and advertising materials and activities will not draw false or misleading comparisons with other education providers or courses.

### 3. Pre-enrolment information

- LAF College of Vocational Education will ensure that all students and other clients receive current and accurate information about the training, assessment and support services to be provided to them, prior to enrolment or entrance into a contract. Student information will include:
  - Student selection, enrolment and orientation procedures;
  - Minimum level of English language proficiency, educational qualifications, or work experience and whether course credit is applicable
  - Course information, including course content and duration, qualification or statement of attainment offered, modes of study and assessment methods;
  - Fees (including the potential for fees to change during the course), charges and refund policy;
  - Provision for language, literacy and numeracy assistance;
  - Campus locations and facilities, equipment and learning and library resources available to students
  - Student support services
  - Flexible learning and assessment arrangements;
  - Grievance procedures;
  - Disciplinary procedures;
  - Grounds for deferring, suspending or cancelling the student's enrolment;
  - Arrangements for recognition of prior learning (RPL) and credit transfers.
  - Arrangements with other registered providers, persons or business to provide the course or part of the course;
- All of the above information is provided to persons seeking to enroll in LAF College of Vocational Education's Student Handbook and course outlines

### 4. Permission

- LAF College of Vocational Education will at all times obtain prior written permission from any person or organisation used as a source of comment, testimonial or picture, for any marketing and/or material and will always abide by the conditions of that permission.

### 5. Recordkeeping

- An electronic register of all marketing activities and their outcomes including response rates will be maintained for the purposes of reflection and analysis of the benefit of each activity.
- A record of all approved marketing and advertising materials will be maintained by the Campus Manager.



## MP08: Marketing Policy and Procedure

### Procedure

LAF College of Vocational Education intends to achieve the above Policy Statements by ensuring the following procedures are implemented aligned to the policy scope:

#### 1. Generate new marketing materials

	Action	Details	Responsibility
1.1	Create new Marketing Materials	a) Identify need for new marketing materials. This may be due to: <ul style="list-style-type: none"> <li>• Introducing new courses to LAF College's scope</li> <li>• Change to existing course details or funding availability.</li> <li>• Other marketing needs as determined by management.</li> </ul> b) Use existing templates to create draft marketing materials to reflect these changes.	Campus Manager
1.2	Compliance	a) Ensure drafts comply with LAF College's Marketing Policy b) Marketing materials for government funded programs may be required to have additional content included on them – refer to relevant contracts. c) Send to Senior Manager for approval.	Campus Manager
1.3	Approval	a) Once approved the manager will inform the Compliance Coordinator. b) The quality administration will record the marketing materials on the marketing register as approved.	Campus Manager  Quality administration

#### 1. Maintain Marketing Register

	Action	Details	Responsibility
2.1	Complete marketing register	As marketing activities and advertising events take place, ensure all details are recorded on the Marketing Activity Register	Campus Manager



## MP08: Marketing Policy and Procedure

### 2. Follow up all new enquiries

	Action	Details	Responsibility
3.1	Retain enquiries information	a) Record details of all new course enquiries as they are taken (by phone, email, website etc.) b) Ensure all potential students are asked how they found out about LAF College. This information is vital to marketing and needs to be recorded on register for each enquiry, including the date enquiry was received.	Campus Manager
3.2	Routinely dispatch marketing information packs.	a) All new enquiries should be sent a marketing pack within a week of receipt, including: <ul style="list-style-type: none"> <li>• Course outline/Course information</li> <li>• Information about fees/funding</li> <li>• Application/Enrolment Form</li> <li>• Other brochures/marketing material</li> </ul>	Campus Manager

### 3. Monthly follow up on all open enquiries

	Action	Details	Responsibility
4.1	Print a list of enquiries that have not been closed	a) All enquiries that resulted in an enrolment should have been closed as the enrolment was processed. b) Search database for all enquiries that remain open to ensure this process has taken place.	Campus Manager
4.2	Call each enquiry on the list to follow up on marketing information	a) Call each potential student on the list, to discuss their situation. b) Ask whether or not they received their information pack? Check address and resend if not. Do they have any questions about the course? Are their plans to study going ahead? Have they chosen another provider? If so, why? Are there any other issues preventing them from enrolling i.e. financial difficulties? Discuss options. c) Record all details and further follow up required on the enquiries database. Or,	Campus Manager



## MP08: Marketing Policy and Procedure

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	Action	Details	Responsibility
		if no longer interested, close the enquiry.	

### 4. Continuous Improvement and Quality Assurance

An annual Internal audit and time to time internal review with risk assessment is conducted for ensuring compliance with the regulatory requirements. Student's feedback are being collected time to time for gaining student's requirements for better assessments that meets the course and the industry requirements. The procedure is detailed in the Continuous Improvement and Quality Assurance Policy and Procedure.

### Related policies

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- Continuous Improvement and Quality Assurance Policy and Procedure
- Quality Training Policy and Procedure
- Enrolment Policy and Procedure

### Related forms and documents

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- Marketing Activity Register
- Enquiries Register
- Enrolment Processing Procedure

### Person Responsible

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- CEO
- Campus Manager
- Administration
- Trainers and Assessors

### Communication

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This policy is communicated via email and is available in the internal drives