

Policy Name:	MARKETING PRINCIPLES
Policy No.	MR1.0
Issued:	20 MARCH 2023
Reviewed:	

### **Purpose**

HITsa will use a variety of marketing materials to recruit students.

The purpose of this policy and procedure is to ensure that prospective and current learners are properly informed and protected when making decisions regarding their learning needs, choice of training products, training organisation, fees, delivery methods, contract and agreements and consumer rights.

### **Policy**

HITsa will ensure that its marketing and recruitment efforts are compliant with RTO Standards (particularly Clause 4.1), State and Federal Government or other service contracts, copyright laws and delivered responsibly and with integrity.

HITsa will ensure that potential students have sufficient information to enable them to make informed decisions about studying with HITsa.

### **Areas Affected**

All marketing activities whether produced internally, jointly with a business partner or by a third party will conform to this policy

### **General**

Marketing materials may include

- Direct relationship management – face-to-face and email database
- Presence at expos, trade shows and school career awareness events
- Social Media – Facebook, Twitter or Instagram
- Website
- Print media – newspaper, magazine, brochures, flyers or other
- Radio
- Television
- Online directories or advertisements

### **Brand Guidelines**

HITsa has developed brand guidelines that must be applied to ensure consistency of presentation for online and print materials. These guidelines are available in the Saturno Group W:\Marketing directory - W:\HIT\Style Guide

## **Ethical Marketing Practices**

- HITsa will obtain written consent from all parties including students, employers, government agencies or other business partners before using their information for advertising or marketing materials.
- HITsa will at all times accurately represent all of its training and assessment services to all prospective students
- HITsa will ensure that all clients are provided with full details of any conditions in any contractual arrangements related to advertising and marketing.
- HITsa marketing will not breach copyright laws
- HITsa marketing for State Government funded projects will comply with prescribed requirements detailed in the Heads of Agreement and Skilling SA website (links below).

## **Marketing Checklist**

The Marketing Checklist has been developed to ensure any marketing materials are compliant with the RTO Standards.

It must be used to demonstrate the consideration applied to approving ANY / ALL marketing material, regardless of marketing method.

Completed checklists will be filed together with samples of the draft marketing that has been reviewed.

The Executive Officer will hold responsibility for completing marketing checklists and approving materials for publication / release.

## **Website**

Saturno Group Administration Officer holds responsibility for website presentation. The Executive Officer is responsible for content and approving draft content prior to it going live on the website.

The website is used as an information source. It will be updated on an as-needs basis including –

- Changes to training scope
- Updates to existing qualifications or units
- New and completed projects
- Newsletters
- Imagery refresh.

Participants may enrol and pay for courses using the online enrolment portal. This integrates with JobReady. All upcoming courses are advertised and available to be selected for enrolment.

HITsa leverages third party expertise through Boylen – [www.boylen.com.au](http://www.boylen.com.au) to support website management.

Changes to the website may be tracked through the audit log. The Administration Officer can access this data.

The logos of HITsa business partners provide an important visual presentation of the reach and diversity of HITsa. Approval to publish logos on the homepage of HITsa's website will be requested by Business Managers in their negotiations with partners.

The approval to use logos will be documented using the "WEBSITE COLLABORATION AGREEMENT." No logos will be added to the website prior to the receipt of this signed document. A memorandum of understanding may replace this agreement if permission is included as an agreed term.

## **Social Media**

HITsa engage the services of a Graphic Designer to develop quality posts for Instagram, Twitter and Facebook.

The Executive Officer is responsible for providing 3 areas of focus each month to the graphic designer who will create content. The tiles are saved in a library and available for future use.

The Executive Officer will approve draft posts before they are available for scheduling.

### **Third Party Agreements**

Any third party agreements will require the Executive Officer to approve proposed marketing prior to its use. This will be included as a clause of the agreement.

### **Reference & Supporting Information**

[https://www.asqa.gov.au/sites/default/files/2020-01/fact\\_sheet\\_marketing\\_and\\_advertising.pdf](https://www.asqa.gov.au/sites/default/files/2020-01/fact_sheet_marketing_and_advertising.pdf)

<https://providers.skills.sa.gov.au/tools/marketing-and-promotion>

<https://providers.skills.sa.gov.au/tools/government-of-south-australia-logo-use>

**END**

Date	Version	Amendment(s)
20.03.23		Original Document – Replaces HITP0034/11