

<b>Procedure Name</b>	<b>MARKETING AND ADVERTISING PROCEDURE</b>
<b>Procedure Number</b>	<b>G011_PR (Governance)</b>
<b>Purpose</b>	<p>The purpose of this procedure is to provide the processes by which the Whitehouse Institute of Design, Australia (Whitehouse) develops and generates marketing and advertising collateral.</p> <p>This procedure has responsibilities for and requires actions by the following:</p> <ul style="list-style-type: none"> <li>• Marketing Staff</li> <li>• Executive Management</li> <li>• Administrative Staff</li> <li>• Academic Director</li> <li>• VET Program Manager.</li> </ul>
<b>Scope</b>	This procedure applies to all staff and contractors across all areas of the Institute.
<b>Procedure</b>	<p><b>Tracking Quantities</b></p> <p>The Marketing Manager is responsible for ensuring that systems are in place to track the distribution of marketing collateral and promotional material.</p> <p>The Marketing Manager is responsible for notifying the Executive Management Committee (EMC) when marketing material/collateral is down to 4 months stock remaining so that new material can be generated or existing material can be re-produced.</p> <p>The Executive Director in consultation with the EMC is responsible for determining whether or not a reprint, an edit, or a full new brochure is required.</p> <p><b>Development</b></p> <p>The Marketing Manager will in conjunction with relevant staff develop the concepts for marketing or advertising material for Whitehouse programs and services as and when the need arises.</p> <p>Writing of content will be undertaken by appropriate members of staff as per the material requirements and resources available, the marketing manager will edit and proof read all material for correctness and appropriate referencing of credits.</p> <p><b>Accuracy</b></p> <p>Whitehouse will work to ensure that all marketing material is accurate at the time of printing. Draft material will be taken to:</p> <ul style="list-style-type: none"> <li>• the relevant academic staff for proofing and checking of academic /course information</li> <li>• the relevant executive for checking course names, codes and provider details.</li> </ul> <p><b>Ethical Practices</b></p> <p>Whitehouse will ensure that all courses are marketed and advertised honestly and ethically. The dignity and privacy of an individual will be respected at all times.</p> <p>Written approval from an individual or organisation is to be obtained, and held on file, if</p>

reference is to be made to the individual and or the individuals work or to an organisation in any marketing or promotional material be it electronic or printed.

Whitehouse will abide by any conditions stated on the permissions obtained.

#### Proofing

1. Prior to sending to the printers the draft is to be proofed and signed off by:
  - the Marketing Manager
  - all contributing parties and
  - the Executive Director.
2. Print Proofs are to be checked by:
  - the Marketing Manager
  - and the relevant senior managers including but not limited to the Executive Director, the Academic Director and or other managers.

#### Approvals

All marketing and advertising material is to be submitted to the Executive Director for approval prior to publishing.

All quotes must be approved by the Executive Director prior to printing or publishing advertising or marketing collateral.

#### Documentation

A hard copy of the authorised marketing and advertising material, together with any waivers, permissions and approvals are to be kept on file by the Marketing Manager.

A copy of magazines or other such publications in which advertisements are placed are to be kept on file.

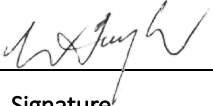
#### Relevant Legislation

- [Higher Education Standards Framework \(Threshold Standards\) 2015](#)
- [2016 Higher Education Support Act \(2003\)](#)
- [Education Services for Overseas Students Act 2000 \(ESOS\)](#)
- [Commonwealth Register of International Courses for Overseas Students \(CRICOS\)](#)
- [Standards for Registered Training Organisations \(RTOs\) 2015\\*](#)
- [Privacy Act \(Cwlth\) 1988](#)
- [Privacy and Personal Information Protection Act 1998 \(NSW\)](#)
- [State Records Act 1998 \(NSW\)](#)
- [Information Privacy Act 2000 \(Victoria\)](#)
- [Copyright Act 1968 \(Cwlth\) and the Copyright Amendment \(Digital Agenda\) ACT 2000 \(Cwlth\)](#)
- [Telecommunications Act 1997 \(Cwlth\) and associated Acts](#)
- [Crimes Act 1914 \(Cwlth\)](#)
- [Broadcasting Services Act 1992 \(Cwlth\) and associated Acts](#)

\*(NVR Standard 24: Accuracy and Integrity of Marketing

- The NVR registered training organisation must ensure its marketing and advertising of AQF and Vet qualifications to prospective clients is ethical, accurate and consistent with its scope of registration.

	<ul style="list-style-type: none"> <li>The NVR registered training organisation must use the NRT logo only in accordance with its conditions of use.</li> </ul>
<b>Key Related Documents</b>	<p>Code of Conduct</p> <p>Privacy Policy</p> <p>Staff Handbook</p> <p>Student Handbook</p> <p>Access and Equity Policy</p> <p>Access and Equity Procedure</p> <p>Privacy Policy</p> <p>Privacy Procedure</p> <p>Waivers/Permissions for use of Work, Photographs Forms</p> <p>Whitehouse Website</p> <p>Social media sites used by Whitehouse including but not limited to Facebook, Instagram and Twitter</p> <p>All promotional Materials for Accredited Courses</p> <p>Advertisements</p> <p>Promotional Material Development Checklist</p>
<b>Definitions</b>	<p>Marketing and advertising includes:</p> <p>The website (www.whitehouse -design.edu.au) including the homepage</p> <p>Social Media such as Facebook, Twitter, Instagram etc</p> <p>Course Prospectus</p> <p>Correspondence such as Emails and Letters</p> <p>Course Application Forms</p> <p>Flyers and Brochures</p> <p>Magazine Advertisements</p>
<b>Responsible Officer</b>	Executive Director
<b>Approval Authority/ Authorities</b>	Board of Governors
<b>Date Approved</b>	10/04/2017
<b>Date of Commencement</b>	11/04/2017
<b>Date for Review</b>	11/04/2020
<b>Documents superseded by this Procedure</b>	<p>0014 - Governance - Marketing and Advertising Policy &amp; Procedure August 2016</p> <p>001.008</p> <p>The implementation of the latest version of this policy</p> <p>Supersedes all previous versions of this policy.</p>

<b>Amendment History</b>	<p><b>05/2018</b> Re-branding – Header &amp; Footer only</p> <p><b>12/2016</b> Policy and Procedures separated. Updated formatting and minor amendments Changed formatting Updated hyperlinks, updated documents</p> <p><b>08/2016</b> Title Change from Managing Director to Executive Director. Removal of Chief Executive Officer. (p.1, p.2, p.3, p.4, p.5) Removal of VET program Manager (p.3)</p> <p><b>12/2012</b> Changed formatting – included procedure and policy in one document Minor adjustments and inclusions to policy wording</p> <p><b>19/09/2012</b> Approved by Board (p.16 of the Board Papers)</p> <p><b>12/2012</b> Changed formatting - included procedure and policy in one document Minor adjustments and inclusions to policy wording</p> <p><b>19/09/2012</b> Approved by Board (p.16 of the Board Papers)</p> <p><b>10/2009</b> Revision of 2007 version Prior approval Board of Governors - October 2009</p>		
<b>Signed and dated for Whitehouse Institute Pty Ltd</b>	 <hr/> Signature	Les Taylor <hr/> Name	30/05/2018 <hr/> Date

INFORMAITON FOR PUBLISHING ON POLICY REGISTER	
<b>Category</b>	Governance
<b>Stakeholders</b>	Academic Board Executive Management Academic Staff Administration Staff Applicants to HE Programs Students