

# VET Marketing Procedure

## Section 1 - Purpose / Objectives

(1) This Procedure outlines the processes and responsibilities in relation to the marketing and promotion of nationally recognised Vocational Education and Training (VET) courses at the Polytechnic. It also outlines the processes in relation to branding and external media for VET products and services.

## Section 2 - Scope / Application

(2) This Procedure applies to marketing and promotion of all Vocational Education and Training programs based on nationally accredited training products and any media relating to the Polytechnic.

## Section 3 - Definitions

(3) Training Product means any qualification, skill set, unit of competency, accredited short course and module that is listed on Victoria University's Scope of Registration.

(4) CAMS

(5) Media refers to Social Media as well as news articles, television and radio.

## Section 4 - Policy Statement

(6) Nil

## Section 5 - Procedures

### Part A - Roles and Responsibilities

Role	Responsibilities
Deputy Vice-Chancellor, Vocational Education and Pathways	1. Exercise overall responsibility for the quality and compliance of all VET marketing and promotional materials used across the Polytechnic.
Marketing Manager	1. Maintain register of approved marketing products. 2. Work with the Polytechnic Managers and department staff in the development of effective and compliant marketing materials. 3. Conduct periodic audits of course marketing material to ensure compliance with relevant regulatory standards and this Procedure.

<p>Digital and Communications Coordinator</p>	<ol style="list-style-type: none"> <li>1. Conduct monthly audits of social media activity against the the Polytechnic Marketing Collateral Checklist and record results in the the Polytechnic Social Media Monthly Audit Register.</li> <li>2. Develop draft course web pages and updates to ensure full compliance with internal policy and external regulatory requirements.</li> <li>3. Receive and process all requests for use of approved the Polytechnic social media platform for marketing purposes</li> </ol>
<p>Polytechnic Managers</p>	<ol style="list-style-type: none"> <li>1. Ensure only approved marketing products are used within each teaching area.</li> <li>2. Ensure that course information in CAMS is current and accurate.</li> <li>3. Work collaboratively with Marketing Team in the development and publication of marketing collateral.</li> <li>4. Complete compliance check prior to submission of marketing product to Marketing Manager for approval.</li> <li>5. Monitor relevant course web pages to ensure they remain compliant and accurate.</li> </ol>

## Part B - Overview

(7) The [Standards for Registered Training Organisations \(RTOs\) 2015 \(Cth\)](#) and the Victorian Government Department of Education and Training Funding Contract include stringent guidelines for the marketing of Vocational Education and Training programs. In particular, the Polytechnic must ensure that:

- a. prospective students are fully informed about -
  - i. the products and services offered (including clear information on fees / charges and refund policies), to enable them to make an informed choice between training providers;
  - ii. individual rights and responsibilities while studying at the Polytechnic;
  - iii. their repayment obligations, especially in relation to VET FEE-HELP, VET Student Loans or other fee loan options.
- b. its Registered Training Organisation Code (3113) and, where relevant, Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) is clearly displayed;
- c. any programs promoted are on VU's Scope of Registration;
- d. the national code and title (in that order) of relevant training products, as it appears on the National Register, are clearly displayed;
- e. students are not misled in relation to possible employment or licencing outcomes from training programs.

(8) The Deputy Vice-Chancellor, Vocational Education and Pathways holds overall responsibility for the quality and compliance of all marketing and promotional material used across the Polytechnic. This includes print based materials, the Polytechnic website content and the use of social media for the purpose of promoting the Polytechnic and its programs.

(9) The Polytechnic Marketing team must maintain a register of approved marketing material.

(10) The Polytechnic Managers must complete the Polytechnic Value Proposition Tool (P016- F03) and the Polytechnic Sales and Marketing Strategy Tool (P016-F02) before engaging the Marketing Team.

(11) The Polytechnic Managers may only use marketing or promotional materials that have been approved by the Marketing Manager and are registered on the Polytechnic Marketing Register (P016-T01).

(12) Marketing Team must communicate with the relevant Polytechnic and broader University departments when planning to conduct promotional campaigns to enable support teams to be appropriately prepared for customer response.

(13) The Polytechnic Managers and Directors must communicate to the Marketing Team -

- a. any external comments made to media;
- b. involvement with external publications that may profile the Polytechnic programs or staff.

## **Part C - The Polytechnic Course Pages on VU Website**

(14) All the Polytechnic course pages must be structured according to the Polytechnic Anatomy of a Course Page (P016-G01).

(15) Much of the information that populates course pages comes from CAMS, and the Polytechnic Managers have responsibility to ensure that information drawn from CAMS and published on course pages on the VU website is current and accurate.

(16) The development and publication of new course web pages occurs according to:

- a. Marketing team consults with key stakeholders, including the Centre Director, Teaching Department Manager and the Polytechnic Manager Administration and Service Provision.
- b. Digital and Communications Coordinator develops draft web page and completes the Polytechnic Marketing Collateral Checklist (P016-F01) to ensure that the course webpage is fully compliant.
- c. Any compliance issues will be resolved through communication with the relevant Polytechnic Manager and other key stakeholders.
- d. Written approval for publication must be provided by -
  - i. Deputy Vice-Chancellor, Vocational Education and Pathways or the Polytechnic Marketing Manager and
- e. The completed Polytechnic Marketing Collateral Checklist (P016-F01), written approvals from above, and a link to the new web page must be sent to the Marketing Manager for final approval.
- f. The web page is published after receiving written approval from the Marketing Manager.
- g. The Marketing Manager adds the appropriate reference to the Polytechnic Marketing Register (P016-T01).

(17) Updates to existing course web pages (including news, events, information sessions, course transition arrangements etc.) must be approved and published according to:

- a. The responsible Polytechnic Manager must email request / editable content to [VPWEB@vu.edu.au](mailto:VPWEB@vu.edu.au), including all necessary information. Attach MS Word document with tracked changes.
- b. Digital and Communications Coordinator will make the requested updates and then use the Polytechnic Marketing Collateral Checklist (P016-F01) to ensure that the course webpage with included updates is fully compliant.
- c. Any compliance issues will be resolved through communication with the relevant Polytechnic Manager.
- d. The completed Polytechnic Marketing Collateral Checklist (P016-F01) and a link to the updated page must be sent to the Marketing Manager for final approval.
- e. The Marketing Manager adds the appropriate reference to the Polytechnic Marketing Register (P016-T01).

(18) Deputy Vice-Chancellor, Vocational Education and Pathways, Marketing Manager and VU Web Services will review and improve the standard structure of the Polytechnic course web pages from time to time, based on input from relevant stakeholders, feedback from users or updates to Victorian Government Department of Education and Training Funding Contract or other changed regulatory requirements.

## Part D - VET Marketing Collateral

(19) Prior to the development of any marketing collateral, the Polytechnic Managers must refer to and complete the steps of the Polytechnic Sales and Marketing Strategy Tool (PO16-F02). If it is determined that a course flyer is needed, the Polytechnic Value Proposition Tool (PO16-F03) is to be included.

(20) Standard Course Flyers are to be created using the Polytechnic Course Marketing Template (PO16-T02).

- a. The Polytechnic course managers complete the Polytechnic Marketing Collateral Checklist (P016-F01) to ensure new or updated flyer is fully compliant.
- b. New flyers or updates to existing flyers are to be submitted to the marketing team.
- c. Any identified issues are to be resolved between the marketing team and the relevant Polytechnic Manager.
- d. The completed Polytechnic Marketing Collateral Checklist (P016-F01) and a copy of the flyer must be sent to the Marketing Manager for action. The flyer is released after receiving written approval from the Marketing Manager (note that a request to add flyer to web page must be made according to earlier Part C - The Polytechnic Course Pages on VU Website).
- e. The Marketing Manager adds the appropriate flyer to the Polytechnic Marketing Register (P016-T01).

(21) The Marketing Manager in conjunction with the Senior Manager Quality and Compliance (VET) is responsible for conducting periodic audits of teaching areas to ensure that course collateral in use is compliant with the requirements of the Standards for Registered Training Organisations, 2015 and the VET Funding Contract. Where non-compliant material is identified, the Marketing Team will work with the relevant Manager to remove the material from circulation and to update it according to the above Procedure.

(22) Other course or teaching area promotional materials (for example capability promotions to industry) must also be approved by the Marketing Manager prior to use. The Marketing Team can provide support in the development of such marketing collateral.

- a. The Polytechnic Manager raises the need for marketing collateral with the Marketing Manager.
- b. The Polytechnic Manager works with the Marketing Team to develop the product.
- c. The Polytechnic Manager completes the Polytechnic Marketing Collateral Checklist (P016-F01) and forwards completed checklist and developed product to Marketing Manager for action.
- d. The product is released after receiving written approval from the Marketing Manager (note that a request to add marketing product to web page must be made according to earlier Section C - The Polytechnic Course Pages on VU Website).
- e. The Marketing Manager adds the appropriate flyer to the Polytechnic Marketing Register (P016-F01).

## Part E - Use of Social Media for Marketing Purposes

(23) Request for use of the approved Polytechnic social media platform for marketing purposes must be made to the Digital & Communications Coordinator, or the use of social media for marketing purposes can be initiated by the Marketing Team.

(24) Marketing team to provide advice and support to the Polytechnic Managers in the development of content for social media posts.

(25) The Polytechnic staff are not permitted to post the Polytechnic related content that may appear to represent the views of the Polytechnic without going through the above approval process. This excludes re-posting the official Polytechnic posts.

(26) The Digital and Communications Coordinator will conduct a monthly audit of social media activity against the Polytechnic Marketing Collateral Checklist (P016-F01) and record results in the Polytechnic Social Media Monthly Audit Register (P016-T03)- maintained by Marketing Manager.

## **Part F - External Partner Marketing and Social Media**

(27) All Polytechnic agreements with external partners must ensure that any marketing or promotion activity related to the partnership is subject to this Procedure.

## Status and Details

<b>Status</b>	Historic
<b>Effective Date</b>	19th February 2018
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## Glossary Terms and Definitions

"**CAMS**" - Victoria University's Course Approval and Management System.