Procedure name:	MR1.1 Marketing Procedure	Version:	3.1
Procedure owner:	Head of Marketing		
Approved by:	Chief Executive Officer		
Approved date:	February 2020	Review date:	February 2021

SECTION 1 - INTRODUCTION

PURPOSE

This procedure outlines the steps in which the RTO is to prepare and release marketing material, including the website content, for its accredited and non-accredited courses and services in line with the Standards for RTOs 2015 (SRTOs) and all other relevant Federal and State funding contracts. This procedure ensures that the RTO will not promote, market or distribute any publication regarding its services and operations with incorrect or misleading information and will conduct its marketing business processes systematically and correctly.

SCOPE

This procedure applies to all employee, partners and associates of the Selmar Institute of Education in relation to publications distributed (including the website and social media), advertising its qualifications services and operations. This procedure includes all regulatory requirements that fall under the RTOs obligations as a registered training organisation.

The Head of Marketing is ultimately responsible to ensure that this business process is followed by all Sales and Marketing staff as mentioned below in each line of Responsibility. The other departments that have input into the development of marketing material and online advertising is the Learning Design and Compliance teams.

SECTION 2 – PROCEDURE

New course – general marketing collateral

Responsibility	Activity
Learning Design Team	1. When there is a new course approved and the Training and Assessment Strategy (TAS) has been developed by the Learning Design and Compliance teams, *the MR1.1.3 Course Brief* form is completed and provided to the Finance and Governance, Risk and Compliance Departments for approval.
Finance Department and Governance, Risk and Compliance Department	2. The Finance Team checks and signs off the *MR1.1.3 Course Brief* form for correctness of government funding, traineeship status, delivery mode and unit selection (nominal hours vs scheduled hours). The Finance Team also completes the Course Fee section including the cost of the course and payment methods. 3. The Governance, Risk and Compliance Team checks ALL sections of the *MR1.1.3 Course Brief* form to ensure that it meets all requirements, and signs off.

Responsibility	Activity
	4. The Finance Team OR Governance, Risk and Compliance Team (which ever signs last) forward the *MR1.1.3 Course Brief* form to the Marketing Department for development of marketing collateral and website information.
Marketing Team	5. The Marketing Team analyses the *MR1.1.3 Course Brief* form to gather the general information for the course to include in the marketing collateral. 6. **In the instance that the course has the option for a VET Student Loan, this payment option must not be advertised.**
Marketing Team	7. Once the Marketing Team is ready to create the marketing collateral they must refer to the *MR1.1.1 Marketing Checklist*. This will ensure that any elements that must be included are, and any information that cannot be advertised due to regulatory requirements or Federal and State funding contracts are followed.
Marketing Team	8. The marketing collateral is drafted. 9. The Marketing Team signs off the 'Product manager sign off' section of the *MR1.1.1 Marketing Checklist* and sends the marketing collateral together with the singed *MR1.1.1 Marketing Checklist* to the Governance, Risk and Compliance Team as well as the Learning Design Team.
Governance, Risk and Compliance Team	10. The Governance, Risk and Compliance Team audits the marketing collateral using the *MR1.1.1 Marketing Checklist*. The Governance, Risk and Compliance Team ensures that the marketing material is compliant against the SRTOs, VET Student Loan Manual and each State funding contract (where applicable). 11. The Governance, Risk and Compliance Team signs off the Compliance sign off section of the *MR1.1.1 Marketing Checklist* and sends the marketing collateral together with the singed *MR1.1.1 Marketing Checklist* to the Head of Marketing.
Head of Marketing	12. The Head of Marketing checks that the *MR1.1.1 Marketing Checklist* has been signed off by the Marketing Team (Product Manager) and the Governance, Risk and Compliance Team and provides the final release for the marketing material to be developed. 13. The Head of Marketing sends the marketing collateral together with the singed *MR1.1.1 Marketing Checklist* to the Marketing Team (Product Manager).
Marketing Team	14. The Marketing Team develops the marketing collateral and publishes. 15. All marketing material, completed *MR1.1.3 Course Brief* form and *MR1.1.1 Marketing Checklist* is saved in the Business Development drive on the server and upload the final product on the Catalyst Education Intranet: http://intranet.careerstg.com.au/ctg_home/ctg_marketing_collateral_selmar/

Responsibility	Activity
Learning Design Team	1. When there is a new course approved and the Training and Assessment Strategy (TAS) has been developed by the Learning Design and Governance, Risk and Compliance Teams, the *MR1.1.3 Course Brief* form is completed and provided to the Marketing Department for development of online information.
Marketing Team	2. The Marketing Team analyses the *MR1.1.3 Course Brief* form to gather the general information for the course to include online. 3. **In the instance that the course has the option for a VET Student Loan, this payment option must not be advertised.**
Marketing Team	4. Once the Marketing Team is ready to update the website they must refer to the *MR1.1.1 Marketing Checklist*. This will ensure that any elements that must be included are, and any information that cannot be advertised due to regulatory requirements or Federal and State funding contracts is followed.
Marketing Team	5. The website is updated in draft form but is not live. 6. The Marketing Team signs off the Product Manager sign off section of the *MR1.1.1 Marketing Checklist* and sends the website link together with the signed *MR1.1.1 Marketing Checklist* to the Governance, Risk and Compliance Team.
Governance, Risk and Compliance Team	7. The Governance, Risk and Compliance Team audits the website link using the *MR1.1.1 Marketing Checklist*. The Governance, Risk and Compliance Team ensures that the changes to the website are compliant against the SRTOs, VET Student Loan Manual and each State funding contract (where applicable). 8. The Governance, Risk and Compliance Team signs off the Compliance sign off section of the *MR1.1.1 Marketing Checklist* and sends the website link together with the singed *MR1.1.1 Marketing Checklist* to the Head of Marketing.
Head of Marketing	9. The Head of Marketing checks that the *MR1.1.1 Marketing Checklist* has been signed off by the Marketing Team (Product Manager) and the Governance, Risk and Compliance Team and provides the final release for the website changes to go live. 10. The Head of Marketing sends the marketing collateral together with the singed *MR1.1.1 Marketing Checklist* to the Marketing Team (Product Manager).
Marketing Team	11. The Marketing Team edits the website and publishes the updates. 12. The changes made to the website are to be recorded on the *MR1.1.3 Course Brief* form and saved in the Business Development drive on the server together with the *MR1.1.1 Marketing Checklist* and upload the final product on the Catalyst Education Intranet: http://intranet.careerstg.com.au/ctg_home/ctg_marketing_collateral_selmar/

Responsibility	Activity
Governance, Risk and Compliance Team	1. As per the Compliance Calendar, the Governance, Risk and Compliance Team conducts an internal audit on course marketing collateral, website or social media. 2. The Governance, Risk and Compliance Team uses the *MR1.1.1 Marketing Checklist* as well as the *MR1 Marketing Policy* as a reference to ensure that all regulatory and State funding contract requirements are being adhered to in all general marketing collateral and online marketing including website and social media. 3. Complete *OR2.1.1 Internal Review Report* as a tool to conduct the internal audit. 4. Head of Governance, Risk and Compliance analyses the outcome of the internal audit and assesses the risk levels. 5. Head of Governance, Risk and Compliance develops an action plan clearly recommending required changes and expected timeframes. 6. The completed *OR2.1.1 Internal Review Report* is provided to the Head of Marketing for all action items to be completed. 7. All required actions are added to the Continuous Improvement Register. 8. The outcome of the internal review is reported to the board.
Head of Marketing	9. The Head of Marketing implements the action plan and provides evidence that the actions have been completed. Forms of evidence may include: - Screen shots of website or social media changes - Links to updated web pages - Updated brochures, flyers and any other marketing collateral - Updated sales scripts etc.
Governance, Risk and Compliance Team	10. The Governance, Risk and Compliance Team checks that all actions have been implemented against the evidence provided. 11. The Governance, Risk and Compliance Team update completed tasks as completed on the Continuous Improvement Register 12. File the *SEL Internal Review Report in K:\CATALYST EDUCATION\INTERNAL REVIEWS\SELMAR* on the server.

SECTION 4 - RELATED MATERIALS

Name	Document Type
MR1.1.3 Course brief	Form
MR1.1.1 Marketing Checklist	Checklist
OR2.1.1 Internal Review Report	Form
Catalyst Education Intranet http://intranet.careerstg.com.au/ctg_home/ctg_marketing_collateral_selmar/	Online
Continuous Improvement Register	Register
Compliance Calendar	Online

SECTION 5 - VERSION CONTROL

Version #	Approval Date	Approved by	Details
1	31 Jan 2018	Chris Lugg	Document creation
2	November 2018	Marcus Sellen	Document reviewed, procedure extended
3	July 2019	Marcus Sellen	Updated address
3.1	February 2020	Julie van Belkom	Updated department and position titles