



TYPE OF DOCUMENT:	POLICY
TITLE:	MARKETING AND ADVERTISING
DOCUMENT NUMBER:	POL23
VERSION NUMBER	2.0

POLICY STATEMENT

Perth Boat School is committed to ensuring that it conducts ethical marketing and advertising of training and assessment products and services. Perth Boat School is committed to ensuring that marketing processes provide an accurate customer perception on the range and quality of services it offers.

Perth Boat School will:

- * ensure that marketing material is accurate and approved by the Manager of Perth Boat School;
- * obtain prior written permission from any person or organization for use of any marketing or advertising material, which refers to that person or organization, and will abide by any conditions of that permission;
- * accurately represent to prospective clients training products and services that lead to AQF qualifications or Statements of Attainment, and ensure that advertised outcomes are consistent with these qualifications;
- * advertise AQF qualifications only if they are included in the scope of registration and will not state or imply that services are within the scope if they are not;
- * ensure that all marketing and advertising materials identify training and assessment services leading to AQF qualification and/or Statement of Attainment separately from any other training / assessment services; and
- * ensure the use of the Nationally Recognised Training (NRT) and State Training Logo (STA) logos on advertisements is in accordance with the AQTF 2007.

MARKETING AND ADVERTISING

1.0 INTRODUCTION

Perth Boat School is committed to providing quality training and assessment in accordance with the Australian Quality Training Framework (AQTF 2007). As such, Perth Boat School is required to have ethical marketing and advertising processes in place.

Perth Boat School advertises its training and assessment products and services to the general public and relevant industry stakeholders. This is undertaken



using a variety of media, as is deemed appropriate for the audience and industry climate at the time.

2.0 POLICY PRINCIPLES :

2.1 Principles

- To provide up-to-date and accurate information to the general public and industry stakeholders on the courses provided by Perth Boat School.
- Perth Boat School acknowledges that maintaining a competitive edge and a point of difference is the key element in attaining business growth and profitability.
- Perth Boat School markets its products and services in an ethical manner ensuring integrity and accuracy, avoiding misleading or ambiguous statements.
- Perth Boat School gains prior written permission from any person or organisation before using information about that person or organisation in any marketing materials.
- All marketing material is developed and approved by the Manager of Perth Boat School to ensure integrity.
- Perth Boat School Marketing strategies may include, but are not limited to:
 - Perth Boat School Website
 - Course Brochures
 - Press advertising
 - Student information
 - Email database
- All approved marketing materials will be kept in the Marketing and Advertising File.

3.0 SUPPORTING DOCUMENTATION

Perth Boat School documentation which supports the implementation of this Policy includes:

- F23_01 Marketing and advertising approval checklist
- F23_02 Course Brochure Template
- Marketing and Advertising approval file



4.0 PROCEDURES :

MARKETING AND ADVERTISING

23-01

Step One – Development of marketing strategy, budget and plan
--

- 1 The Manager of Perth Boat School will develop a marketing strategy for the next period as part of Perth Boat School Business Plan every 12 months.

Step Two – Development of Marketing Materials templates
--

- 1 The Manager of Perth Boat School will develop marketing and advertising templates for the various marketing and advertising strategies.
- 2 Manager of Perth Boat School will develop marketing materials in accordance with advertising templates.

Step Three – Authorisation of Marketing and advertising materials
--

- 1 The Manager of Perth Boat School will review and approve all marketing materials prior to release, completing a Marketing Authorisation Checklist.
- 2 A copy of the authorisation checklist and approved marketing materials will be kept in a Marketing and Advertising File.

Step Four – Printing and Editing Advertising

- 1 Marketing and advertising materials are sent for printing.
- 2 Manager of Perth Boat School will check the proof for final approval.

Step Seven – Website editing

- 1 Manager of Perth Boat School manages and updates the information on the website on an ongoing basis.