

Marketing and Advertising Policy

Date Approved:	27 January 2023
Date Effective:	27 January 2023
Policy Category:	Marketing
Policy Owner:	National Marketing Manager

1. Context, Purpose & Key Principles

SEDA Group (SEDA) ensures that marketing of education and training services is professional, accurate and maintains the integrity and reputation of the industry. This policy sets out these legislated requirements for marketing and advertising across the organisation.

The purpose is to manage the development, authorisation and usage of advertising and promotional material to ensure:

- a consistent brand message is demonstrated
- advertising is part of integrated marketing campaigns
- regular evaluation and analysis of advertisement effectiveness for future campaigns is collected
- All advertising complies with all relevant Federal, State and Local Government legislation, regulations, guidelines, codes of practice, standards, awards and the policies of SEDA.

All advertising must be coordinated by the National Marketing Manager.

2. Scope

- All current and prospective students
- Admissions and Marketing
- Student Services
- Business Development

Document Name:	Marketing and Advertising Policy		
Document Owner:	National Marketing Manager	<i>Document control management – Uncontrolled when printed</i>	<i>Page 1 of 5</i>

3. Policy Statement

SEDA must give students a clear and accurate description of the services and educational experience it provides. This approach must be evident in all SEDA's marketing material, website and in the way, information is communicated through all marketing avenues, including exhibitions, events and articulation pathways.

Categories of SEDA Advertising

Campaign advertising

- Annual scheduled campaigns at key enrolment periods
- Tactical campaigns (periodic)
- Activity specifically including but not limited to:
 - Open Days/Information sessions or equivalent
 - Scholarships
 - Career Expos
 - Graduation
 - Special events
- SEDA initiatives

Functional advertising

- Course or study area (linked to the scheduled campaigns)
- Specific department or team activities or events

SEDA Advertisements

To ensure a consistent brand message throughout all SEDA advertisements, all marketing material and collateral are to be produced by Marketing and Communications Design Studio.

No material is to be created by internal departments or external/third party providers or publishers without the approval of the Marketing and Communications Design Studio.

What can be advertised?

Advertisements can be for an individual course or range of courses, study areas, tenders, public notices and branding messages.

Marketing will only advertise courses or study areas within SEDA's scope of Registration.

Document Name:	Marketing and Advertising Policy		
Document Owner:	National Marketing Manager	<i>Document control management – Uncontrolled when printed</i>	<i>Page 2 of 5</i>



Key campaign periods

Campaign periods are predominantly centred on SEDA enrolment periods and will roughly follow the following schedule:

- Open Days/Information sessions or equivalent (Aug-Sept)
- End of year (Oct – Dec)
- Start of year (Jan – Feb)
- Midyear (May-Jul)

4. Responsibilities

SEDA must clearly identify its name and its Registered Training Organisation code (provider number) in all marketing materials including in material disseminated electronically for all Vocational Education and Training (VET) marketing materials.

SEDA's legal entity name and/or any associated trading names and the Registered Training Organisation (RTO) code must be included in the footer of its website.

SEDA will not give false or misleading information or advice in relation to:

- claims of association between SEDA and another provider.
- guarantees of employment outcomes associated with a course;
- automatic acceptance into another course.
- accreditation status of courses or training packages; or
- any other claims relating to SEDA its courses or outcomes associated with completion of courses

Students considering enrolling with SEDA may access a range of published brochure/s

- collateral that details information about the accredited course or qualification.

Such collateral will include but is not limited to:

- the course title and code if applicable;
- the qualification code and title if applicable
- the unit/s of study, subject/s, and or unit/s of competency codes and titles (if required)

Document Name:	Marketing and Advertising Policy		
Document Owner:	National Marketing Manager	<i>Document control management – Uncontrolled when printed</i>	<i>Page 3 of 5</i>



- the requirements for acceptance into a course, including meeting course entry requirements including but not limited to Language, Literacy and Numeracy (LLN) or pre-requisite requirements, educational qualifications or work experience required and whether course credit may be applicable.
- course content and duration, qualification offered if applicable, modes of study and assessment methods;
- delivery locations
- details of any arrangements with another registered provider, person, or business to provide the course or part of the course.
- indicative course-related fees including advice on VET Student Loans (VSL) and Skill's First (published on SEDA's website), the potential for fees to change during the student's course and refer to applicable cancellation and refund policies;
- referral to information about student policies and procedures including student access to complaints and appeals and support services;
- referral to information about course rules and the grounds on which a student's enrolment may be deferred, suspended or cancelled.
- SEDA published brochure collateral and website content will be updated as required to meet benchmarked standards, ASQA Standards, and to be relevant to advertising and marketing.

At all times SEDA will adhere to its Privacy Policy in the use of marketing materials relating to student communication.

5. Review

All marketing material is approved via a formal approval process outlined within Brand Hub and stored via a secure document library. For materials produced by the Marketing and Communications Design Studio, this is reviewed periodically by the Quality & Compliance team to ensure parity with legislative and regulatory requirements.

Any materials featuring SEDA branding, or reference and include branding of our associated industry partners, that not been produced by the marketing team, will utilise the same formal approval process utilising the Brand Hub. Review and approval will be

Document Name:	Marketing and Advertising Policy		
Document Owner:	National Marketing Manager	<i>Document control management – Uncontrolled when printed</i>	<i>Page 4 of 5</i>

required from both the Marketing team and Quality & Compliance team to ensure all materials meet the required standard.

Any concerns are to be raised directly to the National Marketing Manager by the Quality and Compliance Manager, for immediate action to assure ongoing compliance.

6. Further Information:

Definitions:

ASQA – is the Australian Skills Quality Authority, the regulator for Vocational Education and Training (VET) institutions (registered training providers – RTOs) and courses in Australia.

VET Student Loans (VSL) – is a federal government loan scheme that assists eligible fee paying students pay all or part of their higher education tuition fees. SEDA is an approved VSL provider for its vocational education courses.

Student – is an individual person who is formally enrolled to study at SEDA. The individual person is that who appears on SEDA's documents such as enrolment, admission and payment documents, and who is assigned an individual student ID.

Related Legislation:

VET Quality Framework:

<http://www.asqa.gov.au/about-asqa/national-vet-regulation/vet-qualityframework.html>

Standards for Registered Training Organisations (RTO's) 2015

<https://www.legislation.gov.au/Details/F2019C00503>

Users Guide to Standards for RTO's (2015)

<https://www.asqa.gov.au/rtos/users-guide-standards-rtos-2015>

Version Number	Date Approved	Effective Date	Owner	Summary of Change(s)
2.0	27/01/2023	27/01/2023	National Marketing Manager	Split out from Operations Manual

Document Name:	Marketing and Advertising Policy		
Document Owner:	National Marketing Manager	<i>Document control management – Uncontrolled when printed</i>	<i>Page 5 of 5</i>