

## RTO Marketing Policy and Procedure

### PURPOSE

The purpose of this policy and procedure is to outline the processes and responsibilities of Music SA as an RTO in relation to the marketing of nationally recognised Vocational Education and Training (VET) training products.

### SCOPE

This policy and procedure applies to all Music SA collateral created, and activities conducted, to market the nationally recognised Vocational Education and Training (VET) training products offered by the RTO, across all mediums.

### POLICY STATEMENT

As an RTO, Music SA is obligated under the *Standards for Registered Training Organisations (RTOs) 2015* to ensure that current and prospective students are provided with clear, accurate and readily accessible information to enable them to make informed choices about the training that will best meet their needs.

This is Music SA's responsibility regardless of:

- the medium used to advertise training
- how students are recruited; and
- who is actually providing the information (including education agents and brokers).

### DEFINITIONS

**Training product** means an AQF qualification, skill set, unit of competency, accredited short course and module.

**Marketing collateral** refers to all materials created to raise market awareness of Music SA RTO courses and to recruit students for these courses. Materials include: flyers, posters, banners, brochures, videos, podcasts, e-newsletters and social media posts.

**Marketing activity** refers to all activities designed to raise market awareness of Music SA RTO courses and to recruit students for these courses. Activities include: advertising, personal selling (e.g. career expos, open days, student information sessions), public relations (e.g. press releases, sponsorships), sales promotions (e.g. scholarships) and direct selling (e.g. mail outs, emails) across all mediums.

**Marketing medium** refers to the way in which information is delivered to prospective students e.g. print, radio, TV, multi-media, website and social media platforms.

**Marketing Plan** refers to a formal document that identifies the target group and strategies across the marketing mix (e.g. product, price, place and promotions) for each training product offered by Music SA.

### REFERENCES

- Standards for Registered Training Organisations (RTOs) 2015
- Users' Guide to the Standards for Registered Training Organisations 2015

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### DOCUMENTS

The following documents support this policy and procedure:

- Music SA RTO Marketing Collateral Checklist
- Music SA RTO Register of Approved Marketing Collateral
- Music SA RTO Marketing Release Form (Individual)
- Music SA RTO Marketing Release Form (Organisation)

### RESPONSIBILITIES

The **Music SA Board** is responsible for:

- approving the RTO Marketing Policy and Procedure and all subsequent revisions.

The **Music SA Chief Executive (CEO)** is responsible for:

- approving the RTO Marketing Plan
- allocating a budget to resource the implementation of the RTO Marketing Plan
- presenting all subsequent revisions of the RTO Marketing Policy and Procedure to the Music SA Board for approval
- ensuring that the RTO Marketing Plan is implemented in a timely manner and in accordance with the approved budget
- providing regular reports to the Music SA Board on RTO marketing outcomes and recommended future actions
- ensuring that all RTO staff understand their roles and responsibilities in relation to this policy and procedure
- approving all RTO marketing collateral to ensure compliance with the Standards for Registered Training Organisations (RTOs) 2015 and overall quality
- approving changes to the RTO Portal on the Music SA website and social media platforms, based on recommendations received from the Music SA Marketing Manager and Head of Training; and
- conducting an annual audit of the RTO Register of Approved Marketing Collateral to ensure ongoing compliance with this policy and procedure, the RTO Standards and other relevant regulatory requirements.

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### RESPONSIBILITIES CONT.

The **Music SA Marketing Manager (MM)** is responsible for:

- working collaboratively with RTO staff to develop the RTO Marketing Plan and presenting to the CEO for approval
- coordinating the development of RTO marketing collateral where identified in the RTO Marketing Plan
- ensuring that references to another person or organisation (e.g. testimonials, photographs, videos, sound recordings, logos or other images) are ONLY used in marketing collateral, website and social media platforms, if the consent of that person or organisation has been previously obtained and can be evidenced (e.g. via the relevant Music SA RTO Marketing Release Form, email or letter granting permission)
- completing the RTO Marketing Collateral Checklist for each piece of marketing collateral they develop, to check for compliance with the Standards for Registered Training Organisations (RTOs) 2015
- submitting the marketing collateral and completed Marketing Collateral Checklist to the Music SA CEO for final approval
- receiving and approving any requests to post content/images on Music SA RTO social media platforms
- entering the details of approved RTO marketing collateral in the Music SA RTO Register of Approved Marketing Collateral
- negotiating with external contractors to produce marketing collateral where required
- ensuring that Music SA's brand integrity and RTO compliance is maintained at ALL times on social media platforms; and
- only engaging in practices that comply with this policy and procedure.

The **Music SA Head of Training (HT)** is responsible for:

- maintaining the currency and accuracy of content in the Music SA Courses website, to ensure ongoing compliance with the Standards and other relevant regulatory requirements
- providing a quarterly report to the Music SA CEO on Music SA Courses website activity, including any continuous improvement recommendations.

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### RESPONSIBILITIES CONT.

All **Music SA Training Staff (TS)** are responsible for:

- contributing to the development of the RTO Marketing Plan
- implementing actions as identified in the RTO Marketing Plan and reporting on outcomes to the Music SA CEO as required
- working collaboratively with the Music SA MM to develop marketing collateral where required
- working collaboratively with the HT to ensure the quality and ongoing compliance of the Music SA Courses website
- ensuring that any third parties involved in promoting Music SA RTO training products to prospective students have access to accurate information at all times; and
- only engaging in practices that comply with this policy and procedure.

### PROCEDURES

#### RTO Marketing Plan

- 1 Music SA CEO will work collaboratively with all RTO staff to develop a RTO Marketing Plan.
- 2 Music SA MM will present the draft Marketing Plan to the Music SA CEO for approval and resourcing.
- 3 Music SA CEO will ensure that the RTO Marketing Plan is implemented by relevant RTO staff in a timely manner and in accordance with the budget.
- 4 RTO staff will implement actions identified in the Marketing Plan, and report outcomes to the Music SA CEO.
- 5 Music SA CEO will provide the Music SA Board with a quarterly report on the achievement of RTO marketing outcomes and future actions.

## RTO Marketing Policy and Procedure

### PROCEDURES CONT.

#### RTO Marketing Collateral

- 1 Music SA MM will work collaboratively with RTO Training Staff to develop marketing collateral, in accordance with the RTO Marketing Plan.
- 2 Music SA MM will complete the RTO Marketing Collateral Checklist for all marketing collateral developed.
- 3 Music SA MM will submit all draft marketing collateral to the Music SA CEO for approval, along with a completed RTO Marketing Collateral Checklist
- 4 Music SA CEO will check draft marketing collateral to ensure compliance with the Standards for Registered Training Organisations (RTOs) 2015 and approve or make recommendations in respect to content and/or quality (if required) .
- 5 Music SA MM will negotiate with external suppliers for the production of approved marketing collateral (if required).
- 6 Music SA MM will provide new approved marketing collateral to RTO Training Staff for use in marketing activities and for distribution to relevant third parties.
- 7 RTO Training Staff will ensure that any old marketing collateral held by third parties is collected and destroyed.
- 8 Music SA HT will publish new marketing collateral on the Music SA Courses website.
- 9 Music SA MM will record the details of all approved marketing collateral in the RTO Register of Approved Marketing Collateral.

#### Music SA Courses Website

- 1 Music SA HT will publish all new marketing collateral on the Music SA Courses Website (where relevant), immediately upon approval by the Music SA CEO.
- 2 Music SA HT will ensure that all content on the Music SA Courses Website is of a high quality and compliant with the Standards and other relevant regulatory requirements, at ALL times.
- 3 Music SA HT will receive and act upon any requests for changes to the Music SA Courses Website from RTO staff.
- 4 Music SA HT will provide quarterly reports to the Music SA CEO on website activity e.g. analytics, including any continuous improvement recommendations.

## RTO Marketing Policy and Procedure

### PROCEDURES CONT.

#### RTO Social Media Platforms

- 1 Music SA MM will receive and approve any requests from RTO staff to post content/images on Music SA social media platforms.
- 2 Music SA MM will check all new posts to social media platforms to ensure that brand integrity and RTO compliance are maintained at ALL times.
- 3 Music SA MM will provide quarterly reports to the Music SA CEO on social media activity e.g. analytics, including any continuous improvement recommendations.

### STATUS AND DETAILS

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|------------------------|----------------------------------|
| Category:              | Marketing and Recruitment        |
| Reference Code:        | MSA-RTO-POLP-MR:1-V1.1           |
| Version No:            | V1.1                             |
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| Accountable Officer:   | Music SA Chief Executive Officer |