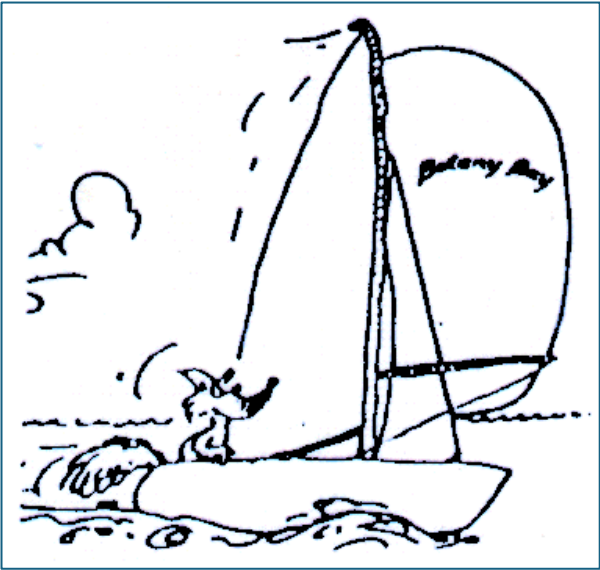




Sailingworld Pty Ltd

ACN:092 478 718



POLICY MARKETING AND ADVERTISING

Status	Current
Version	1-2024
Last review date	30 August 2024
Reviewed by	Sailingworld CEO
Summary of changes from previous version	Minor amendments post-annual review



MARKETING AND ADVERTISING POLICY

PURPOSE AND SCOPE

1.1 The purpose of this Policy is to provide for the ethical and accurate marketing and advertising of courses and programs to prospective students and stakeholders, and to ensure all marketing is consistent with Sailingworld's scope of registration.

1.2 The purpose of this Policy is to identify the principles to ensure all legislative and regulatory obligations, and quality standards, related to the marketing of nationally recognised AQF and non-award courses and programs provided by Sailingworld, are met.

1.3 This Policy applies to all Sailingworld staff with responsibility to prepare advertising and marketing materials to ensure they are fully conversant with the requirements detailed in this document.

POLICY STATEMENT

1.4 Sailingworld provides information about its nationally recognised AQF and non-award qualifications or programs to prospective students and other stakeholders with an accurate and full representation of what each entails, students' and stakeholder rights and responsibilities, and Sailingworld's obligations.

PRINCIPLES

1.5 Any advertisements and marketing materials intended for public viewing must be approved, with confirmation in writing, by the Sailingworld CEO before it is released.

1.6 All advertisements and promotional information:

1. Advertising is created through the processes/requirements of clause 4.1. This is to ensure compliance obligations are followed and met.
2. Advertisements are created in accordance with Sailingworld's Marketing Checklist to ensure all legislative and regulatory obligations, and quality standards, related to the advertising and marketing of nationally recognised AQF courses and programs, are met.
3. Advertising identifies Sailingworld by its legal name and RTO code.
4. Only identifies those qualifications and units that are listed as current on Sailingworld's scope of registration.
5. Includes details about any government funded subsidy or other financial support arrangements.
6. Where applicable, ensures that marketing material addresses any third-party licencing and certification requirements.

1.7 For any advertisements and promotional information for training and/or assessment being delivered on behalf of Sailingworld by any third-party providers:

1. All materials are clearly identified as being delivered by a third-party providers.
2. All advertising and marketing materials are closely monitored and are approved prior to distribution by the Sailingworld CEO.



ROLES AND RESPONSIBILITIES

1.8 Under the guidance of Sailingworld's CEO, RTO staff should:

1. Use the Marketing Checklist to ensure compliance in Sailingworld marketing activities.
2. Provide content on courses and/or the Course Information Booklet to the Sailingworld CEO
3. Communicate with Sailingworld CEO to check draft copies of flyers/website.

1.9 The Sailingworld CEO is responsible for:

1. Developing and managing marketing campaigns and related collateral in support of RTO strategy.
2. Ensure all marketing activities are compliant with the Standards for RTO's (2015) and Sailingworld requirements.
3. Monitoring the compliance of marketing activities including the Marketing Checklist has been completed for each course and ensuring the marketing and advertising information on the website and provided to students, clients and agents is accurate and complete.
4. Approving of marketing campaigns, collateral, and activities.



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