

MARKETING POLICY



1. INTRODUCTION

Dynamite Studios Academy aims to ensure that it provides clear, current and accurate information to enable informed choices by customers and learners.

1.1 PURPOSE

This policy is intended to ensure that Dynamite Studios Academy will market, promote and advertise its training products and services in an ethical, professionally and responsible manner and in accordance with Standards for Registered Training Organisations 2015.

Our marketing management system is intended to, regardless of the channel or method used, advertising, brochures, websites and social media, is compliant by ensuring all marketing material must:

- Be approved by the CEO prior to distribution.
- Include the Dynamite Studios Academy's registration code.
- Include the code and title of the training product (as published on training.gov.au).
- Include current, clear and accurate information about all fees and charges.
- Include current, clear and accurate information about student loan provider
- Not guarantee that a learner will successfully complete a training program or obtain employment as a result of their training.
- Ensure all people and or organisations provide written consent to be included in any marketing or promotional, material.
- Only use the nationally recognised training (NRT) logo in accordance with the conditions of use, as specified in Schedule 4 of the RTO Standards.
- Ensure that the requirements of Australian Qualifications Framework are met, when issuing qualifications and statements of attainment

This policy provides guidance to staff when developing and reviewing marketing and recruitment systems, processes and procedures.

1.2 SCOPE

This policy applies to the CEO and all staff receiving or managing complaints made to or about us, regarding our programs, services or environment.

1.3 ORGANISATIONAL COMMITMENT

This organisation is committed to ensuring that potential students and customers have accurate and accessible information about Dynamite Studios Academy, its services and performance is available to inform prospective and current learners and clients.

1.3 OBJECTIVE OF THE POLICY

Dynamite Studios Academy seek to maintain and enhance our reputation of providing you with high quality products and services. We strive to ensure that information about all products and services offered by Dynamite Studios Academy is current, factual, accurate and is consistent with our scope of registration. This policy has been designed to provide guidance to both our customers and staff to ensure compliance of all marketing, advertising and promotional material. The objective of this policy is to ensure:

- Students, potential students and all staff are aware of our marketing, advertising and promotional Policy and processes.
- Marketing, advertising and promotional material is approved by the CEO prior to distribution and a register is maintained.
- The issuance of qualifications and statements of attainment are in accordance with the Standards for Registered Training Organisations (RTO) 2015 and associated schedules.

2. MARKETING PROCESS

WE ACKNOWLEDGE:

Any changes to the training package, standards or associated schedules and amend marketing, advertising and promotional material policy, procedures, forms accordingly.

Any changes to Standards or Schedules as they relate to the issuance of qualifications or statements of attainment and amend.

WE REVIEW:

We undertake, as a minimum, an annual review of all marketing and promotional material including but not limited to material where reference is made to a person or third party to ensure compliance and relevant consent has been received. We undertake, as a minimum, an annual review of qualifications, statements of attainment and records of results to ensure they are compliant with ASQA general directions, fact sheets and /or schedules

WE INVESTIGATE:

Any complaints, or issues raised or received as they relate to marketing, recruitment and / or promotion of Dynamite Studios Academy products and services or issuance of qualifications and statements of attainment. Within one week of receiving information about a complaint or issue we will investigate the complaint or issue objectively and impartially so that it can be resolved as quickly as possible.

WE RESPOND:

We will respond to complaints or issues as they relate to marketing, recruitment and/promotion of Dynamite Studios Academy products and services or issuance of qualifications and statement of attainments and will notify associated customers or staff of the findings and corrective actions.

WE TAKE ACTION

Where appropriate we amend our business practices or policies or marketing/promotional material to ensure compliance

WE RECORD:

We will record amendment and changes to marketing, recruitment and advertising material in a register that is regularly maintained.