

Program and Services
HACC Standard 2
AQTF Standard 12
Review Date:

Policy Number: PS4
Number of pages: 3
Attachments: Nil

POLICY REGISTER

Subject: Media & Promotion

Primary Responsibility:

Board members, Executive Officer and staff

Policy Statement

All promotion of WSCF will be ethical and completed with integrity, accuracy of information and professionalism. It is important that any media coverage concerning WSCF be positive and/or constructive.

WSCF will use the media in a considered manner to inform and progress our advocacy on the issues affecting our members.

Procedure

Service Promotion:

1. Individual staff members are responsible for promotional strategies in relation to their work.
2. The Executive Officer will approve all brochures, publications and training promotion.
3. Service promotion brochures are to be distributed widely throughout Greater Western Sydney to government and non-government organisations and groups providing services for marginalised and disadvantaged groups.
4. A fortnightly EFlash newsletter will be produced and distributed to WS community workers. This will be readily available to interested others.
5. A calendar of Learning and Development opportunities will be widely distributed.
6. Promotion will also take place through the WSCF website, interagencies, networks, and forums.

Media contacts:

1. WSCF recognises the importance of non-mainstream media (print and radio) in reaching diverse communities.
2. Proactive use of media.
 - a) Media releases will be approved by the Executive Officer before they are forwarded to the media outlet.
 - b) Paid advertising will be approved by the Executive Officer.
3. Reactive Use of Media
 - a) The Executive Officer will decide when to respond to requests for statements or interviews.
 - b) No other staff member is to respond to media enquiries without first seeking the approval of the Executive Officer.
 - c) If the Executive Officer delegates media enquiries to staff they should have their prepared comments approved by the Executive Officer and take detailed notes of the issues discussed with the journalist.
3. Attempts should be made to ensure that any contact with the media is kept positive and focused at all times.
4. Media training will be provided from time to time for WSCF staff and Board members. Staff whose duties include regular media contact will be provided with relevant training as part of their staff development/induction process.
5. Other services and individuals will not be discussed in the media without the prior approval of those services or individuals.

Marketing and Advertising for Nationally Recognised Training:

1. All material produced for advertising WSCF Learning and Development courses must be authorised by the Executive Officer.
2. For courses on the WSCF scope of registration, all marketing and advertising material must:
 - accurately state course title and code; and
 - use national and state logo according to AQTF standard 11 including that the NRT and VETAB logo are used only in direct connection with course name and code.
3. Course information and registration brochures will contain all necessary information for students as identified in AQTF Standard 6.3. WSCF will disseminate clear, information to each participant prior to enrolment, about each of the following:

- ~ Client selection, enrolment and induction/ orientation procedures
 - ~ Course information, including refund policy and exemptions (where applicable)
 - ~ Provision for language, literacy and numeracy assessment
 - ~ Client support, including any external support WSCF has arranged for clients
 - ~ Flexible learning and assessment procedures
 - ~ Welfare and guidance services
 - ~ Appeals, complaints and grievances procedures
 - ~ Complaints procedures
 - ~ Staff responsibilities for access and equity
 - ~ Recognition of prior learning arrangements
4. Student and stakeholder feedback will contribute to reviewing, updating and continually improving advertising and marketing information and strategies.

Adopted by the Board on: 02/06/2009

CROSS REFERENCE

- SE6 Staff Development Policy
- G1 Roles and Responsibilities of Committee Members
- G4 Delegations Policy
- WSCF Complaints Procedure