

Marketing and Advertising Policy

What This Policy Covers

This policy ensures all marketing and advertising materials about Menzies Institute of Technology are accurate, ethical, and compliant with Australian regulations. It covers how we create, approve, and publish information about our courses and services to prospective and current students.

Key Sections of the Policy

Accurate Information: All marketing materials must provide truthful, current information about courses, fees, duration, entry requirements, and outcomes. Materials must include our RTO code (21834) and CRICOS code (02815M) and clearly distinguish between AQF qualifications and other training.

Approval Process: All marketing materials require approval through the Marketing and Recruitment Committee before publication, managed through our Digital Asset Management System.

Permissions: We obtain written permission before using testimonials, images, or references to other organizations in our materials.

Regular Reviews: Marketing materials are reviewed whenever course information changes, including new or superseded qualifications, contact details, or RTO operational information.

Creating and Approving Marketing Materials

- **Step 1: Identify Need** - Marketing team or course staff identify need for new or updated materials based on course changes or marketing strategy.
- **Step 2: Submit Marketing Brief** - Complete appropriate marketing brief form (Domestic, International, or General) and submit to Marketing and Student Recruitment Manager.
- **Step 3: Draft Creation** - Marketing team creates draft materials ensuring accuracy of course codes, duration, fees, entry requirements, and RTO/CRICOS details.
- **Step 4: Upload to DAMS** - Upload draft to Digital Asset Management System which automatically routes for compliance checks and committee approval.
- **Step 5: Compliance Review** - Head of Compliance reviews materials against Standards for RTOs 2025 requirements using Marketing Compliance Checklist.
- **Step 6: Committee Approval** - Marketing and Recruitment Committee reviews and approves materials at monthly meetings. System generates compliance certificate upon approval.

- **Step 7: Publication** - Approved materials published to website and other platforms. All materials tracked in DAMS with approval history.
- **Step 8: Ongoing Monitoring** - Materials reviewed when course changes occur. Amendment requests submitted through DAMS using Marketing Material Amendment Form.

Important Points to Remember

- All marketing materials require approval before publication - no exceptions
- Include RTO code 21834 and CRICOS code 02815M on all materials
- Accurately represent training products on our scope of registration
- Distinguish between qualifications and other types of training
- Obtain written permission for testimonials and images
- Use Digital Asset Management System for all materials
- Update materials promptly when course information changes
- Never make guarantees about employment or visa outcomes
- Follow Australian Consumer Law and ethical marketing practices

Additional Information

The Marketing and Recruitment Committee oversees all marketing activities and meets monthly. The committee includes representation from marketing, compliance, and course leadership. For international student marketing, additional ESOS Act requirements apply including accurate information about work-based training, English language requirements, and course prerequisites. All policies are published on our website for easy student access.

Need Help?

For questions about this policy:

Marketing and Student Recruitment Manager, 1300 244 002, marketing@menzies.vic.edu.au

Related Policies and Documents

- MITP11 - Admissions Policy and Procedure
- MITP12 - Engaging, Monitoring and Managing Education Agents
- MITP60 - Policy Development, Revision and Renewal
- MITP89 - Pre-Training Review
- MITP61-DAMS - Digital Asset Management System User Guide
- Marketing Brief Templates (MFM14, MFM15, MFM16)
- Marketing Compliance Checklist (MFM17)
- Marketing Material Amendment Form (MFM18)
- Marketing Permissions Form (MFM19)

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