



Macarthur Community College Inc  
RTO ID 6860

POLICY	
<b>Title</b>	<b>Advertising and Media Release</b>
<b>Purpose</b> Describe policy intent	The purpose of this policy is to establish who is authorised and responsible for release of information about the College and activities
<b>Scope</b> List who this policy and procedure applies to	All staff
<b>References and legislation</b>	National Vocational Education and Training Regulator Act 2011 Standards for RTO Organisations 2015
<b>Definitions</b>	<b>Third party</b> means any party that provides services on behalf of the RTO but does not include a contract of employment between an RTO and it employee.
<b>Policy</b>	<p>The Principal is ultimately responsible for the content of all promotional material by the College.</p> <p>Regular Promotional materials are prepared by the appropriate Program Manager to whom authority to release is delegated by the Principal. Regular advertising material may include but is not limited to:</p> <ul style="list-style-type: none"> <li>• College term brochure</li> <li>• Newspapers</li> <li>• Website content</li> <li>• Flyers</li> <li>• Press releases</li> <li>• Course information sheets</li> </ul> <p>All advertising and marketing material for AQF qualifications will be ethical, accurate, and consistent with our scope of registration and will include RTO code and NRT logo. If any third-party is involved in clear and unambiguous details will be specified.</p> <p>Positions vacant material will be expressed by the Principal or the General Program Manager in the absence of the Principal</p>
<b>Relevant documentation</b>	Course information sheets Brochure Website brochure Paid advertisements Position vacant Flyers Pres Releases
<b>Communication and support for staff</b>	Policies are available to all staff via electronic access upon commencement with the College. Updates will be communicated via email notification. Hard copies will be made available upon request



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<b>Procedure</b>	Advertising and media release			
<b>Review date</b>	March 2016			
<b>Mapping to Standards for RTOs</b>	4.1, 5.1, 5.2, 5.3,			
<b>Version and Date issued</b>	Version	1	Date issued	01/4/15
<b>Developed By</b>	VET Manager			
<b>Approved by</b>	Principal			

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