



Macarthur Community College Inc
RTO ID 6860

POLICY				
Title	Brochure development			
Purpose Describe policy intent	To outline the principles under which the College Brochure is developed each Term.			
Scope List who this policy and procedure applies to	Principal Program Manager VET Manager Office Staff Tutors Centre Coordinators			
References and legislation	National Vocational Education and Training Regulator Act 2011 Standards for RTO Organisations 2015			
Definitions	The College 'Brochure' is our main advertising tool. It is a multi-page booklet that contains course and college information for the purpose of encouraging enrolments. It is commercially printed and distributed to a variety of places on a systematic basis.			
Policy	<p>The Brochure is developed for each term on a systematic, cyclic basis, in a form which is designed to stimulate interest and attract enrolments bearing in mind financial and operational constraints.</p> <p>Brochure course information will include both Lifestyle and VET Programs, will ensure course details are current and factual (at time of printing), will include prices, relevant logos (eg NRT) and outline Refund conditions.</p> <p>The Brochure is available in hard copy and electronic copy on website.</p>			
Relevant documentation	College Greens (Term casual sessional contract with Tutors for agreed delivery and assessment) Previous College Brochures(File Copies) Development Procedures and Timetable Annual Planning Calendar.			
Communication and support for staff	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			
Procedure	Brochure development			
Review date	March 2016			
Mapping to Standards for RTOs	4.1, 5.1, 5.2,			
Version and Date issued	Version	1	Date issued	01/4/15
Developed By	VET Manager			
Approved by	Principal			

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