

*This policy relates to the following corporate documents:  
This policy relates to the following legislation:*

GP2 Strategic Plan 2016 - 2019  
Privacy Act 1988

## **Purpose and scope**

Marketing and communications at GTNT are an integral part of our ongoing success and it is important that we ensure that there are several standards in place to meet the needs of the business, whilst also delivering a strong and consistent message to stakeholders (both internally and externally).

## **Objectives**

GTNT has set standards in place for the consistency and success of marketing and communication. The following headings are just a few of the procedures that demonstrate this commitment to quality communications strategies:

### **Logo Use**

Our brand is a very important factor of our marketing success and the way the logo is used can help or hinder this success. The GTNT Branding Guidelines (MA-GT001) outlines the correct ways in which to use the logo to maintain the consistency of the brand. This guideline also includes the use of the GTNT Training logo.

### **RTO Standards 2015**

All marketing materials need to accurately represent the services and training products of the RTO scope. Refer to Standard 4 for further information

### **Brand Awareness**

Brand awareness is a very important part of our marketing and communication methods and needs to seek the approval of both the Marketing Manager and Business Development Manager prior to putting the logo on anything (i.e. car decals, uniforms, promotional signage, and sponsorship opportunities).

### **Marketing Flyers**

Flyers used externally need to be approved and should follow a set standard. Flyers for use are located in Paradigm (RAS-SA003-13/14/15/16/17/18).

### **Style Guides**

Style guides have also been produced to ensure a consistent communication approach when both communication via mail (MA004 – Letter - StyleGuide) or via email (MA005 – Email - StyleGuide).

### **Communication Expectations**

In order to be able to maintain a consistent approach to the manner in which all of our employees conduct their communication (both internally and externally) the Communication Expectations Procedure (MA007) has been created.

### **Complaints and Feedback**

In accordance with this, the way we handle complaints and feedback is just as important as our outgoing communication. The Complaints and Feedback Procedure (MA-GT003) procedure sets out the guidelines for completing this process effectively and ensures that the right measures are in place to produce a positive outcome.

### **Media Delegation**

Handling situations effectively is also very important from a media perspective and it is important that this is done with extreme care, so that the right message is communicated. The Social Media Guidelines for Staff Procedure (MA008) outlines who at GTNT is allowed to communicate with the media and what kinds of responses they should give.

It also looks at different hypothetical scenarios and provides guidance on how the communication should be provided (for example in the event of a major incident or injury etc).

## **Social Media Principles**

The Communication Expectations (MA007) provides a clear set of guidelines for appropriate social media use on behalf of GTNT, it also provides advice for staff on their own personal social media pages and how they need to communicate any aspects of their interactions with GTNT.

## **Responsibilities**

Business Development Manager-

- Oversee processes for all forms of Marketing and Communication at GTNT, AASN & ASI;
- Proactively engage with the Marketing Manager to maintain the standards set within this Policy and the relevant procedures; and
- Liaise with the CEO in regards to any new Marketing or Communication needs of the business.

**Marketing Manager –**

- Actively drives marketing processes and demonstrates communication techniques for the promotion of GTNT , AASN & ASI internally and externally; and
- Champions the ideals set within this policy and provides advice and assistance to staff members that are identified as not adhering to the required standards.

**Employees –**

- Embrace and encourage the ‘Marketing and Communications’ culture to others in the workplace, and
- Follow requirements of the Marketing and Communications Policy and Procedures to ensure consistency of approach to all stakeholders.

## **Monitoring and review**

This policy is reviewed on an annual basis by the Senior Leadership Team.

## **Authorised by**

This policy seeks advice for any changes from the Business Development Manager.

This policy is authorised by the Senior Leadership Team, and is endorsed by the Chief Executive Officer.

<i>This policy relates to the following procedures:</i>	All procedures containing a code preceded with (MA)
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