



The Marketing and Public Relations function is to manage all communications and marketing aspects of the Film and Television School. The overall goal is to build comprehensive, integrated communications and marketing in support of the mission of the Film and Television School and to provide the highest quality of communications and marketing support possible.

At Footscray City Film and Television School, the Marketing and Public Relations goal is to create an awareness of the existence and quality of the Film and Television School, with accuracy and integrity, including, but not limited to, academic and non-academic programs, projects and activities.

Policy on Marketing

FCF is committed to the full and accurate disclosure of information to its clients and prospective clients. It is also aware that, in common with all businesses, it must comply with the requirements of Trade Practices Law. It will, therefore:

- Promote courses within the Scope of Registration with integrity, accuracy and professionalism, avoiding vague and ambiguous statements. No false or misleading comparisons will be drawn with any other provider or course.
- Not state or imply that courses other than those within the Scope of Registration are recognised by the relevant training board.

Policy on Branding

At FCF our brand is our promise—to our external publics as well as our current students and staff. The College brand is a manifestation of our vision to be a leading creative arts institution in engaging and empowering individuals.

The Film and Television School provides both guidance and creative opportunities and assists with the Film and Television School in the preparation of all communications materials to maintain a strong presence in a useful, unified and visually appealing way.

Graphic standards: Use of National Recognised Training Logo

The Film and Television School must use the Nationally Recognised Training (NRT) logo on all AQTF qualifications and statements of attainment it issues. Logo use must be in accordance with the current NRT Logo Specifications.

The Footscray City Films Film and Television School may use the NRT logo in advertisements only where it complies with the requirements of the NRT Logo Specifications.

The Footscray City Films Film and Television School may use the following statements in advertisements only in respect of training and/or assessment within its scope of registration:

- Nationally Recognised Training”; and/or
- “Registered by (the registering body) to issue the following qualifications...”

Publicity

Film and Television School will ensure that it obtains prior written permission from any person or organisation for use of any marketing or advertising material, which refers to that person or organisation, and must abide by any conditions of that permission.

Responsibility

The College will ensure its marketing and advertising of training and assessment is ethical and accurate and has been approved by the director of education. That all marketing is consistent across all platforms and is checked against the regulations of the government.

The RTO has a marketing policy in place and provides a checklist to ensure the ongoing compliance of all marketing materials, including the website.

The RTO publishes the latest registration audit.

The RTO has published the quality indicator data on its website.

The RTO publishes the fees and charges of the organisation. The published fees & charges comply with the contractual obligations. The schedule is available on the website.

In any promotional publication, report, signage or other material prepared by (or on behalf of) the RTO relating to the Training Services, the RTO:

- A. acknowledges in a prominent way that the Training Services are provided to Eligible Individuals with Funds made available by the Victorian and Commonwealth Governments (for example, by stating “*This training is delivered with Victorian and Commonwealth Government funding*”;
- B. not, without prior written approval of the State or the Department, use any logo or trademarks of the State or the Department.
- C. ensure that such materials meet the requirements of the *Equal Opportunity Act 2010* and related laws, including the provision of materials encouraging individuals with disabilities to access government subsidised training.
- D. ensure marketing and advertising of the Training Services to prospective clients is ethical, accurate and consistent with the requirements under this VET Funding Contract and at law; and
- E. identify the RTO legal entity and/or trading name and TOID.