Rationale

* The options for developing advertisements are:
* At school if graphic design skills and software are available
* using a creative agency or
* purchasing agency in-house production.
* Schools must plan and book advertising through the media agencies appointed under Master Agency Media Services (MAMS).
* Types of advertising are:

|  |  |
| --- | --- |
| *Campaign* | Normally part of an overarching communication or marketing strategy, using multiple channels or mediums, with one central creative idea across the campaign.  Generally serves to raise awareness of an issue, program or initiative; build a brand; shape attitudes or drive behaviour change. |
| *Functional* | Simple and informative, generally for immediate or short-term, appearing as one ad in newspapers or online. Requires minimal creative input and strategic planning. Can include notices about school events such as open days, school fetes or plays. |
| *Recruitment* | To recruit staff or fill a vacant position such as a Principal, teacher or non-teacher position. |

Purpose

* To ensure Charles La Trobe College uses approved media agencies to purchase advertising.
* To ensure the school complies with DET policy and guidelines in relation to purchasing advertising.

Implementation

* The school will consider the following if considering advertising:
* What type of advertising is it? This will help decide which agency to approach and how much strategic planning and creative development is needed.
* What is the purpose of the advertising or what does the school want to achieve?
* Who is the audience?  Can they be segmented region, income, demographics etc.?
* What is the advertising budget?
* Is there any particular channels or mediums that the school wants to use i.e. local paper or local radio?
* When is the advertising to run (date, time and duration)?
* What other channels will be used to get the messages out? Advertising works best in conjunction with other channels, such as the school’s newsletter, information sessions, and word-of-mouth.
* How will the school know it was successful?
* If the school decides upon campaign advertising, the DET resource [CommsNET](https://edugate.eduweb.vic.gov.au/Services/communications/default.aspx) will be checked for advice and tips on planning a campaign.

Evaluation

This policy will be reviewed as part of the school’s three year review cycle or if guidelines change (latest DET update mid-January 2016).

Ratification

This policy was ratified by the College Council on 15th February, 2018.

Reference

[www.education.vic.gov.au/school/principals/spag/management/pages/advertising.aspx](http://www.education.vic.gov.au/school/principals/spag/management/pages/advertising.aspx)