



MARKETING & COMMUNICATIONS POLICY

Policy number	0014	Version	01
Drafted by	Lynette Zito	Approved by Board on	
Responsible person	Vice President	Scheduled review date	

1. INTRODUCTION

All Village Hall Players Incorporated marketing communication will be legal, decent, honest and truthful. We prepare all marketing communication with a sense of responsibility to our community. We respect the privacy and confidentiality of customers, protecting them from unwarranted infringements of privacy.

2. PURPOSE

- 2.1 This policy sets out principles, responsibilities and authorities for marketing activities of Village Hall Players Incorporated (organisation), including:
- 2.1.1 brand governance;
 - 2.1.2 marketing and advertising;
 - 2.1.3 communications to board members, volunteers and students;
 - 2.1.4 engagement with media and public and personal comment by Board and Committee members; and
 - 2.1.5 governance of the organisation's website and social media channels.

3. POLICY

Part A - Communication and marketing principles

- 3.1 Effective communication with the organisation's stakeholders, including students, volunteers, the public, media, and government, is critical to the organisation's ability to meet its mission and goals, promote continued public support and community engagement, and build the organisation's public reputation for excellence.
- 3.2 Village Hall Players Incorporated's Annual Media Plan will provide the organisation with more effective promotions and impactful campaigns, reach our customers with targeted advertising, and track our business success with analytics.

- 3.3 The organisation's brand communicates Village Hall Players' vision and purpose, strategic direction, values and the unique reputation of the organisation's productions and events to stakeholders. It must be applied consistently in all the ways we communicate and act, as well as through our visual identity.
- 3.4 Centrally managed and coordinated communication channels for marketing, advertising, media engagement, social media and website environments enable effective communications, legislative compliance and consistency with the organisation's brand and goals.
- 3.5 Communication and marketing activities will reflect the diversity of the community and the ethos and values of the organisation.

Part B - Brand governance and organisational identity

- 3.6 The Village Hall Players Incorporated's brand includes:
 - 3.5.1 the organisation's name, how that name is visually expressed through its logo, and visual identity; and
 - 3.5.2 its communications (such as stationery, advertising, marketing, website and electronic media, signage and media releases).
- 3.7 The organisation's brand must be used consistently in all forms of communication and marketing.
- 3.8 The following authorities and responsibilities for brand governance and corporate identity are given through this policy:

Officer or body	Authorities and responsibilities
Board in conjunction with the Marketing Committee	Overarching responsibility for all advertising and marketing.
Board	Approve annual Marketing Plan
Vice President	Oversee adherence to brand identity
Marketing Committee	Recommend changes to brand identity
Board	Approve changes to brand identity

Part C - Marketing and advertising

- 3.9 Marketing and advertising information be accurate, complete, and compliant with both the organisation's ethical standards and legal standards.
- 3.10 The Communications and Marketing Procedure - Marketing and Advertising sets out detailed responsibilities and processes for the organisation's marketing and advertising, including:
 - 3.10.1 advertising compliance and standards;
 - 3.10.2 advertising processes; and
 - 3.10.3 development of promotional materials.

AUTHORISATION

Signature of President _____

Name of President _____

Date _____