



Healesville Community Renewable Energy Inc

Communications05 - Marketing Policy

Policy Id	Communications05	Version	1.0
Policy Type	Communications	Subject	Marketing
Approved	February 2021	Scheduled review	February 2024

1 Introduction

Marketing is our business discipline concerned with developing initiatives, informing the public about products and services, and persuading the community to work towards reducing the carbon footprint from their energy consumption.

An effective non-profit marketing plan maps marketing goals to the organization's goals and strategic plan. This helps prioritize and make time for what matters and identifies the best strategies and tactics for moving the mission forward.

An overall marketing plan can include multiple marketing strategies, each focusing on a different target market such as information provision, bulk buy initiatives, community group financial assistance, community large scale projects. This Marketing Policy is a constant that guides the planning process and ensures each individual strategy aligns with the objectives.

2 Purpose

The purpose of this policy is to guide Healesville CoRE's publicly accessible print and internet activities.

This policy is intended to:

- maximise opportunities to enhance visibility;
- combine efforts and improve information flow;
- assist the organisation to efficiently leverage its marketing and sponsorship opportunities;
- reduce miscommunication.

3 Policy

- Healesville CoRE will conduct marketing and communication activities to promote the organisation's purpose, goals and achievements to the local community, organisations and public.
- All marketing and communication activities must:
 - align with Healesville CoRE's strategic priorities;
 - be factually accurate and ethical;
 - contribute positively to Healesville CoRE's reputation;
 - be compliant with applicable legislative/regulatory requirements.
- The organisation identity should be clear and consistent as community focused for the use of environmental sources for renewable energy.
- Legal name of the organisation must be on adverts and the organisation name must be written as:
 - Healesville Community Renewable Energy Inc.; or
 - Healesville Community Renewable Energy Inc. t/a Healesville CoRE; or
 - Healesville CoRE.
- If required for marketing, the ABN is 99 988 563 885 and the ASIC registration number is A0101166X.
- Branding and design of public materials and templates must adhere to Healesville CoRE brand guidelines.
- The Media Manager will manage all aspects of the organisation's identity, brand management and marketing activities. This includes advertising through various promotional publications, online and social media marketing.
- All advertising material must be approved by the Media Manager and the President, and communicated to the Central Committee.

- All advertising costs such as web updates, newspaper articles, posters and handouts must be approved by the President or Treasurer as outlined in the Authority of Expense policy (Finance02).
- Proposals for sponsorship for Healesville CoRE must be assessed by the Media Manager and the President and, if supported, recommended to the Central Committee for final approval.
- Marketing and promotional videos produced for external audiences must be approved by the Media Manager and the President prior to publishing. Any request by an outside video production company to film activities or information relating to Healesville CoRE should be referred to the Media Manager in the first instance.
- Proposed update of website content must be as outlined in the Website Policy (Communications03).
- Appropriate permissions to use any image of an individual for promotional purposes must be obtained. Permission evidence needs to be accepted, filed and placed in the Healesville CoRE Shared Drive database.
- Use of other sponsor or company logos is only used when permission has been provided in writing (authentic email correspondence is accepted).
- A regular newsletter should be distributed to keep members informed about what is being done by the organisation, and to deliver appropriate information and generate interest in customers.
- Marketing emails are a cost effective and efficient way to share our messages with members. It is important to have clear expectations for marketing and bulk emails to avoid associating Healesville CoRE with spam and other negative email practices.
- Marketing research questionnaires may be used provided they are approved by the Central Committee.
- Social media may be used to support the Healesville CoRE mission and promote campaigns, programs and events of interest to the community. The Media Manager must be consulted prior to establishing any form of social media involving Healesville CoRE.
- Healesville CoRE encourages its members to use social media with the due exercise of discretion, thoughtfulness and respect for the organisation and the social media community, and in accordance with the appropriate policies (such as Confidentiality Policy, Privacy Policy, Transparency & Accountability Policy).
- Advertisements are filed in the Healesville CoRE Shared Drive database, along with any editorial documentation, for future reference and review. This includes for filing- Face book advertising, radio, magazine, brochures, newspaper and other electronic media.
- If and when marketing of Healesville CoRE is agreed by the Central Committee to be necessary, then this policy recommends that a Marketing Strategy should be considered (Ref: Communications05 - NFP Marketing Strategy).

4 Related Documents

Communications01 - Confidentiality

Communications03 - Website

Communications05 - NFP Marketing Strategy

Finance02 - Authority of Expense

Governance07 - Transparency & Accountability

Person06 - Privacy

Value01 - Vision & Mission Statement