

*This policy relates to the following legislation:*

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 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 and Scope**

This communication framework applies to:

- All GTNT personnel (employees, contractors, and temporary staff)
- Third parties with access to GTNT information or systems
- External interested parties where communication is required to support the ISMS

This document applies to all information assets, systems, and processes within the approved ISMS scope.

### **Communication Principles**

GTNT's ISMS communication is based on the following principles:

- Information security communication is planned and purposeful, not ad hoc
- Communication is appropriate to the audience and risk
- Sensitive information is communicated using approved and secure channels
- Roles and authorities for communication are clearly defined
- Communication activities are evidenced where required

## Internal Communication

What is Communicated	Audience	When / Trigger	Method	Responsible Role
Information Security Policy and ISMS objectives	All personnel	On approval and when updated	QMS, email, onboarding materials	Compliance Manager
Roles and responsibilities for information security	All personnel	On commencement and role change	Induction, policy acknowledgement	Compliance Manager/IT Quality Support Officer
Security awareness messages	All personnel	Periodic and risk-driven	Email, training platform	Compliance Manager
Information security incidents (internal)	Relevant internal stakeholders	Upon identification	Incident management system, email	Incident Response Lead
Changes to the ISMS	Management and affected personnel	Planned or unplanned change	Email, meetings	Compliance Manager
Internal audit results	Management	Post-audit	Meeting minutes, reports	Internal Auditor
Management review outcomes	Management	After management review	Meeting minutes	Management Team

## External Communication

What is Communicated	External Party	When / Trigger	Method	Authorised Role
Information security requirements	Suppliers / partners	Contract initiation or change	Contractual documentation	Relevant Manager
Information security incidents	Regulators or customers (where required)	As required by law or contract	Formal notification, secure email	CEO / ISMS Manager
Audit or assurance information	Customers or funders	Upon request or contractually	Formal report or secure portal	Compliance Manager
ISMS-related enquiries	External interested parties	As required	Email or formal correspondence	Compliance Manager

## Communication Authority and Control

GTNT defines and maintains authorised spokespersons for external ISMS communication. No personnel may communicate externally about information security incidents, vulnerabilities, or investigations unless explicitly authorised. During an active incident, communication is coordinated through the Incident Response process.

## Communication Channels

Approved communication channels include corporate email systems, secure collaboration platforms, intranet or document management systems, and formal letters or secure portals (where required). Channel selection is based on sensitivity of information, audience, and legal or contractual requirements.

## Communication Evidence and Records

Evidence of ISMS communication may include emails and announcements, meeting minutes, training and awareness records, incident notification records, and policy acknowledgement logs. Records are retained in accordance with ISMS document control and retention requirements.

## 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 and ANT;
- 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 & ANT 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.

# Marketing and Communications Policy (MA)

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## **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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