

POLICY

MARKETING & ADVERTISING POLICY

POL_037

Employer:	AUSTRALIAN CONCERT AND ENTERTAINMENT SECURITY PTY LTD			Worksite / Job:	ACES OPERATIONS ALL ACES WORKSITES		
For:	ACES EMPLOYEES						
Approved:	Travis Semmens	Date:	14/01/2013	Prepared:	Sonja Semmens	Date:	09/01/2013
Version	V3	Release:	15/01/2013	Review	3 years	Original:	01/07/2002

Purpose:

ACES will market its services and products with integrity, accuracy and professionalism, avoiding vague and ambiguous statements.

ACES will market its services and products in accordance with its regulatory compliance requirements.

All advertising and marketing must be aligned to ACES business objectives.

ACES culturally prefers not to advertise, and restricts 'sales' focused advertising.

All marketing/advertising actions are subject to compliance procedures and are subject to internal approval.

Policy:

1. The marketing of security activities and related security training is subject to regulation of the Security Licensing & Enforcement Directorate (**SLED**) in accordance with the Commissioner of Police Approval to conduct training and assessment for the purpose of the Security Industry Act 1997.
 - 1.1.1. Must include ACES full name [Australian Concert & Entertainment Security]
 - 1.1.2. Must include ACES Master Licence Number [404776913]
 - 1.1.3. Must not use 'Police Approved', 'Registry Approved', or in such a manner as to state or imply an official endorsement, accreditation or approval.
- 1.2. The marketing of nationally accredited training is subject to the regulation of The Australian Skills Quality Authority (**ASQA**)
- 1.3. The use of the Nationally Recognised Training logo is restricted and subject to specifications.
- 1.4. The use of the ASQA logo is restricted and subject to specifications.
- 1.5. ACES marketing of security activities is subject to compliance with conditions of ACES industry association, Australian Security Industry Association Limited [ASIAL] Code of Conduct.
- 1.6. A duty to maintain truth, accuracy and good taste in advertising and sales promotion.
- 1.7. refrain from using their relationship with the Association in such a manner as to state or imply an official accreditation or approval beyond the scope of membership of the Association and its aims, rules and policies.
- 1.8. The marketing of event activities is subject to the Entertainment Industry Code of Practice.
2. **Applicability**
 - 2.1. Employees including volunteer workers of ACES.
3. **Implementation**
 - 3.1. Marketing Dept.
4. **Monitoring, Evaluation and Reporting Requirements**
 - 4.1. The Manager, Marketing, or nominee, will monitor the implementation of the Marketing & Advertising Policy. This will include review and evaluation with appropriate stakeholders and reporting on compliance as required.
 - 4.2. Reporting Internal: Monthly Management Meeting
 - 4.3. Reporting External: ASQA Auditing, SLED Auditing.

Australian Concert and Entertainment Security Pty Ltd - T/as : Event Force | Avert Risk Management Services | Assure Event Safety Services | Secure Domain | Alleviate Event Administration and Logistics | Affirm Training

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Context / References

1. ACES as an employer, is bound by the provisions outlined in following Acts, Standards, guidelines and contract specifications when implementing its Advertising & Marketing Policy.

Context: Legislation, Regulation, Code of Practice (COP), Guides:

For ACES to demonstrate compliance with these provisions it is essential that ACES employees are set strict policy guidelines.

Version Document History:			
Version #:	Date Created:	Author:	History of Changes
1.0	1 July 2002	Zollman,S	HO Approved
2.0	01 March 2006	Ison, L	Reviewed, reformatted and updated
3.0	9 January 2013	Semmens, S	Reviewed, reformatted and updated