
MARKETING COMMUNICATIONS POLICY AND PROCEDURES

Purpose

The purpose of this policy is to establish clear guidelines and procedures for all communications and marketing activities at Trendie, including social media marketing, email marketing, and digital marketing. This policy ensures that all marketing efforts are aligned with the organisation's values, uphold its reputation, comply with relevant Australian legislation and regulations, and effectively engage with target audiences.

Scope

This policy applies to all employees, contractors, and third parties involved in the creation, management, and dissemination of communications and marketing content on behalf of Trendie. It encompasses all forms of marketing communication, including but not limited to social media platforms, email campaigns, website content, digital advertising, and public relations activities.

Policy Principles

- **Compliance and Legal Obligations:**

All communications and marketing activities must comply with relevant Australian laws and regulations, including but not limited to the Australian Consumer Law (ACL), the Spam Act 2003, the Privacy Act 1988, the Competition and Consumer Act 2010, and the Australian Association of National Advertisers (AANA) Code of Ethics.

- **Brand Integrity:**

Communications and marketing materials must accurately reflect Trendie's brand values and identity. Content should be consistent, professional, and in line with the company's branding guidelines. Misleading or false advertising is strictly prohibited.

- **Respect for Audience:**

Marketing efforts must respect the diversity of audiences, ensuring inclusivity and cultural sensitivity. Communications should be free from discrimination, offensive language, and imagery that could be considered inappropriate or harmful.



- **Transparency and Honesty:**

All marketing communications should be transparent and honest. Claims made in advertising must be substantiated and not exaggerated. Any sponsored content, advertisements, or partnerships must be clearly disclosed to the audience.

- **Confidentiality and Data Protection:**

Confidential information about the company, clients, or customers should not be disclosed in marketing materials without proper authorisation. The collection and use of personal data for marketing purposes must comply with the Privacy Act 1988 and the Australian Privacy Principles (APPs).

- **Social Media Conduct:**

Employees representing Trendie on social media must act in a professional manner and adhere to the organisation's social media guidelines. Personal use of social media should not conflict with the company's interests or violate its policies.

Procedures

- **Content Creation and Approval:**

- All marketing content, including social media posts, email campaigns, and digital advertisements, must be reviewed and approved by the Marketing Manager before publication.
- Content must align with Trendie's brand guidelines and messaging strategy.
- The Marketing Manager is responsible for ensuring that all content complies with legal and ethical standards.

- **Social Media Marketing:**

- Official social media accounts must be managed by authorised personnel only. No unauthorised accounts should represent the company.
- All social media content must be planned, reviewed, and scheduled in advance. Spontaneous posts must be approved by the Marketing Manager.
- Employees should refrain from engaging in negative interactions or responding to offensive comments. Such instances should be reported to the Marketing Manager for appropriate action.



- **Email Marketing:**
 - Email marketing campaigns must comply with the Spam Act 2003, ensuring that all recipients have provided consent to receive communications.
 - Emails must include a clear and functional unsubscribe option, allowing recipients to opt-out easily.
 - Personal data collected for email marketing must be securely stored and used in accordance with the Privacy Act 1988 and APPs.
- **Digital Marketing and Advertising:**
 - Digital advertisements, including pay-per-click (PPC) campaigns, must not make misleading claims or guarantee results that cannot be substantiated.
 - All digital marketing efforts must comply with the Australian Consumer Law (ACL) to ensure fairness and avoid deceptive conduct.
 - Data analytics and tracking tools used for digital marketing must respect user privacy and comply with data protection regulations.
- **Monitoring and Compliance:**
 - The Marketing Department is responsible for monitoring all communications and marketing activities to ensure compliance with this policy and relevant laws.
 - Regular audits of social media accounts, email lists, and digital advertising campaigns will be conducted to identify and rectify any non-compliance issues.
 - Breaches of this policy may result in disciplinary action, including termination of employment or contract.
- **Crisis Management and Response:**
 - In the event of a public relations crisis or negative publicity, the Marketing Manager will coordinate the response in consultation with senior management.



- An official statement will be prepared and disseminated through appropriate channels. Employees are not authorised to make public statements on behalf of the company without prior approval.
- Post-crisis, a review will be conducted to evaluate the incident and implement measures to prevent future occurrences.

Responsibilities

- **Employees:**

Employees involved in communications and marketing activities must familiarise themselves with this policy and adhere to its guidelines. They should report any potential breaches or concerns to the Marketing Manager or HR Department.

- **Marketing Manager:**

The Marketing Manager is responsible for overseeing all marketing communications, ensuring compliance with this policy, and providing guidance to employees. The Marketing Manager also serves as the point of contact for content approvals and crisis management.

- **HR Department:**

The HR Department supports the implementation of this policy by providing training on marketing ethics, compliance, and data protection. It also handles any disciplinary actions related to policy breaches.

Compliance and Enforcement

Trendie is committed to maintaining the highest standards in communications and marketing. Non-compliance with this policy may result in disciplinary action, including termination of employment or contract. Legal violations may also result in penalties as per Australian legislation.



Trendie

Review and Updates

This Communications and Marketing Policy will be reviewed annually to ensure its relevance and alignment with current laws and industry best practices. Any updates will be communicated to all employees and incorporated into training programs.

Implementation

All new employees involved in marketing activities will receive training on this policy during the onboarding process. Ongoing training will be provided to ensure awareness and understanding of current regulations and organisational standards.

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