

# Marketing Policy

## Aim

The aims of this policy is to communicate AUSC’s strategy for advertising to the wider community.

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## 1 Revision

This policy is to be maintained and reviewed by the AUSC Committee.

## 2 Application

This policy applies to all members.

## 3 Orientation Week (O'Week)

AUSC endeavours to provide a display to advertise and sign up to new members during O'week each year.

Where possible at least one of our boats, a set of scuba gear and photos from local dive sites should be used to enhance our display and attract new members.

Training courses are often organized for groups of new members who sign up in O'week and want to learn to dive. It is recommended to have an OWC organised for a couple of weeks after O'week which people can sign up for at O'week.

## 4 Document control

Revision (Date)	Person	Comments
0 (13/10/2015)	<b>Author:</b> David Warren <b>Reviewed:</b> Committee (via Meeting 13/10/2015) <b>Approved:</b> David Warren, President	Document released to club membership. Note: Section obtained from Communications and Marketing section.