

Advertising and Marketing Policy

Section 1 - Purpose and Scope

(1) The purpose of this Policy is to ensure all SCU's advertising and promotional activities and materials across print, broadcast and online media are accurate, ethical and compliant with relevant legislation, including the [Education Services for Overseas Students Act 2000](#).

(2) This policy supports the University's [Corporate Identity Policy](#) and should be read in conjunction with that policy and the supporting [Style and Design Procedures](#).

Scope

(3) This policy applies to the booking and approval of advertising and the design and production of marketing, publications and promotional materials across the University.

(4) This policy applies to all University staff and third parties undertaking domestic and international marketing activities on behalf of Southern Cross University. This includes the implementation of any marketing activity or the development and distribution of any marketing product that is representative of the University including but not limited to all persons undertaking marketing, recruitment or promotion on behalf of the University.

Section 2 - Definitions

(5) For the purposes of this Policy:

- a. Advertising:
 - i. means any form of paid information placement provided to the public about SCU courses and services;
- b. Marketing Materials:
 - i. means all corporate materials and prospective student recruitment documentation including print, electronic and web-based materials; and
- c. Student Recruitment:
 - i. means identification of potential students, and the provision of information about courses and services to them.

Section 3 - Policy Statement

(6) Southern Cross University Australia presents itself as a CRICOS Registered higher education provider. Perceptions of the University are influenced by the use of the University's name, logo and marketing collateral, all of which ultimately contribute to the overall success of the institution.

(7) All aspects of Southern Cross University's domestic advertising and marketing are managed by the Marketing and Recruitment work unit.

(8) Domestic promotional publications are managed by the Communications and Publications work unit.

(9) All aspects of Southern Cross University's international marketing including Advertising, Student Recruitment, Student Recruitment events, promotional publications and online marketing are managed by SCU International.

(10) All aspects of SCU domestic and international advertising and marketing must reflect the University's corporate identity as outlined in the [Corporate Identity Policy](#) and [SCU Style and Design Procedures](#).

(11) All University staff engaged in marketing, advertising and recruitment activities are responsible for following this Policy and complying with the [SCU Style and Design Procedures](#).

Part A - Responsibilities

Marketing and Recruitment Work Unit

(12) The Marketing and Recruitment Work Unit has responsibility for all domestic marketing activity.

(13) Marketing and Recruitment:

- a. is responsible for implementation of this Policy, including compliance issues relating to domestic advertising; and
- b. in close co-operation with other work units within the University, and with the University's advertising agency, for commissioning and deploying advertising and undertaking tactical activity to market the University's courses.

Communications and Publications Work Unit

(14) The Communications and Publications Work Unit has responsibility for all domestic promotional publications and promotional material excluding advertising.

(15) Communications and Publications is responsible for:

- a. the implementation of this Policy including compliance issues related to the [SCU Style and Design Procedure](#); and
- b. external use of the logo.

SCU International

(16) SCU International has responsibility for all international marketing activity.

(17) SCU International:

- a. is responsible for the implementation of this Policy including compliance issues related to the [SCU Style and Design Procedures](#), advertising and the use of the logo when used by international collaborators and Agents acting on behalf of SCU (refer clause (15) for all other external use of the logo);
- b. is responsible for compliance with relevant legislation (eg National Code, CRICOS etc) of all Marketing Materials produced or approved through SCU International.

Part B - Compliance and Monitoring

(18) Marketing and Recruitment, Publications and Communications and SCU international will monitor compliance with this policy through their respective internal function and approval processes. Issues of non-compliance will be raised with the non-compliant organisational area, individual, or third party stakeholder to:

- a. correct non-compliance;
- b. provide education about the principles contained in this Policy;
- c. explain why compliance with the principles is important; and
- d. outline any required approaches to assist with compliance in the future.

(19) Persistent non-compliance with the requirements notified by SCU International under clause (18) will result in the matter being referred to the Pro Vice Chancellor International and Enterprise for further action.

(20) SCU International will ensure that all SCU Agents are listed on the SCU web and that any Agent no longer contracted to SCU will be removed from the web.

(21) The Office of Planning, Quality and Review will review quality assurance and compliance with clause (17) on an annual basis or as requested.

Part C - Advertising

Bookings and Approvals

(22) Advertising undertaken on behalf of the University will faithfully reflect the corporate identity of the University as set out in the University's [Corporate Identity Policy](#) and the [Style and Design Procedures](#).

(23) Subject to clause (24) and (25), bookings for advertising media may not be made without the prior approval of the Executive Director Community and Corporate Relations or Head, Marketing and Recruitment.

(24) HR Services may book and coordinate all staff recruitment advertising using templates approved by the Executive Director, Community and Corporate Relations.

(25) SCU International may book and coordinate advertising in international media.

External Advertising Agency

(26) The University uses a nominated external advertising agency to provide professional advice and creative services for all corporate branding and recruitment campaigns.

(27) All University agency briefs must be managed through the Marketing and Recruitment work unit.

Part D - Marketing, Publications and Promotional Materials

(28) Southern Cross University marketing, publications and promotional materials must faithfully reflect the University's corporate identity set out in the [Corporate Identity Policy](#) and [Style and Design Procedures](#).

(29) Domestic marketing and promotional initiatives must not be undertaken without the prior approval of the Executive Director, Community and Corporate Relations or Head Marketing & Recruitment.

(30) Domestic publication initiatives must not be undertaken without the prior approval of the Executive Director Community & Corporate Relations or Head Communications and Publications.

(31) International publication initiatives must not be undertaken without the prior approval of the Director SCU International.

Part E - Logo Approval

(32) Subject to clause (33), external usage of the SCU logo must not be undertaken without the prior approval of the

Executive Director Community and Corporate Relations or Head, Communications and Publications.

(33) SCU International provides approval for the use of the SCU logo on all international materials including print and electronic formats, for both internal and external stakeholders in accordance with the:

- a. Marketing Procedures and Terms of Use - Education Agents;
- b. Marketing Procedures and Terms of Use - Education Business Partners; and
- c. Marketing Procedures and Terms of Use - Educational Collaborators.

Section 4 - Procedures

(34) Nil.

Section 5 - Guideline

(35) Nil.

Status and Details

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