

# Advertising and Marketing Policy

## Section 1 - Purpose and Scope

(1) The purpose of this Policy is to ensure all the University'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 [Editorial Style Guide](#).

### 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 the 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 the University's 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) The University 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 the University's domestic advertising and marketing are managed by the Marketing, Media and

Communications Work Unit.

(8) Domestic promotional publications are managed by the Marketing, Media and Communications Work Unit.

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

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

## Part A - Responsibilities

### Marketing, Media and Communications

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

(13) Marketing, Media and Communications:

- a. is responsible for implementation of this Policy, including compliance issues relating to domestic advertising;
- 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; and
- c. external use of the University logo.

### SCU International

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

(15) SCU International:

- a. is responsible for the implementation of this Policy including compliance issues related to the [Editorial Style Guide](#), advertising and the use of the logo when used by international collaborators and Agents acting on behalf of the University (refer clause 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

(16) Marketing, Media 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.

(17) Persistent non-compliance with the requirements notified by SCU International under clause (16) will result in the matter being referred to the Pro Vice Chancellor (Academic Quality) for further action.

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

(19) The Office of Planning, Quality and Review will review quality assurance and compliance with clause (16) on an annual basis or as requested.

## **Part C - Advertising**

### **Bookings and Approvals**

(20) 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 [Editorial Style Guide](#).

(21) Subject to clause (24) and (25), bookings for advertising media may not be made without the prior approval of the Chief Marketing Officer.

(22) HR Services may book and coordinate all staff recruitment advertising using templates approved by the Vice President (Engagement).

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

### **External Advertising Agency**

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

(25) All University agency briefs must be managed through the Marketing, Media and Communications Work Unit.

## **Part D - Marketing, Publications and Promotional Materials**

(26) University marketing, publications and promotional materials must faithfully reflect the University's corporate identity set out in the [Corporate Identity Policy](#) and [Editorial Style Guide](#).

(27) Domestic marketing and promotional initiatives must not be undertaken without the prior approval of the Chief Marketing Officer.

(28) Domestic publication initiatives must not be undertaken without the prior approval of the Chief Marketing Officer.

(29) International publication initiatives must not be undertaken without the prior approval of the Chief International Officer.

## **Part E - Logo Approval**

(30) Subject to clause (31), external usage of the University's logo must not be undertaken without the prior approval of the Chief Marketing Officer.

(31) Chief International Officer provides approval for the use of the University's 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**

(32) Nil.

## **Section 5 - Guideline**

(33) Nil.

## Status and Details

<b>Status</b>	Historic
<b>Effective Date</b>	11th September 2018
<b>Review Date</b>	11th May 2021
<b>Approval Authority</b>	Vice Chancellor
<b>Approval Date</b>	10th September 2018
<b>Expiry Date</b>	19th May 2021
<b>Head of Work Unit</b>	Dean Gould Chief Marketing Officer +61 7 55893281
<b>Enquiries Contact</b>	Marketing, Media and Communications