

# Advertising and Marketing Policy

## Section 1 - Purpose and Scope

### Purpose

(1) This Policy sets out how the University ensures its 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 [Editorial Style Guide](#) and [Visual Identity and 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, with the University's permission.

## Section 2 - Definitions

(5) For the purposes of this Policy:

- a. Advertising means any form of paid information placement provided to the public about the University's courses and services where the University has direct control of the presentation of that information.
- b. Marketing Materials means all corporate materials and prospective student recruitment promotional documentation including print, electronic and web-based materials.
- c. Student Recruitment 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) To ensure the University's advertising and marketing materials and activities are accurate, consistent with the Corporate Identity Policy and comply with relevant legislation the following applies.

- a. All University domestic and international advertising and marketing materials must be approved by the Chief Marketing Officer, or authorised delegate.
- b. Prior to submission to the Office of Engagement for approval, materials must be checked for factual accuracy

and compliance with the Corporate Identity Policy, [Visual Identity and Style Guide](#) and Editorial Style Guide and relevant legislation.

- c. External use of the University's logo must not be undertaken without the prior approval of the Chief Marketing Officer, or authorised delegate.

## **Part A - Advertising**

### **Bookings and Approvals**

(8) 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, the [Visual Identity Style Guide](#) and the [Editorial Style Guide](#).

(9) Subject to clause (10) and (11), bookings for advertising media may not be made without the prior approval of the Chief Marketing Officer.

(10) HR Services may book and coordinate staff recruitment advertising using templates approved by the Chief Marketing Officer.

(11) SCU International may book and coordinate advertising in international media using templates approved by the Chief Marketing Officer.

### **External Advertising Agency**

(12) The University may use a nominated external marketing or creative agency or panel of agencies to provide professional advice and creative services for corporate branding, recruitment and promotional campaigns.

(13) All University briefs must be approved through the Office of Engagement.

## **Part B - Responsibilities**

### **Office of Engagement**

(14) The Office of Engagement has responsibility for all marketing activity, including:

- a. close co-operation with other work units and the University's marketing and creative agencies, to commission and deploy advertising and undertake tactical activity to market the University's courses, events and activities; and
- b. the external use of the University brand.

### **SCU International**

(15) SCU International has responsibility for:

- a. coordinating international marketing activity;
- b. submitting Marketing Materials for approval that are factually accurate and comply with the [Visual Identity and Style Guide](#) and the [Editorial Style Guide](#);
- c. ensuring Marketing Materials that would reasonably be expected to be seen and used by international audiences (eg websites, social media and other digital channels) comply with relevant legislation such as, [Education Services for Overseas Students Act 2000](#) and [National Code of Practice for Providers of Education and Training to Overseas Students 2018](#).

## Part C - Compliance and Monitoring

(16) The Office of Engagement and SCU International will monitor compliance with this Policy through their respective internal functions and approval processes.

(17) Issues of non-compliance will be reported to the Chief Marketing Officer and 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;
- d. outline any required approaches to assist with compliance in the future.

(18) Persistent non-compliance with the requirements of the Chief Marketing Officer under clause (17) will result in the matter being referred to the Pro Vice Chancellor (Academic Quality) for further action.

(19) The Office of Business Intelligence and Quality will view quality assurance and compliance through normal auditing processes.

## Status and Details

<b>Status</b>	Historic
<b>Effective Date</b>	20th May 2021
<b>Review Date</b>	20th May 2024
<b>Approval Authority</b>	Vice President (Engagement)
<b>Approval Date</b>	19th May 2021
<b>Expiry Date</b>	9th March 2023
<b>Responsible Executive</b>	Anna-Maree Shaw Vice President (Future Students and Outreach)
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