



# Public Relations and Marketing policy

## Section 1 - Preamble

(1) This Policy is effective from 2 September 2014.

## Section 2 - Purpose

(2) This Policy supports the effective management and consistently high standards of the University's public relations and marketing activities.

## Section 3 - Scope

(3) This Policy applies across the University and to any individuals or organisations the University designates to engage in public relations and marketing, including brand related activities, on its behalf.

## Section 4 - Policy

(4) The University will conduct public relations and marketing activities as a means to promote the University, its founding goals and strategic agenda.

(5) The University will protect its brand and reputation through approved guidelines and protocols across all its public relations and marketing activities.

(6) The University will work to establish and maintain open and productive relationships with the community and with corporate entities to promote an appreciation of the University and its contribution to the community and to common corporate goals.

(7) The University will maintain the highest standards of integrity and respect for the privacy of individuals and organisations, ensuring compliance with legislative requirements, throughout its public relations, and marketing activities.

(8) The University values its alumni and is committed to their ongoing professional development and association with the University and will recognise, celebrate and award the contributions of its most successful graduates to their professions and the community.

(9) In accordance with the [Partnership policy](#), the University may enter into agreements and partnerships with external organisations or individuals for the benefit of the University, the community and alumni. These agreements or partnerships can be in the form of funding, in kind activity (excepting donations) or other arrangements.

(10) The University may from time to time provide funds or in-kind support to not for profit, or community organisations whose business goals are directly aligned with the University's commitment to its community.

(11) The University will utilise enhanced multimedia and information technology to communicate its strategic

objectives to external audiences. The University will promote and provide channels for two way and face-to-face communication whenever possible. Where publications are required, on-line and digital communication methods are preferred to print.

## **Section 5 - Procedure**

(12) The [Public Relations and Marketing procedure](#) documents how to comply with this Policy.

## **Section 6 - Definitions**

(13) For the purpose of this Policy:

- a. brand: the name, brand mark (including colour, design, picture, symbol and typeface), logo, logotype, graphic devices and all brand elements normally associated with the University and used to communicate with internal and external audiences.

## Status and Details

<b>Status</b>	Current
<b>Effective Date</b>	1st February 2016
<b>Review Date</b>	1st February 2019
<b>Approval Authority</b>	Vice-Chancellor
<b>Approval Date</b>	2nd September 2014
<b>Expiry Date</b>	To Be Advised
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