



Public Relations and Marketing procedure

Section 1 - Preamble

(1) This Procedure is effective from 2 September 2014 and incorporates all amendments to 2 June 2017.

Section 2 - Purpose

(2) This Procedure outlines requirements for all public relations and marketing activities including branding and merchandising, undertaken by or on behalf of the University.

Section 3 - Scope

(3) This Procedure applies throughout the University and to any individual or organisation designated to undertake public relations and marketing, including branding or merchandising, on behalf of the University.

Section 4 - Policy

(4) This Procedure is pursuant to the [Public Relations and Marketing policy](#).

Section 5 - Procedure

Branding

(5) The University brand mark must be used on all official University documents and marketing, advertising and communications material in accordance with instructions on the [Marketing Division website](#). The website includes information regarding attaining approval for use of the brand mark and access to templates, which must be used for any communication identifying the University. Faculties and Portfolios are responsible for ensuring they use the latest version of the templates.

(6) The brand mark cannot be used by any external organisations without the written permission of the University's Marketing and Recruitment. External requests for the use of the brand mark - such as by media, marketing or advertising agencies - must comply with the [Deakin University Editorial Style Guide](#) and must be authorised by the Marketing and Recruitment. Information regarding requests for use of the brand mark is available from the publicly accessible pages of the [Marketing Division website](#).

(7) The University reserves the right to withdraw permission to use the University's brand mark, or any component thereof.

(8) Faculties and Portfolios entering into agreements with external organisations to use University branding must comply with this procedure and such compliance must be indicated in the terms of contract. Measures will be taken to correct the improper or unauthorised use of the University's brand and any related costs will be incurred by the area in breach. Corrective measures may include destruction of material that breaches the [Deakin University Editorial Style](#)

Advertising

(9) Any and all brand elements as approved by the University are the sole elements to be used to represent the University and its work.

(10) All University advertising must be placed through the Marketing and Recruitment and the University's appointed advertising agency. The Marketing and Recruitment will be responsible for engaging any advertising agency and will ensure all materials produced meet the University's advertising guidelines, comply with legislative and accessibility requirements including [Digital Accessibility Guidelines](#), are effectively aligned in terms of message and audience, and that placements are booked at best available rates and placed in the best medium to achieve desired purpose.

(11) All advertising requests and enquiries should be directed to the Marketing and Recruitment via its [website](#) prior to any commitments being made to purchase, develop content for or place advertisements.

Merchandising

(12) University staff must consult the Merchandise Manager in the Marketing and Recruitment before developing any merchandise to determine the need for the product.

(13) Staff must complete [Merchandise Procurement Application Form](#) and forward to the Merchandise Manager before approaching any potential supplier of merchandise, for both new requests and when re-ordering.

(14) The staff member who requested the merchandise must also:

- a. consult the Merchandise Manager about brand requirements and proposed associated promotional activity
- b. ensure the purchase of merchandise complies with the University's [Procurement policy](#), [Procurement procedure](#) and the [Contracts policy](#)
- c. monitor the purchase, storage and distribution of the merchandise
- d. advise the Merchandise Manager of details of the purchase, including type of product, supplier, quantities and distribution.

(15) The Merchandise Manager will maintain a register of approved University merchandise including details of type of product, supplier, quantities and distribution.

(16) All [University merchandise](#) will use environmentally responsible and sustainable product choices where feasible and in accordance with the [Sustainability policy](#) and [Procurement policy](#).

(17) Any obsolete merchandise must be disposed of. The most appropriate means of disposal will be determined in consultation with the Merchandise Manager.

Section 6 - Definitions

(18) For the purpose of this Procedure:

- a. advertising: content designed to promote the University that is intended to appear in any external media — electronic, online, web or print.
- b. brand: as defined in the [Public Relations and Marketing policy](#).
- c. merchandise: any manufactured products that carry the University brand and are to be:
 - i. sold by or on behalf of, the University

- ii. distributed as part of University marketing or promotional activities; or
- iii. given as gifts.

Status and Details

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Effective Date	1st February 2016
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Expiry Date	19th March 2023
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