

Advertising Procedures

1. LEGISLATION/ENTERPRISE AGREEMENT/POLICY SUPPORTED

[Brand Communications Policy](#)

2. PROCEDURAL DETAILS

- 2.1 All advertising requests relating to staff recruitment will be directed to People and Culture client services.
- 2.2 All other Curtin University advertising, including production and media bookings, will be managed through University Marketing.

2.3 Advertising booking and production

- 2.3.1 Staff may initiate requests for advertising by completing the Marketing Request Form available on the [Staff Brand Portal](#) or upon request from University Marketing.
- 2.3.2 All advertising will be developed in accordance with the University advertising style detailed in the [Brand Identity Instructions](#).
- 2.3.3 All advertising production will be managed through an appointed creative agency unless otherwise agreed by the Chief Marketing Officer.

2.4 Unauthorised advertising

- 2.4.1 All unauthorised advertising will be fully investigated by University Marketing.
- 2.4.2 The Chief Marketing Officer or their nominee will contact any person or group undertaking unauthorised advertising to resolve non-compliance issues. Where necessary, the advertisement will be cancelled and any costs incurred will be forwarded to the responsible area to settle. The person or group responsible for non-compliance will take all reasonable steps to ensure processes are in place within the area within one working week to ensure such a breach does not reoccur.

3. RESPONSIBILITIES

In addition to any responsibilities set out in section 2,

- University Marketing will provide advice to assist with the planning process, creative direction, timing and placement of any advertising.

4. SCOPE OF PROCEDURES

These procedures apply to all Curtin University staff, associates and students at all Curtin campuses.

5. DEFINITIONS

(Note: Commonly defined terms are located in the [Curtin Common Definitions](#). Any defined terms below are specific to this document)

Advertisement

A public notice or marketing communication promoting the University or an aspect of the University. Media types include but are not limited to publishing in press, journals, professional publications or newsletters or the world wide web and broadcasting over the air such as by television or radio.

Curtin brand

Includes, but is not limited to, the expression, reputation and related attributes of the University. Literally, it means the distinctive representations in design and stylistic requirements such as image types, footers and fonts that are used to create a strong visual identity which distinguishes Curtin from its competitors and indicates the source of goods or services.

Media booking

The negotiation and placement of advertising across all forms of media

Unauthorised advertising

Any advertisement appearing in any media that has not been subject to the University's official booking and approval procedures.

6. SCHEDULES

Nil

7. RELATED DOCUMENTS/LINKS/FORMS

[Competition and Consumer Act 2010](#) (Cth)

[Staff Brand Portal](#)

[Brand Identity Instructions](#)

Policy Compliance Officer	Ty Hayes , Chief Marketing Officer University Marketing
Policy Manager	Vice President, Corporate Relations
Approval Authority	Vice President, Corporate Relations
Review Date	1 st April 2020

REVISION HISTORY

Version	Approved/ Amended/ Rescinded	Date	Committee / Board / Executive Manager	Approval / Resolution Number	Key Changes and Notes
A002/P3.1	Approved	29/09/2000	University Academic Board	UAB 130/00	Document No UAB 77/00
A002/P3.1	Approved	03/10/2000	University Academic Board	UAB 75/00	Document No 63/00
A002/P3.1A	Amended	03/05/2002	Academic Senate	AS 82/02	Noted - Due to restructure, Executive General Manager is the approval authority, effective 3/2/2000
A002/P3.2A	Amended	03/05/2002			Advertising protocol amended to reflect the use of the CRICOS Provider Code
A002/P3.3	Amended	20/09/2004	Vice-Chancellor	On recommendation of PMC Meeting 24 August 2004	Attachment 5 to Document No PMC 99/04
A002/P3.3A	Amended	25/10/2006	Council	C 150/06 (iii)	Document No 01108/06
	Administratively Updated	20/03/2008	Director, Legal and Compliance Services		Reformatted and Amended to Reflect Organisational Chart
	Amended	10/12/2008	Council	C 189/08	Attachment B to Confidential Document No 01286/08, Amended Responsibilities and Titles to Reflect Organisational Chart
	Amended	27/07/2010	Planning and Management Committee	PMC 62/10	Attachment D to Document No 00846/10
	Amended	26/09/2012	Vice President, Corporate Relations and Development	EM1226	Rescission of previous procedures and approval of amended procedures by the Executive Manager under the new Policy Framework, effective 9 October 2012

	Administratively Updated	21/06/2013	Director, Legal and Compliance Services		Updated Links
	Administratively Updated	06/10/2015	Director, Legal and Compliance Services	EC 76/15	Executive Manager Title Changes
	Amended	03/05/2016	Vice President, Corporate Relations	EM1611	Formerly Reviewed No Changes
	Administratively Updated	09/02/2017	Director, Legal and Compliance Services		Area name change from Human Resources to People and Culture (also approved by the Chief Operating Officer)