



Digital Publishing Procedures

1. LEGISLATION/ENTERPRISE AGREEMENT/POLICY SUPPORTED

[Brand Communications Policy](#)

2. PROCEDURAL DETAILS

These procedures provide a framework for the publishing of the University's digital communications, including but not limited to all material published electronically, applications, CDs and DVDs.

2.1. Material published electronically by the University will:

- (a) be consistent with and in support of the University's Strategic Plan, Brand Identity Instructions and Curtin Values; and
- (b) appropriately identify the material's relationship to the University.

2.2. Digitally published material may be blocked without warning until the issue is either resolved or the material permanently removed, if found by the Chief Marketing Officer to:

- (a) breach these procedures, legislation or any other instrument of governance (see section 7);
- (b) fail to meet required accessibility standards;
- (c) adversely affect network or computer performance; or
- (d) be poorly maintained or have out-of-date information.

2.3 Where content required to be published online to fulfil research or teaching objectives may be offensive to certain groups or individuals for cultural, religious or other reasons, University Marketing will:

- (a) if possible, limit access to those that are directly involved; or
- (b) warn potential audiences of the nature of the material.

3. RESPONSIBILITIES

In addition to any responsibilities set out in section 2,

The Chief Marketing Officer is responsible for:

- (a) the provision of a framework for digital publishing; and
- (b) managing Curtin's digital presence.

4. SCOPE OF PROCEDURES

These procedures apply to all staff (including staff that work outside of Australia), University Associates, contractors, and partners (including all Curtin campuses regardless of location) that create web and digital content for the University.

5. DEFINITIONS

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

Digital publishing

Text, images, video, audio and multimedia material representing the University and its activities and directed to an audience in an electronic form and available on an electronic device. Includes web sites, videos, DVDs and mobile applications.

6. SCHEDULES

Nil

7. RELATED DOCUMENTS/LINKS/FORMS

[Brand Identity Instructions](#)

[Curtin Values](#)

[Social Media Guidelines](#)

[Corporate Governance Statement](#)

[Curtin Corporate Governance Framework](#)

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

[Telecommunications Act 1997 \(Cth\)](#)

[Copyright Act 1968 \(Cth\)](#)

[Racial Discrimination Act 1975 \(Cth\)](#)

[Racial Hatred Act 1995 \(Cth\)](#)

[Disability Discrimination Act 1992 \(Cth\)](#)

[Education Services for Overseas Students Act 2000 \(Cth\)](#)

[State Records Act 2000 \(WA\)](#)

[Electronic Transactions Act 2003 \(WA\)](#)

Policy Compliance Officer	Sarah Moffat , Director Marketing Analytics, Platforms & Compliance University Marketing
Policy Manager	Vice President, Corporate Relations
Approval Authority	Vice President, Corporate Relations
Review Date	1 st April 2019

REVISION HISTORY

Version	Approved/ Amended/ Rescinded	Date	Committee / Board / Executive Manager	Approval / Resolution Number	Key Changes and Notes
New	Approved	26/09/2012	Vice President, Corporate Relations and Development	EM1229	Conditional upon PMC rescinding the current policy and procedures at its 25 th September 2012 meeting, effective 9 October 2012
	Administratively Updated	06/10/2015	Director, Legal and Compliance Services	EC 76/15	Executive Manager Title Changes
	Approved	06/11/2015	Vice President, Corporate Relations	EM1519	Formally Reviewed, No Changes
	Administratively Updated	28/04/2016	Director, Legal and Compliance Services		Removal of Guiding Ethical Principles to Curtin Values