

Advertising Procedure

1 Purpose

To outline the processes around the minimum standards when conducting Advertising activity for the University.

2 Scope

This Procedure applies to all University Members and anyone acting on behalf of the University in producing communications, advertisements, and materials featuring the University's Brand Marks and proposition.

This Procedure does not apply to advertisements for current Students and the public (including advertisements run by McGregor School of Arts and iLaunch).

3 Procedure overview

This Procedure is for corporate Advertising of the University only, encompassing advertisements that promote the University and its services to potential future Students.

4 Procedures

The University conducts both domestic and international Advertising for Information that adheres to brand guidelines, including programs, events, and initiatives. The University establishes an annual Advertising framework that focuses on the key target audiences and priorities for the calendar year. This framework will include targeted Advertising for specific programs identified by the Deputy Vice-Chancellor (Academic Affairs).

The Marketing team manages all aspects of this planned Advertising, ensuring alignment with the University's goals and brand guidelines while effectively reaching the intended audiences. The Marketing team is responsible for managing the budget allocated for strategically planned Advertising initiatives, and determines the most appropriate channel plan for Advertising.

All University Advertising materials must:

- comply with the published University Brand Guidelines
- contain correct Information and not mislead or deceive in any way

- not advocate a political position or party
- not contain Information which is obscene, offensive, defamatory, racist or sexist or which would bring the University into disrepute
- not include the Advertising of inappropriate, excessive or dangerous liquor consumption or tobacco products, the encouragement of Smoking or recreational drug use.
- only use images and videos that have received consent from any parties involved (unless it is a stock image). For non-Employee University Members, this means a completed [Media Consent Form](#).
- In instances of international Advertising, clearly identify the University's CRICOS registered name and registration number on all University stationery, written or online marketing materials, and other materials that may be viewed by International Students (e.g., in the footer of websites).
- Where Advertising, marketing, or promotions occur outside Australia, include a reference to the country(ies) or jurisdiction(s) for which the material has been prepared, ensuring that prospective users of the materials from outside those countries or jurisdictions are fully informed about the context for which the materials have been produced.

4.1 Domestic Advertising

4.1.1 Request for Advertising

The strategy, planning, production budget, and placement of domestic paid corporate Advertising is a centrally managed function of the University. Any member of the University may request Advertising. Such requests must be submitted through the University's service management system.

4.1.2 Criteria for Advertising

The following criteria must be met for a request for Advertising to be considered:

- The Advertising request aligns with the University's strategic objectives and marketing needs.
- There is sufficient budget allocated available from the area requesting the Advertising.
- The program (if that is what is being advertised) is accredited or approved for marketing "subject to final approval".
- The request for Advertising adheres to the University Brand Guidelines.

4.1.3 Assessment and Decision

Upon submission of the Advertising request, the Marketing team will evaluate the request to ensure it aligns with the criteria outlined above. Based on this assessment, the Marketing team will provide a recommendation regarding the approval or denial of the request. If the request is recommended for approval, it will proceed to the following approval authorities:

Type of marketing	Approval authority
All corporate Advertising	Director of Marketing (or delegate)
Employee recruitment advertisement	Chief People Officer (or delegate)
Outdoor Advertising on University property	Director (Facilities Management) (or delegate)

All corporate domestic Advertising for the University, including that conducted by third-party advertisers and external agencies, must comply with the established guidelines and approval processes.

4.1.4 Notification

Upon completion of the assessment, the Marketing team will notify the requester of the outcome regarding their Advertising request. The possible outcomes of this notification include:

- **Approved:** If the request meets all criteria and guidelines, and the Marketing team has the resources to complete the task, it will be approved, and the Marketing team will facilitate the execution of the Advertising as planned.
- **Denied:** If the request does not align with the criteria outlined or fails to adhere to the guidelines, it will be denied. The requester will receive feedback detailing the reasons for the denial to assist in any future submissions.
- **More Information required:** If the Marketing team requires additional Information to make a Decision, the requester will be contacted to provide the necessary details. This step ensures that all relevant factors are considered before a final Decision is made.

4.1.5 Facilitation of marketing

The Marketing team is responsible for the overall facilitation of marketing activities for the University. This includes managing the implementation of approved Advertising requests, coordinating the production and placement of Advertising materials, and ensuring that all marketing initiatives align with the University's strategic objectives and brand guidelines.

The Marketing team will work closely with relevant departments and stakeholders to ensure that all marketing campaigns are executed effectively and efficiently. They will also provide support and guidance to University Members in developing Advertising content that meets compliance

requirements and adheres to established protocols.

4.1.6 Reporting and monitoring

The Marketing team is responsible for monitoring and reporting on the effectiveness of Advertising campaigns and marketing initiatives. Regular assessments will be conducted to evaluate the reach, engagement and impact of the advertisements placed by the University.

Reports will be produced at the end of a campaign and include metrics such as audience reach, website traffic, conversion rates and creative analysis. This data will be used to inform future marketing strategies and optimise ongoing campaigns.

Additionally, the Marketing team will provide periodic updates where required to relevant stakeholders on the performance of Advertising efforts and any insights gained from the analysis. These reports will aid in aligning future Advertising requests with the University's strategic objectives and marketing needs.

4.1.7 Non-compliance

Failure to adhere to the Advertising Procedure may result in consequences as outlined in the University's Code of Conduct. Non-compliance includes, but is not limited to, unauthorised Advertising, failure to meet the established criteria, or disregarding the approval process.

The Marketing team will review any incidents of non-compliance and may implement corrective actions, which could include the withdrawal of Advertising privileges for individuals or departments. Continued non-compliance may lead to further Disciplinary Actions in accordance with the University's policies.

It is imperative that all members of the University recognise the importance of following these procedures to maintain the integrity of the University's brand and to ensure compliance with all relevant regulations and guidelines.

4.2 International Advertising

4.2.1 Request for Advertising

International corporate Advertising, including both onshore and offshore advertisements, must be approved in advance by the relevant International Office delegate. All international Advertising must be booked through the International Marketing team, who will ensure that the University's brand guidelines and approval processes are followed.

4.2.2 Criteria for Advertising

The following criteria must be met for an international Advertising request to be considered:

- The Advertising request aligns with the University's strategic objectives and marketing needs.
- There is sufficient budget allocated for the Advertising request from the requesting area.
- The program being advertised is accredited or approved for marketing (subject to final approval).
- The request adheres to the University's brand guidelines.

4.2.3 Assessment and Decision

Upon submission of the Advertising request, the International Marketing team will evaluate the request to ensure it meets the criteria outlined above. Based on this assessment, the International Marketing team will provide a recommendation regarding the approval or denial of the request. If the request is recommended for approval, it will proceed to the following approval authorities:

Type of marketing	Approval authority
All International Corporate Advertising	International Operations Manager (or delegate)
International Agent Marketing	International Office (OGE) (or delegate)
International Program Advertising	Director of International Marketing (or delegate)

4.2.4 Notification

Once the Advertising request has been assessed, the International Marketing team will notify the requester of the outcome. The possible outcomes include:

- **Approved:** If the request meets all criteria and guidelines and the International Marketing team has the resources to execute the task, the request will be approved, and the Marketing team will proceed with the Advertising as planned.
- **Denied:** If the request does not meet the criteria or fails to adhere to the guidelines, the request will be denied. The requester will receive feedback explaining the reasons for the denial to assist with future submissions.
- **More Information required:** If additional details are needed to assess the request, the requester will be contacted to provide the necessary information.

4.2.5 Facilitation of Marketing

The International Marketing team is responsible for the overall facilitation of international

marketing activities. This includes managing the production, approval, and placement of international Advertising materials, ensuring compliance with all relevant guidelines, and aligning efforts with the University's strategic objectives.

4.2.6 International Agents and Educational Partners

The International Office is responsible for recruiting and managing international agents who represent the University in various global markets. Agents must comply with the University's Advertising procedure and marketing guidelines, as well as relevant national and international regulations. In particular, agents must adhere to the requirements of the ESOS Act (for Australian International Students), the National Code of Practice for Providers of Education and Training to Overseas Students, and the University's Educational Partnership Policy and subordinate Policy Instruments.

All marketing materials and Advertising activities undertaken by these partners must be reviewed and approved by the International Marketing team to ensure they meet the University's branding standards, comply with regulatory requirements, and align with University Policy Instruments.

4.2.7 Reporting and Monitoring

The International Marketing team will regularly monitor and report on the effectiveness of international marketing campaigns. Reports will include metrics such as audience reach, engagement, conversion rates, and campaign effectiveness. These insights will be used to adjust future marketing strategies and improve ongoing campaigns.

4.2.8 Non-Compliance

Failure to adhere to the Advertising Procedure may result in consequences, including the withdrawal of Advertising privileges for departments or external agencies. The International Marketing team will review any incidents of non-compliance and take appropriate corrective actions, which may include disciplinary measures as outlined in the University's Code of Conduct.

5 References

Nil.

6 Schedules

This procedure must be read in conjunction with its subordinate schedules as provided in the table below.

7 Procedure Information

Accountable Officer	Pro Vice-Chancellor (Engagement)
Responsible Officer	Director (Marketing and Student Recruitment)
Policy Type	University Procedure
Policy Suite	Marketing and Brand Policy
Subordinate Schedules	
Approved Date	30/5/2025
Effective Date	30/5/2025
Review Date	30/5/2030
Relevant Legislation	
Policy Exceptions	Policy Exceptions Register
Related Policies	
Related Procedures	
Related forms, publications and websites	Media Consent Form
Definitions	<p>Terms defined in the Definitions Dictionary</p> <p>Advertising</p> <p>A public notice that is paid for promoting the University or an aspect of the University. Media types where advertising may be placed include, but are not limited to, newspapers/press, journals, magazines, cinema, professional publications, billboards, the internet, radio and television.</p> <p>Brand Mark</p> <p>The logo, fonts, and other visual identifiers of the brand.</p> <p>Decision</p> <p>A determination made by an Employee, contractor or other authorised delegate in the course of their duties on behalf of the University.</p> <p>Disciplinary Action</p> <p>Action by the University to discipline an Employee for misconduct or serious misconduct and includes: formal censure or counselling;</p>

demotion by one or more classification levels or increments; withholding of an increment; suspension with or without pay; or termination of employment for serious misconduct only.

Employee

A person employed by the University and whose conditions of employment are covered by the Enterprise Agreement and includes persons employed on a continuing, fixed term or casual basis. Employees also include senior Employees whose conditions of employment are covered by a written agreement or contract with the University.

Information

Any collection of data that is processed, analysed, interpreted, organised, classified or communicated in order to serve a useful purpose, present facts or represent knowledge in any medium or form. This includes presentation in electronic (digital), print, audio, video, image, graphical, cartographic, physical sample, textual or numerical form.

International Student

A Student who is not an Australian citizen, a New Zealand citizen, an Australian Permanent Resident or the holder of an Australian permanent humanitarian visa.

Media

All print, radio, television and electronic Media including the internet and allied distribution channels. Includes social Media which are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki, or video hosting site. More broadly, social Media refers to any online technology that enables people to publish, converse and share content online.

Overseas Student

A Student who is not a Domestic Student.

Policy Instrument

A Policy Instrument refers to an instrument that is governed by the Policy framework. These include Policies, Procedures and Schedules.

Smoking

The inhalation and exhalation of the smoke of burning tobacco, herbs or drugs. Smoking also refers to the use of electronic cigarettes or other devices. Electronic cigarettes include but are not limited to e-cigarettes, e-cigars, vapour pens, or a personal vapour and includes any product where there is a hand to mouth action and/or results in the expulsion of a vapour. Source: Adapted from Queensland University of Technology and the Tobacco and Other Smoking Products Act 1998 (Qld).

University

The term 'University' or 'UniSQ' means the University of Southern Queensland.

University Members

Persons who include: Employees of the University whose conditions of employment are covered by the UniSQ Enterprise Agreement whether full time or fractional, continuing, fixed-term or casual, including senior Employees whose conditions of employment are covered by a written agreement or contract with the University; members of the University Council and University Committees; visiting, honorary and adjunct appointees; volunteers who contribute to University activities or who act on behalf of the University; and individuals who are granted access to University facilities or who are engaged in providing services to the University, such as contractors or consultants, where applicable.

Definitions that relate to this procedure only

CRICOS

The Commonwealth Register of Institutions and Courses for Overseas Students, which indicates the education providers with courses that may be offered to International Students studying on a student visa.

Keywords

Record No

24/394PL