Merchandise Procedure

1 Purpose

To outline the processes around the development and production of corporate Promotional Merchandise, Marketing Display Assets and branded clothing for the University.

2 Scope

This Procedure applies to all University Members and anyone acting on behalf of the University in producing Promotional Merchandise, Marketing Display Assets and branded clothing.

3 Procedure Overview

This Procedure is for corporate Promotional Merchandise for the University. This procedure excludes Promotional Merchandise created for iLaunch.

4 Procedures

Promotional Merchandise, Marketing Display Assets and branded clothing for the University are managed centrally by the Marketing team, with the design and production of all materials approved by the Marketing Team prior to purchase. Individuals may not design, organise or purchase these items without approval of the Marketing team.

Any Promotional Merchandise, Marketing Display Assets and branded clothing must be ordered through the University's preferred Suppliers unless approved by the Marketing team. The University may appoint a preferred Supplier to purchase these items from in accordance with the Procurement requirement and to ensure quality products and services. When a preferred Supplier arrangement is in place, Promotional Merchandise is to be sought from the preferred Supplier first before alternative sources are considered. No area of the University may engage with a merchandise Supplier without approval from the Director of Marketing (or delegate).

Under the University's Master Brand Strategy, entities and schools are not permitted to have their own separate identifiers or Brand Marks featured on Promotional Merchandise or branded clothing unless approved by the Director of Marketing.

All University Promotional Merchandise, Marketing Display Assets and branded clothing must comply with the published University Brand Guidelines.

Promotional Merchandise must be reviewed for environmental, ethical and modern day slavery considerations prior to purchase or production.

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All eligible third-party providers, international Education Agents, and international team members operating outside of Australia must seek prior approval from the International Marketing team (international.marketing@unisq.edu.au) and the Brand team (brand@unisq.edu.au) before producing any UniSQ-branded merchandise outside of Australia.

Merchandise requests from these parties must strictly adhere to the terms of their agreements and the Educational Partnerships Policy (and subordinate Policy Instruments), as well as comply with the published University Brand Guidelines.

4.1 Request for Merchandise, Assets or Clothing

Select Promotional Merchandise, Marketing Display Assets and branded clothing are available to be purchased by any division from their own areas budget. The items available for purchase are pre-selected and arranged by the Marketing Team. Staff can purchase items from an online store or via consultation with the Marketing Team.

Any University Member may request additional Promotional Merchandise products, Marketing Display Assets or branded clothing. Such requests must be emailed to brand@unisq.edu.au.

4.1.1 Criteria for additional merchandise

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

- The item is a business/Student requirement and is not currently offered in the pre-selected merchandise items.
- There is sufficient budget allocated available from the area requesting the Advertising.
- The item aligns with the University's strategic objectives, environmental standards, and marketing needs.

4.2 Assessment and Decision

Upon submission of the merchandise 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 Manager (Brand and Performance Marketing) for Approval Authority.

4.2.1 Notification

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

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- Approved: If the request meets all criteria and guidelines, it will be approved and the Marketing team will facilitate the design and production of the new item

- Denied: If the request does not align with the criteria aligned or fails to adhere to guidelines, it will be denied. The requester will receive feedback detailing the reasons for 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.

4.3 Non-Compliance

Failure to adhere to the Merchandise Procedure may result in consequences as outlined in the University's Code of Conduct. Non-compliance includes, but is not limited to, unauthorized production of merchandise, 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 disposal of purchased merchandise. 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.

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

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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	Educational Partnerships Policy
Related Procedures	
Related forms, publications and websites	
Definitions	**Terms defined in the Definitions Dictionary**
	Advertising 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. Approval Authority The person or entity occupying the level indicated in the Framework Hierarchy that has the authority to approve a new Policy or to approve major changes to an existing Policy. Brand Mark The logo, fonts, and other visual identifiers of the brand. Decision A determination made by an Employee, contractor or other authorised delegate in the course of their duties on behalf of the University. Disciplinary Action Action by the University to discipline an Employee for misconduct or serious misconduct and includes: formal censure or counselling; 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.

Education Agent

A person or organisation engaged by the University via a formal agreement to undertake approved international Student recruitment, marketing and/or promotional activities on behalf of 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.

Marketing Display Assets

Include material produced that promotes the university or showcases the brand including but not limited to banners (such as pull up banners, tear drop banners etc), branded table cloths, marquees and signage (excluding wayfinding signage).

Policy Instrument

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

Procedure

An operational instruction that sets out the process to operationalise a Policy.

Procurement

The entire process by which all classes of materials, facilities and services are obtained by the University. This can include the functions of planning, design, establishing standards, evaluating risk, writing specifications, selecting Suppliers, developing contracts and method of payment and subsequent disposal.

Promotional Merchandise

Products branded with a logo or slogan and distributed to promote a brand, corporate identity, or event.

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	Student A person who is enrolled in a UniSQ Upskill Course or who is admitted to an Award Program or Non-Award Program offered by the University and is: currently enrolled in one or more Courses or study units; or not currently enrolled but is on an approved Leave of Absence or whose admission has not been cancelled. Supplier An organisation known to be capable of supplying the required Goods and/or Services. 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
Keywords	
Record No	24/395PL

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