

# Promotional Materials and Publications Procedure

April 2022 - This document is rescinded and is replaced by the [Communications and Marketing Policy](#) and [Communications and Marketing Procedure - Marketing and Advertising](#).

## Section 1 - Purpose

(1) This document sets out Charles Sturt University's (the University's) procedure for Promotional Materials and Publications.

## Section 2 - Glossary

(2) Nil.

## Section 3 - Policy

(3) Refer to the [Communications and Marketing Procedure - Brand Governance](#).

## Section 4 - Procedures

### Part A - Development and Approval of Promotional Material and Publications in Print and Online

(4) In consultation with relevant academic and business units, the Division of Marketing and Communication is responsible for and coordinates the production of a 'standard' corporate suite of Charles Sturt University course and/or marketing related promotional materials and publications to meet organisational marketing and student recruitment requirements as determined by the Division of Marketing and Communication.

(5) Academic or business units (e.g. Faculties, Schools) wishing to produce additional course and/or marketing related promotional materials and publications, whether in print or online, outside the 'standard' corporate suite (hereby referred to as 'non-standard' promotional materials and publications) must consult with the relevant Marketing Officer in the Division of Marketing and Communication to seek approval of proposals prior to production development, even if they are funding such materials and publications with their own budgets. This would include, but is not limited to, car and bus signage, roadside billboards, flyers, booklets and brochures, posters, pull-up banners, print and electronic direct mail items (i.e. postcards, invitations to events, etc.), websites, and electronic campaigns. These may be for the promotion of subjects, courses, Schools, events (i.e. Science in the Bush, iDay, etc.) or short courses, etc. A list of Marketing Officers is available on the Division of Marketing and Communication website.

(6) Business units or budget centres (e.g. divisions, offices, research centres and institutes) wishing to produce promotional materials and/or publications must contact the Manager, Office of Marketing Communications, in the Division of Marketing and Communication prior to production development.

(7) The Division of Marketing and Communication reserves the right to reject proposals for 'non-standard' promotional

materials and publications for reasons including, but not limited to:

- a. inappropriateness;
- b. not adhering to principles and corporate strategies;
- c. a duplication of existing materials and publications;
- d. inefficient or ineffective use of resources;
- e. no clear distribution strategy; or
- f. sub-standard quality.

(8) The production of non-standard promotional materials and publications without the approval of the Executive Director, Marketing and Chief Marketing Officer, or nominee will be regarded as a breach of the [Communications and Marketing Procedure - Brand Governance](#).

## **Part B - Development and Approval of Non-Marketing Materials and Publications in Print and Online**

(9) Approval from the Executive Director, Marketing and Chief Marketing Officer, is not required for the development of non-marketing materials and publications, including, but not limited to, materials and publications related to the teaching and delivery of courses to current students; and corporate publications approved by the Director, Office of Governance and Corporate Affairs, however the Division welcomes consultation in the process.

(10) Non-marketing materials and publications related to admissions and the student experience should be created in accordance with the [Brand Guidelines](#), and in consultation with the Division of Student Administration and Division of Marketing and Communication.

(11) Where a Budget Centre uses a commercial/external system for the generation of visual materials (e.g. library fines notices, Online Admissions, etc.), every effort should be made to ensure compliance with the Brand Guidelines.

(12) Non-marketing materials and publications must comply with Brand Guidelines and any other approval processes relating to their development. Breaches of this procedure will be dealt with under the Brand Governance Policy .

## **Part C - Payment of Promotional Materials and Publications**

(13) The Division of Marketing and Communication funds the majority of items in the 'standard' corporate suite of Charles Sturt University (the University) course and/or marketing related promotional materials and publications (both international and domestic). These may be made available to the wider the University Community in larger quantities, in consultation with the relevant Marketing Officer and/or Manager, Office of Marketing Communications, for a nominal price, based on cost recovery.

(14) All 'non-standard' Charles Sturt University promotional materials and publications approved for production by the Division of Marketing and Communication are funded by the academic or business unit or budget centre requesting the promotional materials and publications.

## **Part D - Material Design**

(15) All Charles Sturt University marketing and promotional materials and publications must be prepared by editorial/design staff in the Division of Marketing and Communication. In some circumstances, the Division of Marketing and Communication may approve the use of an agency to produce materials, however this must be done in consultation with the Division of Marketing and Communication prior to engaging the agency.

(16) Where an agency is used, a service agreement will be established and agreed between Charles Sturt University

(as the client) and the agency. The Division of Marketing and Communication is responsible for the management of design agency relationships in order to ensure the best possible service for Charles Sturt University.

(17) Where an agency is used, the [Brand Guidelines](#) must be adhered to, with sign-off by the Division of Marketing and Communication.

## **Part E - Use of Brand and Corporate Visual Identity**

(18) All promotional materials and publications must comply with the Charles Sturt University [Brand Guidelines](#).

(19) The Division of Marketing and Communication creates templates for a range of print and online marketing and promotional materials and publications, which are regularly reviewed and updated, and text/image requirements will be applied into those templates to establish consistency and efficiency in material development, wherever possible.

## **Part F - Unauthorised Publication**

(20) Unauthorised publication of marketing or promotional materials will be regarded as a breach of this Procedure and dealt with under the relevant section of the [Communications and Marketing Procedure - Brand Governance](#).

## **Section 5 - Guidelines**

(21) Nil.

## Status and Details

|                           |   |
|---------------------------|---|
| <b>Status</b>             | Current   |
| <b>Effective Date</b>     | 22nd May 2014   |
| <b>Review Date</b>        | 28th February 2018  |
| <b>Approval Authority</b> | Vice-Chancellor   |
| <b>Approval Date</b>      | 11th May 2014   |
| <b>Expiry Date</b>        | Not Applicable  |
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