

Brand Governance Committee - Membership and Terms of Reference

Section 1 - Establishment

(1) There is a Brand Governance Committee of the Vice-Chancellor.

Section 2 - Composition

(2) The regular members of the Brand Governance Committee shall be:

- a. the Director, Governance and Corporate Affairs (who is chair);
- b. the Executive Director, Division of Facilities Management; and
- c. Executive Director, Division of Marketing and Communication.

(3) A regular member may appoint another person to attend a meeting or meetings on their behalf, or to act on their behalf for a specified timeframe. A person so appointed will be deemed to be a regular member of the Committee for the specified time and may vote as a regular member.

(4) The Vice-Chancellor is an ex officio member of the Committee and will chair any meeting at which he or she is present.

(5) The Director, Governance and Corporate Affairs, will appoint an officer of the Office of Governance and Corporate Affairs to be Secretary to the Committee.

Section 3 - Quorums and Meetings

(6) Quorum shall be two regular members.

(7) The Brand Governance Committee will have three regular meetings each year on dates to be agreed by the Committee. The Secretary will convene a special meeting if this is agreed by all the regular members. Members of the University community may submit items for consideration at any time during the year.

(8) Where approvals are required between meetings of the Brand Governance Committee, the three regular members may approve matters via email in writing. An email received by the Secretary from all regular members (or their nominees) indicating consent to a resolution is a resolution of the Committee.

Section 4 - Functions

(9) The Brand Governance Committee has and may exercise the following functions for and on behalf of the University:

- a. ensure alignment of the brand with the University's strategic direction and values;

- b. recommend changes to the University Brand to the Vice-Chancellor for approval by the University Council;
- c. approve the procedures and guidelines for the use and protection of Charles Sturt University's brand, name and reputation;
- d. approve the [Brand Guidelines](#) that sets out how the brand is to be applied in communications and promotions including advertising, marketing, public relations, signage, websites and electronic media, uniforms, merchandise and other communication mediums;
- e. oversee how the brand is communicated through key messages for speeches, submissions, reports, opinion pieces, media communications, naming protocols and other forms of communication;
- f. approve advertising and promotional campaigns within the brand;
- g. take action to rectify breaches of Policy or address disputes; and
- h. such other approvals delegated to the Committee under the [Brand Governance Policy](#).

Status and Details

Status	Historic
Effective Date	22nd May 2014
Review Date	30th August 2016
Approval Authority	Vice-Chancellor
Approval Date	10th May 2014
Expiry Date	13th November 2016
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