

Referencing Policy - Campuses, Facilities, Third Parties and Position Titles

This document is replaced by the [Protocols Policy](#) and its supporting schedules.

Section 1 - Purpose

(1) This Policy sets out the proper method for referring to facilities, third parties and position titles in communications by Charles Sturt University (the University).

(2) Consistent use of language in relation to the naming of locations, use of titles and related matters is an essential component of professional communication.

(3) Consistent professional communication reduces the possibility of confusion within the general public about our meaning and ensures that every area of the University has a common lexicon supporting the 'One University' principle.

Scope

(4) This Policy applies to all employees.

Section 2 - Glossary

(5) In this Policy:

- a. Campus means a facility or location where the University:
 - i. has ownership of, or long term legal tenure at, the location or facility (generally indicated by freehold title, Crown land custodianship/trusteeship or exclusive leasehold);
 - ii. currently delivers, or has plans to deliver, a broad range of courses involving regular face-to-face teaching by University employed academic staff that are physically located at the facility;
 - iii. currently delivers, or has plans to deliver, a range of administrative services to staff and students at the location by University employed staff that are physically located at the facility;
 - iv. academic staff at the campus are expected to engage in research and scholarship as part of their duties;
or
 - v. the University Council has resolved to approve the designation of the location as a 'campus' under the Act.
- b. Regional Study Centre means a temporary location or facility of the University that has the following characteristics:
 - i. face to face courses are delivered at the location or facility in Australia (remote, rural or regional) predominantly in conjunction with, or under an agreement with, a TAFE or other third party;
 - ii. online learning courses are delivered at the location with dedicated support provided by an employee of Charles Sturt University, or an employee of the third party under the direct supervision of an employee of Charles Sturt University;

- iii. the delivery of programs at the location is governed by agreement between Charles Sturt University and a third party for a fixed period and subject to renewal by agreement of the University and third party; and
 - iv. the Vice-Chancellor has formally approved the use of the title 'Regional Study Centre' in relation to that facility under delegated authority from the Council. Note: a longer term collaborative site with TAFE or a third party may be designated a Regional Study Centre in limited circumstances where the site does not meet the requirements for designation as a campus or is not approved by the University Council to operate as a campus under the Act.
- c. International Study Centre means a temporary location or facility of the University that has the following characteristics:
- i. face to face courses are delivered to international students in Australia from the location or facility predominantly in conjunction with, or under an agreement with, a TAFE or other third party;
 - ii. the delivery of programs at the location is governed by agreement between Charles Sturt University and a third party for a fixed period and subject to renewal by agreement of the University and third party; and
 - iii. the Vice-Chancellor has formally approved the use of the title 'International Study Centre' in relation to that facility under delegated authority from the Council.

Section 3 - Policy

Part A - References to Campuses

(6) The University has campuses in the following locations:

- a. Albury-Wodonga;
- b. Bathurst;
- c. Canberra;
- d. Dubbo;
- e. Goulburn;
- f. Ontario;
- g. Orange;
- h. Parramatta;
- i. Port Macquarie; and
- j. Wagga Wagga.

(7) The proper form for publicly referring to each of the University's campuses in external communications is as follows:

- a. Charles Sturt University in Albury-Wodonga;
- b. Charles Sturt University in Bathurst;
- c. Charles Sturt University in Canberra;
- d. Charles Sturt University in Goulburn;
- e. Charles Sturt University in Dubbo;
- f. Charles Sturt University in Ontario;
- g. Charles Sturt University in Orange;
- h. Charles Sturt University at Parramatta;

- i. Charles Sturt University in Port Macquarie; and
- j. Charles Sturt University in Wagga Wagga;

or in internal communications:

- k. Albury-Wodonga Campus;
- l. Bathurst Campus;
- m. Canberra Campus;
- n. Goulburn Campus;
- o. Dubbo Campus;
- p. Ontario Campus;
- q. Orange Campus;
- r. Parramatta Campus;
- s. Port Macquarie Campus; and
- t. Wagga Wagga Campus.

(8) When referring to campuses of the University, it is not appropriate to refer to:

- a. the Mitchell Campus;
- b. the Murray Campus;
- c. the Riverina Campus;
- d. the Thurgoona Campus or the Thurgoona Campus or the Albury City Campus (although you may refer to the Thurgoona or City address of the Albury-Wodonga Campus when directing people to the Campus or to distinguish the locations);
- e. Charles Sturt University, Mitchell (Campus);
- f. Charles Sturt University, Murray (Campus);
- g. Charles Sturt University, Riverina (Campus);
- h. Charles Sturt University, Thurgoona (Campus);
- i. St Mark's Campus;
- j. ACCC or Australian Centre for Christianity and Culture Campus; or
- k. any similar forms of reference.

(9) Approved campuses of the University are all equivalent facilities. While reference may be made, where relevant, to a discipline profile in relation to a designated campus, a designated campus will not be referred to as 'major', 'minor', 'specialist' or any other term that distinguishes campuses from each other.

Part B - References to Regional Study Centres

(10) The University has 'Regional Study Centres' in the following locations:

- a. Griffith;
- b. Parkes; and
- c. Wangaratta.

(11) The proper form for referring to the University's Regional Study Centres is as follows:

- a. Charles Sturt University Regional Study Centre in Griffith;
- b. Charles Sturt University Regional Study Centre in Parkes; and
- c. Charles Sturt University Regional Study Centre in Wangaratta.

(12) It is not appropriate to refer to Regional Study Centres as campuses of the University.

Part C - References to Other Sites

(13) The University operates a number of other sites and locations delivering courses or to accommodate staff.

(14) Other sites will not generally have a designated nomenclature unless otherwise approved by the Vice-Chancellor.

(15) The Vice-Chancellor may approve the public designation of a site in limited circumstances where:

- a. this is necessary to ensure clarity regarding the location and its purpose in public communications;
- b. this is viewed as necessary or convenient having regard to the functions of the location and the value that assigning a title may have to the reputation and management of the University.

(16) A list of approved nomenclature for other sites is contained in [Appendix C](#) to this Policy.

(17) Where a site does not appear in the List at Appendix C, the site will be referred to as Site only.

Part D - References to Regional Consultative Committees

(18) The University has established regional consultative committees for its various geographic areas of operation as defined in its [Act](#).

(19) The proper method for referring to regional consultative committees is as follows:

- a. Murray-Hume Regional Consultative Committee;
- b. Central West Tablelands Regional Consultative Committee;
- c. Macquarie Regional Consultative Committee;
- d. Riverina Regional Consultative Committee;
- e. Mid-North Coast and Hinterlands Regional Consultative Committee;
- f. ACT and Capital Region Regional Consultative Committee; and
- g. Orana and Far Western Regional Consultative Committee.

Part E - Reference to Third Parties and 'Partners'

(20) The University has entered into contractual arrangements with a number of third parties in Australia and overseas for the delivery of University courses.

(21) In official communications and contractual documents, it is correct to refer to third parties that deliver University courses as:

- a. Third Party Course Provider; or
- b. Course Provider.

(22) It is not appropriate to refer to third parties as:

- a. joint venture partners or joint venturers (unless the University Secretary on advice of the University Solicitor approves in writing the use of this title in relation to the party by reference to the contractual arrangement); or
- b. affiliated institution or affiliate (unless the third party has been officially granted affiliate institution status under a resolution approved at a meeting of the Council of the University under the relevant policy).

(23) While the terms 'partner' and 'partnership' have specific legal meaning, it is acceptable to refer to a third party course providers or other institutional relationships in internal communications by reference to the word 'partners' or 'partnership'. It is important, however, that the terms 'partner' and 'partnership' are not used to describe third party course providers or other institutional relationships in any formal correspondence or legal document unless otherwise approved by the University Secretary.

(24) It is not appropriate to refer to third party facilities as a 'Campus', 'Study Centre' or other facility of the University under any circumstances unless otherwise provided in this Policy.

Part F - Reference to Registered Office of the University

(25) The Registered Office of Charles Sturt University is:

Charles Sturt University
The Grange Panorama Avenue
BATHURST
NEW SOUTH WALES 2795
Australia

(26) All official or legal communications to the University must be delivered to the Registered Office of the University.

(27) The official list of postal addresses for correspondence to campuses of the University, and street locations, is set out in [Appendix B](#).

Part G - References to Centres, Institutes and Networks

(28) The University has established a number of centres, institutes and networks.

(29) The proper form for referring to these entities (excluding Cooperative Research Centres) includes:

- a. The Charles Sturt University [Centre/Institute/Network Name] (e.g. where the Centre is solely a Charles Sturt University entity);
- b. [Centre/Institute/Network Name], Charles Sturt University (e.g. where Charles Sturt University is a major participant in the Centre); and
- c. [Centre/Institute/Network Name] at Charles Sturt University (e.g. where the Centre is located at Charles Sturt University).

(30) A list of approved forms of referencing to University Centres is provided at [Appendix A](#).

Part H - References to Positions in Public Communications

(31) When referring to an officer of the University in public communications (particularly media) staff must at all times reference their employment as an officer of the University, for example:

- a. Professor of Agriculture, Charles Sturt University
- b. Lecturer in Law, Charles Sturt University
- c. Charles Sturt University Professor/Lecturer;
- d. Senior Lecturer, Faculty of Science, Charles Sturt University
- e. Senior Lecturer in the Faculty of Science at Charles Sturt University or
- f. Deputy Vice-Chancellor (Students), Charles Sturt University

(32) Officers employed by the University and working with Centres, Institutes or Networks should be referred to in public communications (particularly media) by reference to their employment with the University first and then by reference to their work in a Centre or other facility (if required), for example:

- a. Professor of Environment, Charles Sturt University
- b. Professor, Charles Sturt University in the Institute of Land, Water and Society;
- c. Professor in the Australian Centre for Christianity and Culture at Charles Sturt University
- d. Professor in the Charles Sturt University Special Research Centre for Applied Philosophy and Public Ethics.

Part I - References to Heads of Campus and Provost

(33) Heads of Campus are appointed by the Vice-Chancellor for certain University campuses.

(34) The proper form for referencing of the Head of Campus is as follows:

- a. Head of Campus, [Campus].

(35) The reference to Head of Campus should only be used in relation to communications relevant to that role. In all other cases, the officer should use their substantive position title.

(36) Where an officer is Head of Campus for more than one campus, it is generally not appropriate to refer to both campuses in communications. The appropriate reference to be used will depend on the particular campus to which the communication relates.

(37) In general descriptive communications (for example on a web site), where a Head of Campus holds another office within the University (e.g. Head, School of Indigenous Australian Studies) it is appropriate to refer to the substantive title first followed by the Head of Campus title, for example:

- a. Head, School of Indigenous Australian Studies and Head of Campus, Dubbo.

(38) When referring to a Head of Campus, it is not appropriate to use the term 'Head' or any other shortened version of the title.

(39) In relation to Charles Sturt University, Ontario, the Head of Campus is referred to as Provost.

Part J - References to Addresses

(40) The proper form for referencing campuses in addresses is as follows:

Professor John Doe
Provost and Deputy Vice-Chancellor (Academic) and
Head of Campus, Wagga Wagga
Charles Sturt University
Boorooma Street
WAGGA WAGGA NSW 2678
Australia

Part K - References in Internal Mailing Labels

(41) The proper form for addressing internal mail is as follows:

Professor Jane Doe
Provost and Deputy Vice-Chancellor (Academic)
James Hagan Building
Wagga Wagga Campus

Part L - References to Locations in Internal Memorandum and Correspondence

(42) If it is necessary to refer to a location in connection with the sender or recipient of internal correspondence, then the following style should be followed:

To: Professor John Doe, Provost and Deputy Vice-Chancellor (Academic), Wagga Wagga Campus

From: Mr John Smith, Lecturer in Accounting, Bathurst Campus

or

To: Mr John Smith, Operations Officer, CSU Study Centre in Sydney

From: Ms Jane Doe, Lecturer in Accounting, Bathurst Campus

Part M - Reference to CSU Acronym

(43) It is important in all public communications to reinforce that we are a 'University'. While the acronym 'CSU' is often used in communications, it is not commonly understood in the general community, particularly among new constituencies and stakeholders.

(44) In general, public materials such as reports, official correspondence, web sites and other public documents should always make reference to the full name of the University - 'Charles Sturt University'.

(45) Where repeated reference to Charles Sturt University disrupts the flow of the document or is not appropriate, preference should be given to use of the words 'the University' in subsequent references (once the context of the reference is established).

(46) Use of the words 'Charles Sturt', without reference to 'University', should be avoided in public communications.

(47) Use of the acronym 'CSU' is appropriate for internal documents, documents intended for distribution within the higher education sector or where the use of acronyms is well understood (e.g. for undergraduate student marketing materials or marketing media). Where the acronym 'CSU' is used in a document, it must be clear at the beginning of the document what the acronym means.

(48) In providing quotes for media releases or other corporate publications, reference should always be made to 'Charles Sturt University' or 'the University' in the quote (references to 'CSU' may be contained in the connecting narrative). Use of the acronym 'CSU' in quotes should be avoided as the quote may be disconnected from surrounding text when used by the media or other publisher and the reference may be lost.

Part N - Application of the University Brand Guidelines

(49) The [Brand Guidelines](#) sets out the stylistic approach staff should use in formatting the content and layout of communications to ensure consistency.

(50) Staff should follow the requirements set out in the Brand Guidelines in addition to this Policy.

Section 4 - Procedures

(51) Nil.

Section 5 - Guidelines

(52) Nil.

Status and Details

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