

Promotional Literature Distribution Policy

Section 1 - Purpose

- (1) This Policy covers the distribution of promotional literature by the Division of Marketing and Communication in:
- roadshow activities;
 - the annual mail out of promotional literature to schools, TAFE colleges and other advisory services;
 - direct mail campaigns; and
 - other targeted marketing campaigns.

Section 2 - Glossary

- (2) Nil.

Section 3 - Policy

- (3) The Division of Marketing and Communication will distribute promotional literature that has been produced by:
- the Publications Office, Division of Marketing and Communication, for the the University's official suite of student recruitment publications;
 - the Publications Office, for a Faculty or Division, to complement literature in the the University's official suite of student recruitment publications;
 - the Publications Office, for a Faculty or Division marketing initiative, if the literature is deemed suitable for distribution via the Division's targeted marketing campaigns (for example, literature designed for a direct mail campaign may not necessarily be appropriate for distribution via the roadshow);
 - Faculties or Divisions, if these publications have been approved in advance for production by the Manager, Publications or for distribution by the Manager, Marketing Services.
- (4) Staff of the Division of Marketing and Communication may refuse to distribute, or allow to be distributed, any publications that were not produced by, or on consultation with, the Division of Marketing and Communication.
- (5) The Division of Marketing and Communication will ensure that appropriate literature from the the University's official suite of student recruitment publications is present at roadshow venues for Faculty and Division representatives who elect to attend such events at the invitation of the Division of Marketing and Communication.
- (6) Faculties and Divisions wishing to take advantage of roadshow activities to distribute promotional literature should ensure that adequate supplies are printed and distributed to the Prospective Student Advisers on each campus. These officers, regardless of their home campus base, represent all campuses and courses. The roadshow schedule is published on the web.
- (7) The annual mail-out of student recruitment literature to schools, TAFE colleges and other advisory services occurs around the end of April/early May. Faculties and Divisions wishing to distribute promotional literature in the annual

mail-out should contact the Manager, Marketing Services as early as possible.

Section 4 - Procedures

(8) Nil.

Section 5 - Guidelines

(9) Nil.

Status and Details

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