



Context and Purpose

This Marketing Procedure is part of a suite of policy documents that covers University marketing and communication activities:

- The [Marketing Policy](#) sets out the high-level principles that apply to all marketing and communication activities.
- This Marketing Procedure explains in detail the responsibilities and practices that apply to these same activities.
- The [Public Statement Procedure](#) explains the responsibilities of University Community members when making public comment in their field of academic or professional expertise, as private citizens, or in accordance with a delegated University authority.

Responsibility and approvals

The Communications & Marketing Unit (CMK) ensures consistency of marketing and communication material and compliance with the University's Branding and Style Guide.

The Chief Marketing & Communications Officer (or nominee) approves all externally facing communications and marketing materials.

The relevant Senior Staff member (eg Deputy Vice Chancellor: Research and Enterprise, Provost & Chief Academic Officer, Executive Dean, General Manager, Dean of Research, Director) or nominee approves the academic and research content of marketing and communication material for accuracy and appropriateness, before it is forwarded to the Chief Marketing & Communications Officer for approval.

From time to time, the University may seek permission from students to use their work for marketing purposes. This permission will be sought via formal agreement with the author(s) or creator(s).

Confidentiality

[Not applicable]

Procedure

A. Regulatory requirements

1. For international student marketing and communication, UniSA's full name, CRICOS Provider Number, and TEQSA Provider Identification and category, must be displayed as follows on all promotional material that is intended to, or might be relied upon to, inform a decision to study with UniSA:

'University of South Australia, CRICOS provider number 00121B / Australian University provider number PRV12107'

The [Guidelines on marketing information and materials for international students](#) should be followed when producing material for promotion.

2. For domestic student marketing and communications, the University's TEQSA Provider Identification and category must be displayed as follows on all promotional material that is intended to, or might be relied upon to, inform a decision to study at UniSA:

'Australian University provider no. PRV12107'

B. Using the University name, logo and tag lines

3. The [University's Branding and Style Guide](#) explains the rules for the reproduction of the University's name and logo. The Guide also includes design rules for communications materials for audiences external to the University.
4. The University's formal name, 'the University of South Australia', or its approved short form, 'UniSA', should not be used in any third-party marketing activities without the prior approval of the Chief Marketing & Communications Officer or nominee.
5. The University's formal name, 'the University of South Australia', and full logo should be used internationally at all times.
6. The University's logo and the tag line 'Australia's University of Enterprise' are registered trademarks and cannot be used without the permission of the University.
7. Students may reproduce the University logo on their work, with appropriate disclaimers or explanation, with the approval of relevant academic staff where the work is used in an individual educational context and is not part of any commercial activity or representation of a wider University partnership or project.
8. For communications and marketing purposes, tag lines will not be used unless approved by the Chief Marketing & Communications Officer.

C. Presentation of University entities

9. University Academic Units, Research Entities and Professional Units do not have secondary logos separate to the University logo. Their names are produced in a nameplate, as per the [Branding and Style Guide](#). Permission to produce a nameplate in the standard University logo format is required from the Chief Marketing & Communications Officer.
10. The use of secondary logos is expected to be rare and will not be approved for areas of the University involved in ongoing core teaching and research activities. Secondary logos are approved by the Vice Chancellor and President on the recommendation of the Chief Marketing & Communications Officer, as per the University's Branding and Style Guide.

D. Advertising and campaign management

11. The strategy, planning, production, and placement of paid advertising is a centrally managed function in the University. All advertisements must be booked with the assistance of CMK or, in the case of staff recruitment advertisements, through the People, Talent and Culture Unit or, in the case of international placement, UniSA International.
12. Paid advertising must be booked through the University's approved media agency and cannot be booked directly, due to contractual obligations.
13. Marketing campaign materials must be approved by CMK prior to their printing and public release.

E. Digital, CRM and social media marketing

14. Current guidelines relevant to the creation and development of digital, CRM and social media pages, sites and marketing materials are included in:
 - [UniSA Corporate Website Management Guidelines](#)
 - [Guidelines on Electronic Communications with Students](#)
 - UniSA Social Media Reference Guide
15. If an area of the University wishes to establish and manage its own social media channels, it should first consult with CMK to ensure it is aware of the requirements, risks and best practices associated with this activity.

F. Use of external suppliers

16. The University will appoint a panel of agencies to undertake marketing and communications services in accordance with its procurement requirements. These appointed agencies will cover a range of areas including content development, graphic design, digital marketing and media buying. Where possible, these contracted agencies will be the preferred suppliers for any outsourced marketing and communications services for UniSA.
17. CMK will manage the appointment of, and contracts for, the panel agencies. All contracts with agencies must outline the responsibilities and approval processes to ensure accurate representation of the University's brand.
18. CMK will provide guidance on the use of external suppliers for marketing and communications services, including the appointed panel agencies or other contracted providers.

19. Where it is not appropriate to engage one of the UniSA panel agencies or contracted suppliers, the appointment of another external supplier of marketing and communications services must be approved in advance by the Chief Marketing & Communications Officer and be in line with the University's Procurement Handbook. This includes, but is not limited to, website development, social media channels, media liaison, development of advertising material, and photography or videography for marketing purposes.

G. Public statements and endorsements

20. The Vice Chancellor and President is the principal spokesperson of the University unless otherwise delegated.
21. The [Public Statement Procedure](#) explains the responsibilities of University Community members when making public comment in their field of academic or professional expertise, as private citizens, or in accordance with a delegated University authority.
22. Staff members must not publicly endorse any products or advertising unless approved to do so by the Vice Chancellor and President. This includes an industry partner's use of University research to endorse their product or service.

H. Sponsorship

23. As per the Vice Chancellor's Authorisations, University sponsorships are approved by the Chief Marketing & Communications Officer, after completion of the proposed sponsorship assessment in the [Sponsorship Guidelines](#).
24. The Provost, Deputy Vice Chancellor: Research and Enterprise, relevant Executive Dean, Research Institute or Centre Director, or Administrative Unit Director approves sponsorship opportunities for their professional and discipline areas. To avoid any conflict with existing University-wide sponsorships, appropriate consultation must occur, and endorsement from the Chief Marketing & Communications Officer obtained, before entering into new sponsorship arrangements. Refer to the [Guidelines for the acceptance by the University of South Australia of third-party sponsorship and advertising](#) and [University Sponsorship Guidelines](#) for more information.

I. Customer data

25. In the normal course of business, areas of the University may acquire individual client information for the purposes of direct communication. Collection of this data, and its use by any approved third-party, must be undertaken with the express permission of the client and in accordance with appropriate Australian Privacy Principles (APP), General Data Protection Regulation (GDPR), and the Privacy Act 1988.
26. Distribution of material to people on UniSA databases should only be conducted for the purpose for which the data was collected and should adhere to any other appropriate protocols, such as the SATAC marketing business rules.
27. Maintenance of customer databases must adhere to the University's [Privacy Policy](#).

J. Secondary school and international agent engagement

28. CMK coordinates the timing and approved content of relevant communications to domestic prospective students in consultation with the authoring area.
29. Visits to secondary schools for student recruitment purposes are coordinated centrally and strategically by the CMK and in accordance with SACE, SATAC and peak body protocols.
30. UniSA International manages arrangements and contact with approved international agents and ensures accuracy of program information provided to prospective international students and influencers.

Definitions

Logo is the unique combination of the name(s) of the University and its crest, and variations under the naming convention that include the names of Academic Units, research institutes and administrative units. There are detailed rules within the [Branding and Style Guide](#) that outline how the logo should be reproduced and these must be followed.

Marketing and communications materials include advertising; public relations; publications; sponsorship; digital advertising and communications; websites; media liaison; presentation materials such as displays; events; merchandise and signage; and any other published promotional communications designed to generate interest in and engagement with the University. In this context, communications and marketing materials does not refer to ongoing

and routine management and operational communications. In this context it refers to **externally facing** marketing and communication activities used to capture the attention, and engage, the public.

Nameplates are a logo iteration that includes the name of a university functional area, e.g., Research Institute, Research Centre, Academic Unit, or Operational Unit, in the University standard logo format.

Secondary logo is a specifically designed emblem for an externally focused UniSA organisational entity, that is not involved in teaching and research, which is attached to the university logo to aid in communicating key messages for target audiences. Examples include Hawke Centre, Samstag Museum, MOD. and unijam.

Tag line is a slogan used in marketing materials and associated with pre-determined initiatives, to portray a concise message that supports brand positioning. All tag lines are managed and developed by the Communications & Marketing Unit (CMK), with the approval of the Vice Chancellor. Examples of University tag lines include 'University of Enterprise', or campaign taglines such as 'unstoppable'.

Associated Documentation:

[Marketing Policy](#)

[Public Statement Procedure](#)

Officer Responsible for Update and Review: Chief Marketing & Communications Officer

Approving Authority: Vice Chancellor

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History: This procedure supersedes the Code of Practice: Marketing the University