

# Marketing Policy

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## 1. Purpose

- 1.1. This document sets out the MSA's policy on the use of MSA Marketing. Clear and effective Marketing policy and procedures are required to:
  - a) protect the image and reputation of the MSA;
  - b) ensure that Advertising and Sponsorship that is accepted is aligned with MSA interests;
  - c) ensure appropriate risk management including compliance with the law; and
  - d) ensure compliance with any relevant codes of conduct that relate to Advertising and Sponsorship

## 2. Application of this policy

- 2.1. This policy applies to all departments and divisions of MSA, except Lot's Wife, regarding:
  - a) Any marketing, advertising and publications created by MSA Divisions and Departments;
  - b) The use of MSA approved logos for publications, posters and any other form of advertising material;
  - c) Advertising in all MSA Media and to all sponsorship arrangements made with the MSA;
  - d) Posters and other material placed on MSA advertising property.

### 3. Definitions

- 3.1. 'MSA Media' means media produced, published or controlled by the MSA, and includes but is not limited to:
  - a) Publications (brochures, journals, newsletters, newspapers, magazines, event publications, leaflets, annual or periodical reports, stationery etc.);
  - b) Electronic media (radio, television, film, multi-media etc.);
  - c) Websites, emails, and social media (Facebook, twitter);
  - d) Posters, billboards, advertising pillars, light boxes, banners, notice boards, corporate products and merchandise, and digital screens; and
  - e) Voice acknowledgements.
- 3.2. 'MSA Property' means all physical assets owned or controlled by the MSA, and includes but is not limited to buildings, vehicles and items of furniture or equipment.
- 3.3. 'Advertising Property' includes the MSA reception and all pillars, noticeboards, and digital screens owned or controlled by the MSA
- 3.4. 'Advertising' means matter that is published or broadcast in any MSA Media or on any MSA Property to promote a product, service, person, organisation, cause or proposition (including but not limited to Advertising for which payment or other valuable consideration is received).
- 3.5. 'Sponsorship' means arrangements for contributions in kind or cash, provided by a corporation, charitable institution or agency, private institution or individual to support an MSA activity, for which some recognition is anticipated or required. Sponsorship arrangements include but are not limited to:
  - a) Acknowledgement in MSA Media or on MSA Property; and
  - b) Access to commercial and/or promotional opportunities within the MSA.
- 3.6. 'Advertiser' and 'Sponsor' mean all associated entities of the advertiser or sponsor or within the meaning of the Corporations Act, in the case of companies.

### 4. Policy

#### 4.1.General

4.1.1. Marketing that is racist, sexist, homophobic or militaristic will not be permitted.

4.1.2. Marketing involving nudity, profanity, or the depiction of alcohol consumption may not be permitted at the discretion of the Communication and Design Department.

#### 4.2.MSA Marketing

4.2.1. MSA Marketing materials must have authorisation from:

- a) The President, in the case of Divisions and Office-Bearer led Departments; or
- b) The Communication and Design Department, in the case of Staff-led Departments.

4.2.2. Clubs affiliated with the MSA Clubs & Societies division do not need authorisation but must clearly display a notice of affiliation on all posters including the MSA logo.

4.2.3. All MSA Departments and Divisions producing advertising material must:

- a) Use only MSA approved logos on any advertising material or publications produced, and ensure any MSA approved logo is clearly identifiable on each piece; and
- b) Comply with the MSA style guide produced by the Communication and Design Department, including colour palette, font, MSA approved logos, and any templates where necessary.

4.2.4. Where an MSA department has a web page or social network page not hosted on the MSA website:

- a) That department must ensure the page has the MSA logo appropriately and visibly displayed on it, with a link to the MSA home webpage; and
- b) The Communication and Design Department may request images on those pages be replaced where they determine the images are of poor quality that may impact the overall MSA brand, and the department may request that the MSA Executive review any such decision.

4.2.5. The Communication and Design Coordinator must be informed of all departmental and divisional events in advance so that the MSA website can be appropriately updated and the events may be appropriately promoted.

### **4.3.External Advertising and Sponsorship**

4.3.1. All Advertising and Sponsorship arrangements are to be made through the Communication and Design Coordinator, or their delegate, in accordance with the procedures.

4.3.2. Subject to this policy, the MSA supports Advertising and Sponsorships that:

- a) Are consistent with the core values and goals of the MSA; and
- b) Generate funding to continue, enhance or extend the programs, facilities or services of the MSA.

4.3.3. Advertising should be appropriate for the MSA media and its audience. Advertising which ties sponsorship to excessive actions, comments or direct endorsement of a company, campaign, program or products is not appropriate.

4.3.4. The advertising of a product or service, and the acceptance of sponsorship from a particular organisation does not represent or imply an endorsement by the MSA of that product, service or organisation.

4.3.5. If an organisation subsequently breaches this policy, the MSA may publicly dissociate itself from that product, service or organisation.

4.3.6. In the case of a breach of this policy by a staff member or Department of the MSA disciplinary action will not be taken if such a breach was made inadvertently by a staff member or Department operating in good faith with respect to this policy.

## 5. Procedure

### 5.1. Authorisation of Advertising and Sponsorships

- 5.1.1. The acceptance of Advertising and/or Sponsorships must be documented in an agreement that sets out:
- a) The name, address and business details of the advertiser;
  - b) The advertiser or sponsor's contribution to the MSA, in cash and/or in kind;
  - c) The ways in which the advertiser or sponsor's contribution to the MSA will be acknowledged, either in MSA Media, on MSA Property, or otherwise;
  - d) The date(s), times and duration the acknowledgement will appear;
  - e) The mechanical details of the acknowledgement;
  - f) Any fee, production and associated costs to be charged to the sponsor or advertiser;
  - g) The payment terms;
  - h) The proposed allocation and distribution of cash and in kind benefits;
  - i) A statement that the MSA reserves the right:
    - i. To refuse to accept an advertisement or sponsorship proposal;
    - ii. To negotiate the arrangements for acknowledgement of a sponsorship; and
    - iii. To edit an advertisement when content of any copy, soundtrack or footage is submitted; and
  - j) A statement signed by the representative of the advertiser or sponsor acknowledging the sponsor's adherence to the principles outlined in the Policy Checklist.
- 5.1.2. The Communication and Design Coordinator or their delegate will ensure arrangements comply with the Marketing and Sponsorship Checklist. The Communication and Design Coordinator may seek a decision of the MSA Executive in order to clarify any issues relating to a sponsor/advertiser or potential sponsor/advertiser and this policy.
- 5.1.3. An MSA Department or Division has the right to refuse Sponsorship or Advertising organised on its behalf, however any Sponsorship or Advertising organised directly by a Department or Division must be overseen by the Communication and Design Coordinator.
- 5.1.4. The Communication and Design Coordinator will develop a database of preferred and excluded organisations, to be amended annually.
- 5.1.5. The Communication and Design Coordinator will develop contracts for the engagement of advertisers and sponsors, incorporating the Checklist. Included in the contract will be a statement concerning the MSA's rights to part payment of Sponsorship/Advertising should an organisation breach the contract. Such payment will be without consideration on the MSA's part. The MSA Executive is to be informed in such instances.
- 5.1.6. Any concerns with relation to Advertising or Sponsorship, or relating to adherence to this policy, should in the first instance be made to the Communication and Design Coordinator. Should an individual or group be aggrieved with a decision of the Communication and Design Coordinator, the MSA Executive, in consultation with any individual or group it sees appropriate, will be the arbiter of this policy.

## 5.2. Postering Procedures

- 5.2.1. Posters must be authorised according to this Marketing Policy in order to be displayed on MSA Property.
- a) Posters larger than A1-size will not be authorised.
  - b) Personal notices (e.g. wanted ads, room for rent, wanted to sell, tutoring notices) do not need to be authorised.
  - c) Quantities of 20 or fewer posters from the University or its faculties need not be authorised.
- 5.2.2. Posters may only be displayed on MSA Advertising Property under the limitations expressed in the Poster Limitations table (attached as an appendix).
- 5.2.3. Fees and Charges related to postering shall be administered in accordance with the Postering Fees and Charges Table set by Communication and Design (attached as an appendix).
- 5.2.4. The Communication and Design, Volunteering or other MSA departments may organise the postering for clubs, departments and external organisations, and may charge a fee for this in accordance with the Postering Fees and Charges Table.
- 5.2.5. In order of priority, clubs and departments may poster over:
- a) Unauthorised posters;
  - b) Out-of-date material;
  - c) Material from clubs, campaigns, and organisations breaching the Postering Limitations table (e.g. too many posters, or unauthorised locations); and
  - d) Materials from bodies that are not C&S or Monash Sport clubs, MSA departments, MSA or NUS campaigns or MSA Activities.
- 5.2.6. It is not permitted to poster unauthorised posters or over current authorised club or MSA material, and breaches:
- a) by a club or MSA department are an act of misconduct, and will result in disciplinary action; and
  - b) by any organisation may lead to fees and charges being levied for removal of the posters and reprinting of damaged posters
- 5.2.7. Bodies external to but affiliated with MSA, such as NUS, must adhere to the MSA postering policy and must follow instructions in postering limitations table.

## 6. Responsibilities

- 6.1. The Communication and Design Coordinator is responsible for maintaining comprehensive guidelines and appropriate delegations to maximise the benefit MSA derives from Advertising and Sponsorship.
- 6.2. The Communication and Design Coordinator will be responsible for monitoring the compliance of MSA Departments with this policy.

- 6.3. The MSA Executive will be responsible for ensuring MSA Departments, staff and office-bearers comply with this policy.
- 6.4. The Clubs & Societies Division will be responsible for ensuring Clubs & Societies clubs comply with this policy.

## **7. Version History**

### ***Current Version***

Finance/Governance/Risk

Committee Approval:	21/4/2016
MSC Approval:	5/16; 28/4/2016
Review Date:	April 2018

### ***Prior Versions***

MSC Approval:	MSC 2/13; 13/02/2013
	MSC 15/07; 07/08/2007
	MSC 17/05; 17/11/2005
	MSC 15/05; 12/10/2005

## Appendix A: Advertising and Sponsorship Checklist

Advertising and Sponsorship will not be accepted if the advertisement, or sponsorship, or advertiser or sponsor:

- a) Contravenes the MSA Constitution;
- b) Portrays people or depicts material in a way that discriminates against or vilifies a person or section of the community or directly or indirectly discriminates against or vilifies a person or section of the community on the basis of race, ethnicity, nationality, sex, gender, age, sexual orientation, religion, disability or political belief;
- c) Is considered to be misleading or deceptive or is considered to engage in misleading or deceptive conduct;
- d) Promotes, supports or contributes to (including by investment) environmental damage, including but not limited to:
  - i. commercial activities which either import timber or timber products from or actively deforest old growth forests and rainforest
  - ii. chemical companies
  - iii. companies which fail to attempt to address their contribution to climate change
  - iv. companies involved in the mining, processing and sale of petroleum
  - v. companies engaged in native forest wood-chipping either via woodchip processing, ownership of mills or export of woodchips
  - vi. mining companies
  - vii. companies that test on live animals
  - viii. any company known to have contravened legislation protecting endangered species, emission and production of CFC's and other Ozone depleting chemicals
  - ix. companies which engage in uranium mining, transport or processing, nuclear energy production or nuclear waste disposal
  - x. companies that generate or sell products containing only genetically modified material or disguise said use;
  - xi. companies that use plastic bags in any way as part of the sponsorship agreement
- e) Depicts the consumption of alcohol;
- f) Promotes the use of or is involved in the manufacture of tobacco products;
- g) Promotes the use of illegal substances;
- h) Promotes gambling;
- i) Promotes weapons and ammunition; or is involved in the manufacture or transfer of armaments, torture equipment or other equipment used in the violation of human rights;
- j) Promotes or engages in "adult services" (such as brothels, escort services, phone sex and similar services) or pornography;

- k) Promotes or engages in unethical practices in animal care and husbandry, including caged egg production; blood sports; the fur trade or animal testing;
- l) Does not take a responsible position with regard to fair trade or labour rights or:
  - i. contravenes union agreed standards of pay and conditions;
  - ii. actively seeks to destroy the effectiveness of unions;
  - iii. attempts to prevent unions from representing their employees;
  - iv. provides inhumane working conditions for some or all of their employees;
- m) Contains material that might reasonably be viewed as offensive; or
- n) Portrays, promotes, implies or suggests any other thing which, in the reasonable view of the Executive, would damage the reputation, standing or brand of the MSA.

Approved: 13/02/2013  
 Review Date: February 2015

## Appendix B: Poster Limitations Table

Posterering is permitted on MSA Advertising Property with the following limitations:

Location	Permitted Posters	Maximum Amount	Additional Information
<i>Outside Poster Pillars</i>	<i>General, NUS</i>	2 Posters A2-size or smaller; OR 1 poster A1-size	May use Top Third
	<i>MSA Activities</i>	N/A	May wrap around top of pillar if A2-size; OR May wrap around bottom of pillar if larger than A2-size
<i>Campus Centre Inside Columns</i>	<i>All</i>	2 Posters A4-size or smaller; OR 1 poster A3-size	N/A
<i>Other Authorised Noticeboards</i>	<i>All</i>	1 poster A2-size or smaller	Includes: Campus Centre; Rotunda; Menzies Building; Engineering; Computer Centre; Law Basement; and Science Area
<i>Dedicated Noticeboards</i>	<i>Owner or With Permission</i>	N/A	Includes: MSA Activities Board; MSA Noticeboards; C&S Noticeboards; Club Noticeboards; and Departmental noticeboards

## Appendix C: Poster Fees and Charges Table

The following fees and charges may be administered for posterering:

Fee Type	Poster Amount/Type	Fee Amount
<i>Poster Distribution</i>	32 x A2 Posters 70 x A3 Posters 140 x A4 Posters	\$350 + GST
<i>Poster Removal</i>	All	At Communication and Design Department's Discretion