

MARKETING AND BRANDING POLICY

CONTENTS

1	PURPOSE.....	1
2	SCOPE.....	1
3	POLICY STATEMENT	1
4	RESPONSIBILITIES	2
	Compliance, monitoring and review.....	2
	Reporting.....	2
	Records management.....	2
5	DEFINITIONS	2
	Terms and definitions.....	3
6	RELATED LEGISLATION AND DOCUMENTS.....	3
7	FEEDBACK.....	3
8	APPROVAL AND REVIEW DETAILS.....	4

1 PURPOSE

- 1.1 This policy ensures that CQUniversity's marketing activities and vehicles, and the use of the University brand, reflect a positive and consistent image for the University and are aligned with the University's [Strategic Plan](#).

2 SCOPE

- 2.1 This policy applies to CQUniversity employees, and external parties undertaking activities on behalf of the University and its controlled entities. This includes the implementation of any marketing activity, or the development and distribution of any marketing product, that is representative of CQUniversity and its controlled entities, including, but not limited to, all persons undertaking marketing, student recruitment, promotional, engagement or corporate activities on behalf of the University.

3 POLICY STATEMENT

- 3.1 The way that the University presents itself to the world influences the perception and image that potential students and the general public have. These perceptions are influenced by the use of the University's name, logo, and key marketing messages, all of which contribute to the overall success of the institution.
- 3.2 All aspects of the University's brand management and marketing, including advertising, student recruitment, student recruitment events, promotional publications, online and social media marketing, branding and design of corporate materials and templates is overseen by the Global Brand and Marketing Directorate. These aspects are required to reflect the University's corporate identity as outlined in the [Brand Guidelines](#) and the [Writing Style Guideline](#).
- 3.3 The Global Brand and Marketing Directorate, in partnership with stakeholders across the University, will ensure that marketing strategies, and the related promotional materials, are accurate and ethical, and maintain the integrity and contribute to the reputation of the institution.
- 3.4 Guidelines for the application of the University brand, and instructions on how to obtain marketing materials, are available within the [Marketing Resource Centre](#) on the Global Brand and Marketing Directorate's StaffNet site.

4 RESPONSIBILITIES

Compliance, monitoring and review

4.1 The Global Brand and Marketing Directorate is responsible for:

- implementation of this policy, including compliance issues related to the Brand Guidelines and Writing Style Guideline, advertising and the use of the logo and other visual identity assets (both internally and in conjunction with external agencies)
- close co-operation with other business areas within the University, working to develop and promote a cohesive University brand that utilises consistent messages and themes as well as uniform visual standards. (Refer to the [Marketing Policies and Guidelines](#) on the Global Brand and Marketing Directorate's StaffNet site)
- brand compliance and for developing and implementing processes which streamline the development of the abovementioned marketing tools, marketing materials, advertising materials and the University's Marketing and Student Recruitment Plans
- providing a range of templates suitable for stakeholders to create their own branded materials
- facilitating access to a range of a professional services (agency, designers, printers) to facilities more complex bespoke marketing and promotional requirements
- providing final approval for the use of the CQUniversity logo and branding on all materials, including print and electronic formats, for both internal and external stakeholders
- the final check on compliance (truth in advertising, CRICOS etc.) issues relating to materials produced through this Directorate
- the final check on compliance with applicable regulatory frameworks and legislation (e.g. truth in advertising, CRICOS, Higher Education Standards Framework, National Code, Standards for Registered Training Organisations etc.) relating to materials produced through this Directorate
- consulting with relevant business areas (e.g., International, Educational Standards and Quality) within the University regarding any compliance issues relating to materials produced through this Directorate, and
- leading and facilitating all prospect facing communications, student recruitment strategies, and activities.

4.2 The Director Global Brand and Marketing is responsible for implementing, monitoring, reviewing, and ensuring compliance with this policy.

Reporting

4.3 No additional reporting is required.

Records management

4.4 Employees must manage records in accordance with the [Records Management Policy and Procedure](#). This includes retaining these records in a recognised University recordkeeping information system.

4.5 University records must be retained for the minimum periods specified in the relevant [Retention and Disposal Schedule](#). Before disposing of any records, approval must be sought from the Records and Privacy Team (email records@cqu.edu.au).

5 DEFINITIONS

5.1 Terms not defined in this document may be in the University [glossary](#).

Terms and definitions

Advertising: any form of paid information placement provided to the public about our product and services, including paid online or social media activity.

Marketing materials: corporate materials and student recruitment documentation including professionally printed, electronic and web-based materials.

Student recruitment: identification of potential students and the provision of University program and services information to assist them in their information search for higher education products and providers.

6 RELATED LEGISLATION AND DOCUMENTS

[Advertising and Marketing Communication Code of Conduct](#) (Queensland Government)

[Alumni Communications Policy](#)

[Brand Guideline](#)

[Commercial Television Industry Code of Practice](#)

[Clear Ads](#)

[Education Services for Overseas Students Act 2000](#) (Cwlth)

[Fair Trading Act 1989](#) (Qld)

[Higher Education Standards Framework \(Threshold Standards\) 2021](#) (Cwlth)

[National Code of Practice for Providers of Education and Training to Overseas Students 2018](#) (Cwlth)

[National Vocational Education and Training Regulator Act 2011](#) (Cwlth)

[Privacy Policy and Procedure](#)

[Procurement Policy and Procedure](#)

[Social Media Policy](#)

[Standards for Registered Training Organisations \(RTOs\) 2015](#) (Cwlth)

[Student Communications Policy and Procedure](#)

[Tertiary Education Quality and Standards Agency Act 2011](#) (Cwlth)

[Website and Web Content Management Policy](#)

[Writing Style Guideline](#)

7 FEEDBACK

7.1 Feedback about this document can be emailed to policy@cqu.edu.au.

8 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Vice-Chancellor and President
Delegated Approval Authority	N/A
Advisory Committee	University Management Committee
Required Consultation	N/A
Administrator	Director Global Brand and Marketing
Next Review Date	11/03/2025

Approval and Amendment History	Details
Original Approval Authority and Date	22/06/2007
Amendment Authority and Date	Vice-Chancellor and President 03/09/2009; Vice-Chancellor and President 09/05/2011; Vice-Chancellor and President 11/11/2015; Minor Amendments 22/01/2016; Director, Marketing 15/03/2017; Legislative Updates 5/03/2018; Vice-Chancellor and President 6/02/2019; Editorial amendment 01/10/2020; Editorial amendment 11/12/2020; Director Global Brand and Marketing 11/03/2022.
Notes	This document was formerly known as the Marketing and Student Recruitment Policy and Procedure (last approved 5/03/2018), and the Marketing and Branding Policy and Procedure (last approved 11/02/2020).