



UniAdvice

PRODUCTION OF MARKETING MATERIAL AND USE OF UOW BRAND POLICY

Date approved:	13 October 2006	Date Policy will take effect:	On approval	Date of Next Review:	April 2013
Approved by	University Council				
Custodian title & e-mail address	National Marketing Manager emily_christofides@uow.edu.au Communications Manager cathy_ewart@uow.edu.au				
Author	National Marketing Manager/ Communications Manager				
Responsible Faculty/ Division & Unit	UniAdvice				
Supporting documents, procedures & forms of this policy	UOW Corporate Style Guide and Web Style Guide				
References & Legislation	Education Services to Overseas Students Act, 2000 (Commonwealth) The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007 Use of the University Name in Public Statements Policy				
Audience	Public – accessible to anyone				
Expiry Date of Policy	Not applicable				

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1 Purpose of Policy

1. The University of Wollongong (UOW) places a high priority on the management of the UOW Brand and producing promotional materials of the highest quality and accuracy, which reinforce the UOW brand and identity. This policy aims to ensure that promotional materials for or about UOW:
 - a. are accurate and comply with internal and external requirements; and
 - b. use the UOW's corporate image and visual branding appropriately and professionally.

2 Definitions

Word/Term	Definition (with examples if required)
Agents	means all parties contracted by UOW to recruit students on its behalf, be it onshore or offshore.
ESOS Act	Education Services to Overseas Students Act, 2000 (Commonwealth)
National Code	The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007
Offshore	means outside Australia.
Onshore	means within Australia.
Partners	means: all parties in contractual agreement with UOW to deliver services on its behalf or in conjunction with them; parties that UOW may sponsor or be affiliated with in a contractual agreement.
Promotional materials	means all advertising, publicity, brochures, signage, merchandise, uniforms or other material in any form (e.g. print, online, digital, video or audio) promoting UOW or its products or services.
Publication	means printing, issuing, making available or otherwise communicating promotional materials for or about UOW or material containing some reference to UOW.

3 Application & Scope

1. This policy applies to all promotional materials for or about UOW, whether produced by UOW staff, its agents or partners.

4 Content and Style of Promotional Materials

Accuracy of Content

1. The content of all promotional materials and publications must be accurate and current.

UOW Style and Brand

2. All promotional materials and publications must:
 - a. adhere to the [UOW Brand Book](#) and Web Style Guide (where appropriate); and
 - b. comply with the procedural requirements for the use of the UOW Brand and Logo set out in Appendix 1.

Note: Information about the UOW Brand Book can be obtained by contacting the UniAdvice Communications team, or via: <https://intranet.uow.edu.au/uniadvice/brandbook/index.html> and information about the web style guide can be obtained at <https://intranet.uow.edu.au/web/policy/design/index.html>

Recruitment of overseas students and CRICOS Code

3. All promotional material directed at the recruitment of overseas students who come to Australia to study on a student visa must adhere to the National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students (The National Code) and the ESOS Act. Details of compliance requirements are outlined below and in Appendix 2:
 - 3.1. The National Code and ESOS Act apply to all registered providers of education and training services to students from overseas and are to be used as a minimum standard in any promotion, marketing or student recruitment for the University's Australian campuses or partner institutions and programs overseas.
 - 3.2. All promotional material and publications in which the UOW's name appears must carry the University's institutional CRICOS code.
 - 3.3. If including information about programs that are offered by UOW College, the UOW College CRICOS code and company details must also be displayed. The ESOS Act prescribes severe penalties for failure to list the CRICOS code (see section 107 of the ESOS Act).
 - 3.4. Correct wording for display of the University's CRICOS code is:
 - a. Documents relating to UOW:

University of Wollongong CRICOS: 00102E
 - a. Documents relating to UOW College:

UOW College is a registered business name of ITC Education Ltd (ABN 14 105 312 329) CRICOS: 02723D
 - a. Additional wording on all promotional materials (printed and electronic) regarding the Foundation Studies, University Access Programs and STEP to UOW Courses:

This course is a registered University of Wollongong course (CRICOS: 00102E) and is delivered by (UOW College (CRICOS: 02723D). UOW College is a registered trading name of ITC Education Ltd.

NB: All other programs offered by UOW College are registered under the UOW College CRICOS code.

- a. Additional wording on all promotional materials (printed and electronic) regarding courses that include TAFE components:

This course is a registered University of Wollongong course (CRICOS: 00102E) and is delivered jointly by the University and TAFE NSW (TAFE NSW – Technical and Further Education Commission: 00591E).
- a. When promoting programs not yet approved by UOW and/or not yet registered with a CRICOS number:

Subject to final approval and CRICOS registration.
- 3.5. All promotional material must include content that complies with the National Code, section 19 and following, which stipulates that:

“...the provider must ensure that marketing of its education and training services is carried out with integrity and accuracy. It must uphold the reputation of Australian international education and training. No false or misleading comparisons shall be drawn with any other provider or their courses. The provider must not make any inaccurate claims of association with any other provider or organisation, or give inaccurate advice as to acceptance into another course.”

Disclaimer

4. All printed promotional materials and publications produced solely by UOW must display the following General University Disclaimer in 6pt font:

The University of Wollongong attempts to ensure that the information contained in this publication is correct at the time of production [(insert month & year)], however, sections may be amended without notice by the University in response to changing circumstances or for any other reason. You should check with the University at the time of application/enrolment whether any later information is available.

5 Approval of Promotional Materials

Materials Promoting UOW

1. All promotional materials and publications (print and online including social web) promoting UOW both onshore and offshore must be approved in writing (either in email or hard copy) in accordance with Appendix 2 by:
 - a. the relevant Dean/s or nominee/s; AND
 - b. either the UniAdvice National Marketing Manager, Manager, International Student Recruitment or Communications Manager, or their nominee/s; AND
 - c. the relevant Senior Executive/s.
2. Promotional materials **promoting UOW to future students onshore** will be referred by either the UniAdvice National Marketing Manager or Communications Manager or their nominee/s; to the Senior Deputy Vice-Chancellor for final approval.
3. Promotional materials **promoting UOW to international future students onshore** will be referred by either the Manager, International Student Recruitment or Communications Manager or their nominee/s to the Deputy Vice Chancellor (International) for final approval.
4. Promotional materials **promoting UOW to international future students offshore** will be referred by the Director, Transnational Education & Alliances or nominee/s to the Deputy Vice Chancellor (International) for final approval.
5. Promotional materials **relating to research centres and/or institutes or University corporate level documents**, will be referred by either the UniAdvice National Marketing Manager or Communications Manager, or their nominee/s to the Deputy Vice-Chancellor (Research) or other relevant Senior Executive/s for final approval.
6. Promotional materials **relating to alumni and community** will be referred by the Manager, Office and Community Partnerships, or nominee/s to the Deputy Vice-Chancellor (Academic).
7. Promotional materials **relating to all other subject areas** will be referred by either the UniAdvice National Marketing Manager or Communications Manager, or their nominee/s to the Vice Principal (Administration).
8. Where promotional material promotes UOW to more than one of the target audiences noted above, then the material need only be submitted to one member of the Senior Executive for final approval.

Consultation

9. All materials developed for future students must be preapproved at the brief stage by the Deputy Vice-Chancellor (International) for international publications and Senior Deputy Vice Chancellor for domestic publications. If the publication brief is approved and the publication is created, it must be signed off again, prior to publication.
10. Where possible, all other promotional material or publications must be sighted and approved by either the UniAdvice National Marketing Manager, International Marketing Manager or Communications Manager, or their nominee/s; while in the development stage. All relevant UOW representatives should also be consulted in the development stage, to ensure content accuracy.

6 Version Control and Change History

Version Control	Date Effective	Approved By	Amendment
1	13 October 2006	University Council	First Version
2	6 July 2007	University Council	Additional promotional information requirements added to Appendix 2 to comply with the revised National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students

3	6 May 2009	Vice-Principal (Administration)	Migrated to the UOW Policy Template as per the Policy Directory Refresh Project.
4	9 March 2010	Vice-Principal (Administration)	Future review date identified in accordance with Standard on UOW Policy
5	18 May 2010	Administrative Committee	Revisions arising from the outcome of a UOWIA audit into International Recruitment relating to controls over approval of marketing material.
6	1 March 2011	Snr Mgr, Policy & Governance	Updated to reflect title change to DVC(I)
7	21 June 2011	Vice-Principal (Administration)	Undated to reflect change of name from Wollongong College Australia to UOW College

Appendix 1 - Use of the UOW Brand and Logo Procedure

1. UOW staff, students, agents and partners both onshore and offshore, wishing to use the UOW logo in promotional materials (both on and offline) or publications, must obtain formal approval as set out below:
 - a. Support from the relevant Dean/s or Director/s as appropriate;
 - b. Advice from the UniAdvice National Marketing Manager, Manager, International Student Recruitment or Communications Manager, or nominee/s; (where appropriate): and
 - c. Approval from the relevant Senior Executive. These are:
 - i. Vice-Chancellor – For all materials.
 - ii. Vice-Principal (Administration) - For all materials.
 - iii. Senior Deputy Vice-Chancellor – For all domestic student recruitment/teaching materials.
 - iv. Deputy Vice-Chancellor (Research) – For all research related materials (excluding commercial materials).
 - v. Deputy Vice-Chancellor (International) – For all international student recruitment/teaching materials (excluding commercial materials)
 - vi. Deputy Vice Chancellor (Academic) – For all community and alumni materials (excluding commercial materials).

NOTE: Whilst UOW may agree to authorise the use of the logo, all parties must acknowledge that the logo has considerable goodwill and is of value to UOW.

2. UOW will protect the logo and its reputation by authorising third party use only where clear terms are agreed (e.g. scope of permitted use, duration of use) and on the following conditions:
 - 2.1. Where the logo does appear as a secondary or third party sponsor, every effort must be made to preserve the integrity of the logo, and where possible, UOW should see and approve finished art.
 - 2.2. The UOW logo must not be manipulated in any manner except for the proportional scaling of the graphic as a whole element;
 - 2.3. The UOW logo must not be used in a misleading or deceptive way, for example where usage might falsely represent or imply UOW endorsement of products or services;
 - 2.4. The UOW logo must not purport to bind the University or make any representations on its behalf unless otherwise approved;

Appendix 2 – Steps for Approval of Promotional Materials and Publications Promoting UOW and/or UOW's Teaching Programs to Future Students

The following steps must be followed when producing promotional materials or publications relating to UOW both onshore and offshore:

Step 1 Approval to Produce Material

1. Permission to produce promotional materials or publications relating to UOW both onshore and offshore, **must be given prior to their development** by the relevant Dean/s and/or Director/s AND the relevant Senior Executive. These are.
 - a. Vice-Chancellor – For all materials.
 - b. Vice-Principal (Administration) - For all materials.
 - c. Senior Deputy Vice-Chancellor – For all domestic student recruitment/teaching materials.
 - d. Deputy Vice-Chancellor (Research) – For all research related materials (excluding commercial materials).
 - e. Deputy Vice-Chancellor (International) – For all international student recruitment/teaching materials (excluding commercial materials).
 - f. Deputy Vice Chancellor (Academic) – For all community and alumni materials (excluding commercial materials).
2. For material targeting future students, the *UOW Student Recruitment Publications Communication Brief (Attachment 1)* must be filled out and submitted to the Senior Executive via the relevant UniAdvice staff member. (National Marketing Manager for domestic student recruitment/teaching programs and Manager, International Student Recruitment for international student recruitment publications).
3. This form can be submitted via email. You must allow two weeks for approval and you will hear back via email whether your brief was approved.
4. All other publications must comply with the [UOW Brand Book](#).

Step 2 Approval of Content

A. Promotional materials relating to UOW:

1. The relevant Dean/s and/or Director/s (or nominee/s) of the departments closely affiliated or responsible for the promotional materials or publications, must approve accuracy of content such as:
 - a. CRICOS code
 - b. Comparisons with other courses (not false or misleading)
 - c. Claims of association
 - d. UOW awards and accolades
 - e. Expiry date on use of promotional materials

B. Promotional materials targeted at future students:

2. For promotional materials or publications where UOW teaching programs are promoted, the relevant Dean/s and/or Director/s (or nominee/s) of the faculty/ies offering the academic program must check the accuracy of all statements in the document, particularly the checklist in the *UOW Student Recruitment Publications Approval Form. (Attachment 2)*:

Step 3 Approval by UniAdvice and Senior Executive

1. The UniAdvice National Marketing Manager, Manager, International Student Recruitment or Communications Manager (or nominees) must check:
 - a. Compliance with [UOW Brand Book](#)
 - b. Appropriate use of Logo

- c. CRICOS code
- d. Claims of association
- e. Up-to-date UOW awards and accolades
- f. Disclaimers

2. UniAdvice will seek final signoff from the relevant Senior Executive/s for each publication as necessary.

Please note: a register of all publications is kept by UniAdvice.

Attachment 1 - Brief

Please note – This document must be filled out and emailed to:

Manager, International Student Recruitment for submission to the DVC (International)

OR the National Marketing Manager for submission to the Senior DVC

OR the Communications Manager.

Please allow two weeks for approval of the brief. Once the publication is created, it must be signed off again.

Name and contact details of project manager:

Date of submission:

Name of project:

E.g.: Sydney Business School international brochure

Type of publication:

brochure/flyer/advertisement/promotional item/web-page/on-line campaign etc. specify if more than one element

E.g.: A4 brochure, also to appear as a PDF at www.uow.edu.au/sample

Proposed size of publication:

E.g.: 8 page

New publication/update:

E.g.: Update to brochure produced in November 2008

Target audience/s:

demographic(s), country(ies)

E.g.: International future postgraduate students. Particular focus on China and India markets.

Language(s):

E.g.: English initially, then Mandarin translation

Rationale for development of publication:

What will it offer to your audience that existing publications do not? What else do you want to communicate? What do you want the audience to do as a result?

E.g.: There are a number of courses that have been developed since the International Postgraduate Course Guide was produced that are of particular interest to the international market. There are upcoming missions in May and September to promote these courses to both students and agents.

Proposed structure:

E.g.: Dean Welcome/ About UOW/ Awards and Rankings/ About the Faculty/ Student testimonials/ Course information/ Contact details

Proposed imagery:

E.g.: To match International PG course guide/ images of people in environments on campus and in Wollongong; new SBS facilities at IC

Publication needed by: *E.g.: 24 November, 2009*

Shelf life/validity: *E.g.: One Year*

Print Run: *E.g.: 5,000*

Faculty Budget *E.g.: \$7,000 plus GST*

Attachment 2 - Approval Forms

Approval Stage One

To be completed by the Deputy Vice Chancellor (International) for international publications and Senior DVC for domestic publications.

I DO NOT grant approval for the development of this publication.

Rationale:

Name:

Position:

Date:

I DO grant approval for the development of this publication.

Comments:

Please note design requirements below

Name:

Position:

Date:

Design requirements

The publication must include the following elements:

- UOW CRICOS Provider Number
- UOW logo
- UOW marketing disclaimer
- Contact details of UniAdvice/Faculty
- Latest version of awards and accolades – available through UniAdvice
- All photography should have 'talent release' – signoff by the subjects
- Font – Trade Gothic – available through UniAdvice Communications Team - uniadvice_mktgcomms@uow.edu.au
- Complies with [Brand Book](#)

If using UOW College:

- UOW College CRICOS
- UOW College logo

For any queries regarding design, templates or marketing advice please contact UniAdvice via uniadvice_mktgcomms@uow.edu.au. For design services, please contact the UOW Printery.

Approval Stage Two

Checklist to be completed by the National Marketing Manager, the Communications Manager or the Manager, International Student Recruitment at UniAdvice.

Final approval to be completed by the Deputy Vice-Chancellor (International) for international publications and Senior DVC for domestic publications.

Approval checklist

Approved by Dean	
UOW CRICOS Provider no	
UOW logo	
UOW marketing disclaimer	
Contact details	
Latest Awards information	
Talent release on photos	
Font – Trade Gothic	
Complies with Brand book	
UOW College CRICOS	
UOW College logo	
Data entered into approval grid	

I recommend approval of this publication	I recommend approval of this publication, with the following changes
Notes:	Notes:

I DO NOT grant approval for the development of this publication.

Signed:

Position:

Date:

I DO grant approval for the development of this publication.

Signed:

Position:

Date:

Please return hard copy of this form to the Communications Manager, UniAdvice, Building 36.