

# MARKETING AND BRANDING POLICY

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## 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, imagery and key marketing messages, all of which contribute to the overall success of the institution.
- 3.2 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 [marketing materials](#), [merchandise](#), [uniforms](#) and templates is overseen by the Global Brand and Marketing Directorate. These aspects are required to ensure appropriate management of global brand and marketing contractual obligations, ensure competitive advantage, balance strategic priorities, and reflect the University's corporate identity as outlined in the [Brand Guidelines](#) (*internal access only*), the [Digital Design System](#) (*internal access only*), and the [Writing Style Guideline](#) (*internal access only*).
- 3.3 The Global Brand and Marketing Directorate, in partnership with stakeholders across the University, will ensure that marketing strategies, and the related [marketing 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 on the University's [Global Brand and Marketing Directorate StaffNet Page](#) (*internal access only*).

## 4 RESPONSIBILITIES

### Compliance, monitoring and review

4.1 The Global Brand and Marketing Directorate is responsible for:

- developing, promoting and ensuring a cohesive University brand that utilises consistent messages, themes and uniform visual standards (Refer to the [Global Brand and Marketing Directorate's StaffNet Page](#) (*internal access only*))
- designing the strategic approach for all University merchandise and uniforms to be in line with the University's financial and environmental sustainability goals, including assessing commercial viability and brand alignment in collaboration with the University Shop, and providing all related design and brand approvals. Provision and purchase of branded [merchandise](#) and [uniforms](#) outside of University Shop is not permitted without the Director Global Brand and Marketing's approval.
- developing and delivering marketing and student recruitment plans, in alignment with strategic priorities and [Senior Executive](#) consultation, and providing a range of templates suitable for stakeholders to create their own branded materials
- leading and facilitating prospect facing communications, [student recruitment](#) strategies and activities
- coordinating paid media and [advertising](#) opportunities on behalf of the University across all media types
- facilitating access to a range of a professional services (agency, media, designers, printers) to cover in house service overflow or more complex bespoke marketing and promotional requirements
- providing the final check on compliance with regulatory frameworks, legislation and University processes relating to materials produced through, or in conjunction with, this Directorate, and
- managing compliance issues relating to content produced by the Directorate.

4.2 The Director Global Brand and Marketing is responsible for:

- all decisions relating to the University brand, including whether [marketing materials](#) require approval from the Director Global Brand and Marketing
- developing pre-approved self-service standards and templates for use , and
- 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](#) (*internal access only*). Before disposing of any records, approval must be sought from the Records and Privacy Team (email [records@cqu.edu.au](mailto: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 the University's products 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.

**Merchandise:** all branded apparel, corporate giftware or mass produced, low value, giveaway and promotional items which are sold to students, employees and the general public via the University Shop, or used to promote the University's products and services, build brand awareness, and promote the University or are provided as thank you gifts to stakeholders, visitors, students or guests.

**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.

**Uniforms:** University branded apparel designed for the purpose of employees, or student workplace/practical placement attire.

## 6 RELATED LEGISLATION AND DOCUMENTS

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

[Alumni Communication Policy](#)

[Brand Guidelines](#) (*internal access only*)

[Commercial Television Industry Code of Practice](#)

[Clear Ads](#)

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

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

[Global Brand and Marketing Directorate StaffNet Page](#) (*internal access only*)

[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](#) (*internal access only*)

## 7 FEEDBACK

7.1 Feedback about this document can be emailed to [policy@cqu.edu.au](mailto:policy@cqu.edu.au).

## 8 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Vice-Chancellor and President
Delegated Approval Authority	N/A
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Required Consultation	N/A
Administrator	Director Global Brand and Marketing
Next Review Date	27/05/2028

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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).