

LEXSA

Marketing, Posters & Publications Policy

Defines the process for managing poster and publication content and distribution in association with LEXSA.

Student Clubs and Associations
2017 Edition



LEXSA

Marketing, Posters and Publication Policy 2016

Division Responsible:

LEXSA - Lismore and External Student Associations

Approval Authority:

LEXSA Marketing and Events Coordinator
LEXSA Operations Manager

Contact:

Marketing and Events Coordinator
Email: lexsa@scu.edu.au
Mobile: 02 6626 9527

1. AIM

The aim of the policy is to define the process for marketing, posters and publications content and distribution of the LEXSA affiliated Clubs and Societies around the SCU Lismore Campus and online.

2. SCOPE

The policy:

- Provides a definition of terms used to identify the different forms of publications and promotional tools;
- Provides general guidance regarding content management for publication and promotions;
- Identify where LEXSA has responsibility for publications and promotional tools;
- Identify the approval process for the creation and printing of posters;
- Identifies the number and removal process for posters;
- Provides a process for complaints regarding the decisions of LEXSA in relation to the approval of publications/promotions and request for any removal of such materials;

3. PUBLICATIONS MATTERS FOR WHICH LEXSA IS RESPONSIBLE

LEXSA is responsible for the approval of all Club Marketing Material and the management of how they should be displayed and removed. These guidelines are provided to ensure that we, nor our members, are at risk of action being taken against us by the University, the State Equal Opportunities Commission or the Federal Human Rights and Equal Opportunities Commission.

To distribute material as a Club or Society associated with LEXSA, you need to follow this policy.

4. DEFINITIONS

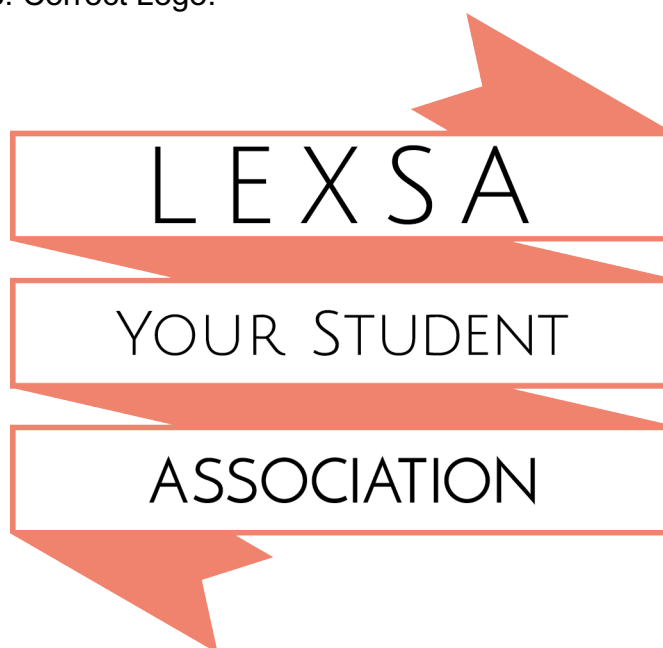
For the purpose of this policy, 'publications' include:

- All of LEXSA's publications such as print and digital mediums;
- All publications of LEXSA and any publications funded by the LEXSA SSAF budget;

- All publications supported by LEXSA (such as faculty society publications);
- All posters and/or printed materials distributed/displayed in association with LEXSA, including tickets for the event;

5. Content Guidelines

LEXSA's logo must be included on all club marketing and posters. This includes merchandise, any printed marketing materials, social media and website marketing. Please insure the correct logo is used, it should not have a white background and should be a .png file. Correct Logo:



If you do not have the logo on file, please email lexsa@scu.edu.au to obtain. These must also be approved by the Marketing and Events Coordinator before printing. Posters distributed that are funded by LEXSA must comply with these guidelines. All posters produced must have "This Service is provided by the Student Services and Amenities Fee" if SSAF funds are used in the event.

5.1. Alcohol:

There are rules that apply to the promotion of alcohol and consumption of liquor on campus.

- **University** - Advertising for Functions should:
 - Not Emphasize availability of alcohol
 - Not refer to the amount of alcohol available
 - Not encourage attendance at a function by advertising alcohol at a reduced price
 - Make equal reference to the availability of non-alcoholic beverages
 - In addition, no promotional material concerning consumption of liquor will be permitted in connection with student Orientation week and related activities
- **BYO Event**
 - No advertising through LEXSA affiliated clubs shall refer events as "BYO" state that no identification is required to enter an event where alcohol will be available or permitted.
 - Any club or society which seeks to advertise an off-campus event at a non-licensed venue at which alcohol will be accessible, must submit and Event Management Plan.

6. Anti-Discrimination Policies

In terms of discrimination, LEXSA is bound by University policy as well as law. In order to comply with this, you need to be aware of both the imagery and text in posters and publications.

- **University Policy:** The University is committed to creating an environment free from discrimination on the grounds of sex, marital status or pregnancy, race, age, sexual orientation, gender, history, religious or political beliefs, impairment, family responsibility/ status. A student who feels that this policy has been breached and they have been discriminated against can make a complaint to LEXSA or the University.
- **Federal Law:** prohibits the advertisement or promotion of messages that are likely to offend, insult or humiliate or intimidate a person or group of people on the basis of or disability. It also prohibits sexual harassment which includes the display of pornographic posters and materials. A student who feels that this law has been breached can make a complaint to the Human Rights and Equal Opportunity Commission. Additionally, Federal Law also has guidelines covering publications and the media under the Racial Hatred legislation which is designed to allow people to complain about publicly offensive behavior based on racial hatred.

Use of Logos

Any use of the LEXSA logo, University faculty or Southern Cross University Logo must have written consent from the relevant department. This is checked and confirmed by the Engagement and Marketing officer during the approval process.

Political Comment

LEXSA is required to stay political neutral by its governing body and is a requirement to receive SSAF Funding. Therefore LEXSA cannot approve posters that promote or comment on political matters.

7. Posters - Poster Specifications

- The ideal poster size is A3, portrait orientation, no greater than 110gsm;
- Posters must comply with content guidelines
- All affiliated clubs and societies must have a relevant and current LEXSA logo displayed on their poster.
- Posters must comply with our content guidelines

7. Approval of posters

The following series of steps has been developed to assist you with approval of your poster. It is do not produce any copies of the poster until you have followed this process:

- Ensure your poster has LEXSA's current logo on it.
- Email the poster to lexsa@scu.edu.au for approval
- Provided that you have complied with policy and in particular have adhered to the content guidelines, then your poster will be approved. If it is a p p r o v e d skip stage 4 and proceed to stage 5. If not an explanation will be provided regarding why the poster cannot be displayed and/or what changes will need to be made to have it approved. If you are unhappy with the decision you can appeal the decisions according to the appeal guidelines in section 11 of this document
- Where a publication contains visuals or text (or both) that may be seen as Sexually discriminatory, the approving officer should consult with other persons who are authorized to approve posters, as well as LGBTI Officer or Women's Officer, where appropriate. If this is not possible, materials can be lodged at LEXSA's Office until one such individual has reviewed it.
- If a poster is rejected by any of the approving individuals, the party submitting the poster shall have the right to appeal the decision. In this instance, LEXSA president will take the poster to the University's Equity and Diversity unit, who

will make the decision in conjunction with the University policy as summarised in section 6 of this document.

- Once you have received a written approval from LEXSA, you can then request the number of posters and paper size to be printed.
- The club or society must send LEXSA a .pdf or .jpeg version of the poster
- Please allow 24hrs for this to be done. For distribution to student common rooms, posters must be supplied by 5pm for distribution the following day at 9am.

8. Distribution of Posters

- Posters must not be placed over other posters unless it is clear that the event has passed.
- Posters must be removed by the Student Club or Association who put them up when the date of the event on the poster has expired or the event has been canceled

10. Online Promotions

Materials Posted Online

- All online materials promoting an event, club, society, LEXSA must be in accordance with this policy. This includes posts made on social media websites by individual committee members, as well as those made in an official manner by the organizations.
- Online materials do not need to be approved prior to being posted, except where section 5.1 is relevant.
- If a club wishes to have their event published on LEXSA's social media platform they must provide the content a week in advance. As LEXSA has a large number of requests for content to be posted, at times your content won't be able to be posted.
- LEXSA produces a fortnightly blog that is emailed on a Monday to all Lismore Students. If you would like to have content included, you must provide copy and an image the Thursday prior. For deadline, dates and dimensions please email lexsa@scu.edu.au

11. Grievances (Complaints)

LEXSA will endeavor to ensure that a clear process is followed where a breach of policy or complaint arises. Natural justice principals will be applied to ensure that all parties are provided with the opportunity to make comment and to understand the process to be followed. While the policy provides some steps to be taken in the event of a breach or complaint, it may be that referral will need to be made to other documents such as the Equal Opportunity or Enterprise Bargaining Agreement. When reference to these other processes is required, the parties involved will be informed as to the processes to be followed.

11.1. Breaches of the Policy

This section refers specifically to cases where the policy and procedures identified in this document are not followed. LEXSA will always consider that honest mistakes occur and information regarding the correct process will always be the first step. Where consistent breaches of policy are found to occur a report will be made to the LEXSA President for consideration.

11.2. Objections to material display or distributed

It may be at times despite the approval process outlined that a member of the university community or broader community may take offence at the content of a poster or other material. In the event that someone would like to make a complaint the process to be followed is:

- In the event of publication, lodge a copy with LEXSA or in the case of posters advise
- LEXSA of the poster details.
- A LEXSA staff member will record the complaint and refer the matter to a meeting of the
- LEXSA Committee members.
- A decision will be made by this group or referred to the SCR where required the complainant will be advised of this step and of finally the outcome of the considerations.
- A decision made by the group can be appealed to the SCR if the complainant is not happy with the outcome.