

## PROMOTIONS AND PUBLICATIONS POLICY

**Commencement Date:** 2022

**Review Date:** 2024

**Division Responsible:** Student Services

**Approval Authority:** Guild Council

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### 1.0 AIM

UWA is multicultural and diverse campus made up of students from all walks of life and everything the UWA Student Guild (the Guild) undertakes, including its promotions and publications, is for them. As such, the Guild is committed to ensuring that all promotions and publications displayed (both digitally and in printed form) are inclusive and do not discriminate in any way, shape or form.

The aim of this policy is threefold. Firstly, to define promotions and publications content and the process for managing such activities; secondly, to outline the distribution areas under Guild management and who can action display requests; and thirdly, to describe when materials can be removed and the compulsory steps involved.

The Guild's Marketing & Creative departments are available to assist students, clubs and organisations in a broad range of engagement-related areas including design, copy, layout and formatting-related matters, as well as promotion and marketing assistance. If you are unsure or require further assistance do not hesitate to contact [marketing@guild.uwa.edu.au](mailto:marketing@guild.uwa.edu.au).

### 2.0 SCOPE

#### **This Policy:**

- Provides a definition of terms used to identify digital and printed publication and promotional tools and outlines what constitutes displayed material
- Provides content creation guidance, clearly stating what content would be in breach of the Guild's content policy and the systems in place to manage publications and promotions
- Identifies the extent to which the Guild has responsibility over publications and promotions
- Identifies the approval process for promotion via Guild channels

- Explains the content guidelines pertaining to digital and online promotions and the process taken if content is found to be in breach of these rules
- Provides a process for complaints regarding the decisions of the Guild in relation to the approval of publications/promotions and requests for the removal of any such material
- Demonstrates the role the Events Department plays in the approval and execution of event related publication and promotional material
- Provides a brief overview of the publication and promotional processes which exist for areas outside of the Guild's control at UWA

### **3.0 DEFINITIONS**

#### **3.1 DEFINITION OF PUBLICATIONS**

For the purposes of this policy, 'publications' can be produced in printed or digital form and include:

- All Guild publications including Guild Weekly, Prosh, Pelican, Damsel, Postscript, Outspoken, Lighthouse and the Guild Diary
- The Guild website and all affiliated websites, including Pelican Magazine, PROSH & Venture Student Innovation Centre.
- All publications produced by Guild Departments and Sub-Councils, and any other publications funded by Guild budgets

#### **3.2 DEFINITION OF PROMOTION**

For the purposes of this policy, 'promotions' can be produced in both digital and printed form, including:

- All avenues of social media including Facebook, Instagram, TikTok, Twitter, Youtube, Google + and Snapchat
- All social media pages held or run by the Guild.
- All promotional T-shirts, clothing and products created by the Guild.
- All submissions and advertisements in Guild publications including in Guild Weekly, Pelican, Damsel, Postscript, Prosh, Lighthouse, Outspoken and the Guild Diary.
- All submissions and advertisements featured in Guild-affiliated websites, including the primary Guild website, Pelican Magazine, PROSH & Venture Student Innovation Centre.
- All events and event descriptions detailed on the Events calendar of the Guild website
- All jobs and job descriptions details on [unihub.uwa.edu.au](http://unihub.uwa.edu.au), including Volunteering opportunities.
- Any other printed and/or digital materials distributed through Guild channels.

#### **3.3 DEFINITION OF DISPLAYED**

For the purposes of this policy, 'displayed' can refer to promotions and publications (in both the digital and printed form) including those which:

- Feature visible or readable text, imagery, artwork, symbols or a combination of all four
- Can be seen by more than just the content's creator

### ***3.4 Non-Defined Terms***

All definitions not otherwise defined in this document shall be in accordance with the UWA Student Guild Regulations.

***3.5 This Policy is to be read in conjunction with the UWA Statute(s), Regulations for Student Conduct and Discipline; UWA Student Guild Policies and Procedures. UWA Code for the Protection of Freedom of Speech and of Academic Freedom, and all relevant laws and legislation.***

***3.6 This Policy is part of the Guild's operations and procedures and therefore students who break the terms of this policy may be subjected to the Guild Misconduct Tribunal.***

***3.7 Students involved with Publications & Promotions must adhere to the Guild's Student Representative Code of Conduct***

## **4.0 PUBLICATION & PROMOTIONAL MATTERS FOR WHICH THE GUILD IS RESPONSIBLE**

The Guild is responsible for the approval of publications and promotional materials for the Guild. The Guild is also responsible for the management, display and removal of such materials in Guild-designated areas.

Content guidelines are provided to ensure that neither the Guild, 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. They also reflect our duty of care and are necessary to ensure the student cohort is protected from undue harm, oppression, offence or risk. To display or distribute publications or promotional material in Guild-designated areas or through the Guild's digital channels this policy must be adhered to.

## **5.0 CONTENT GUIDELINES**

Promotions and publications distributed in Guild areas, through the Guild's digital and social channels or in Guild and Guild-funded publications must comply with the guidelines for **Alcohol, Anti-Discrimination** and **Political Comment** as outlined below:

### ***5.1 Alcohol***

There are strict rules pertaining to the promotion of alcohol and consumption of liquor on campus and at Guild-affiliated events. These include:

- **Sponsorship:** Events, promotions and publications can be sponsored by businesses that sell alcohol; however, this cannot be promoted through publications and print and digital forms of promotion (e.g. via logos on artwork, images of their alcohol etc.)

- **Warnings:** If alcohol will be sold or distributed at an event, the following text must be included on all the event’s publications and promotions:
- 18+I.D. Required
- Discounted drinks, reduced priced drinks (etc.) must be stated as **“student priced drinks”** only
- No advertising shall refer to events as ‘BYO’
- No advertising shall refer to the amount of alcohol available
- No advertising shall promote the excessive consumption of alcohol
- No advertising shall encourage attendance of a function by advertising alcohol at reduced prices
- All advertising is to make equal reference to the availability of non-alcoholic beverages
- If no alcohol will be present at the event, then the publication and promotional material for the event must state **“Alcohol Free Event”**.

Although not compulsory, the Guild also recommends that the following additions are considered on all promotional material:

- Please Drink Responsibly
- Scantek in use (if the event will have Scantek)

### **5.1.1 University Policy**

According to the University’s guidelines, advertising for events and functions **should**:

- Ensure that no promotional material concerning consumption of liquor will be permitted in connection with O-Week and related activities
- Adopt a responsible approach regarding the service of alcohol with the Western Accord
- Ensure there is an inclusive environment for staff and students who choose not to consume alcohol, including adequate food and non- alcoholic drinks
- Provide a range of educational and confidential support services for staff and students with respect to prevention and management of the negative effects of alcohol and other drugs
- Take appropriate action if alcohol or drug use adversely affects the health, safety or wellbeing of an individual group within the University or brings the University into disrepute
- Promote and support responsible drinking practices.
- Avoid unsafe drinking practices including binge drinking, drinking to intoxication and other high-risk practices

For the full policy guidelines see:

<http://www.governance.uwa.edu.au/procedures/policies/policies-and-procedures?method=document&id=UP09%2F5procedures?method=document&id=UP09%2F5>

### **5.1.2 State Liquor Licensing Laws**

Further to this, the state government sets out the following guidelines in regards to the promotion of liquor. **Please note that these supersede UWA's liquor policies and procedures:**

The Liquor Control Act 1988 ('the Act') places an obligation on licensees to sell and supply liquor in a responsible manner.

One of the primary objects of the Act is to minimise harm or ill-health caused to people, or any group of people, due to the use of liquor.

Section 64(3) of the Act empowers the licensing authority to impose conditions on a licence to prohibit promotional activity in which drinks are offered free or at reduced prices or to prohibit any practice that encourages the irresponsible consumption of alcohol.

This document provides the industry with a framework of practices which are considered unacceptable in order to prevent the intoxication and antisocial behaviour of patrons and, in all other respects, to ensure that the premises are being properly managed. The framework highlights those practices which are discouraged and are not in the public interest.

The use of "gimmick" promotions of cheap or discounted liquor that are likely to encourage the irresponsible consumption of alcohol are not acceptable. An activity by design or other use is not to create an incentive for patrons to consume liquor more rapidly and/or in greater amounts than they otherwise might.

For the full policy guidelines see: <http://www.rgl.wa.gov.au/liquor/information-for-licencees/policies-promotion-of-liquor/liquor-promotions-policy> and [http://www.rgl.wa.gov.au/docs/default-source/rgl/responsible\\_promotion\\_of\\_liquor\\_for\\_consumption\\_on\\_premises.pdf?sfvrsn=2](http://www.rgl.wa.gov.au/docs/default-source/rgl/responsible_promotion_of_liquor_for_consumption_on_premises.pdf?sfvrsn=2)



### **5.2 Anti-discrimination policies**

We define discrimination as the unjust or prejudicial treatment of different categories of people. This unfavourable treatment can (potentially) disadvantage a person or group, causing them detriment and or suffering.

The Guild is driven to protect the students from undue harm, including that caused by discriminating promotional and publication material. This duty of care includes discrimination based on: sex; marital status; pregnancy; race; age; sexual orientation; gender identity; religious beliefs; impairment, or disability. As a result, Guild promotions and publications **cannot** employ content that features any of the above. A student who feels that this policy has been breached and they have been discriminated against can make a complaint to the Guild through the process outlined in the Guild Regulations.

Further to our own policies, the Guild is bound by the University's anti-discrimination policies and those outlined in state and federal law. In order to comply with these, content

of promotions and or publications (including the imagery, text, or symbols employed), is not in breach of the following;

### **5.2.1 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 or family status. A student who feels that this policy has been breached and they have been discriminated against can make a complaint to the Guild or to the University. For further details of the relevant policy see: <http://www.hr.uwa.edu.au/policies/policies/equity/equal-opportunity>

### **5.2.2 State Law**

According to State Law, it is unlawful to discriminate in education on the grounds of age, family responsibility, family status, gender history, impairment, marital status, political conviction, pregnancy, race, religious conviction, sex and sexual orientation. Discrimination includes 'harassment' which encompasses the display of offensive posters and material. For more information see: <https://www.wa.gov.au/government/publications/equal-opportunity-act-1984>. Students who feel this policy has been breached can lodge a complaint with the Equal Opportunities Commission.

### **5.2.3 Federal Law**

Australian Federal Law prohibits the advertisement or promotion of messages that are likely to offend, insult, humiliate or intimidate a person or group of people based on race or disability. It also prohibits sexual harassment which includes the display of pornographic posters and material. Federal Law does not cover discrimination based on religion. Additionally, Federal Law includes guidelines to cover publications and the media under the Racial Hatred Legislation which is designed to allow people to complain about publicly offensive behaviour based on racial hatred. A student who feels that this law has been breached can make a complaint to the Human Rights and Equal Opportunity Commission. For further federal policy details see: [www.humanrights.gov.au/](http://www.humanrights.gov.au/)

### **5.3 Political Comment**

The Guild remains committed to freedom of political comments on campus and in the digital sphere and will not refuse to authorise material on grounds of political controversy alone. However, if the promotion or publications content breaches the content guidelines set out in 5.0 – 5.2.3 it will not be approved.

### **5.4 Content Relevancy and Accuracy**

To the best of the creator's knowledge, the content displayed in a promotion or publication must accurately reflect the activity or event in question. If lewd or possibly offensive material (including adult language and sexual references) is expected to be featured in the activity or event, the following disclaimer must be present: ***"Some people may find the content of this event offensive which can include references of a sexual nature, adult language and violence."*** (or similar).

## 6.0 DIGITAL SCREENS

### 6.1 Rights to Distribute

- Guild-affiliated clubs, departments, subsidiary councils and faculty societies may display content on the Guild's digital screens at no charge. This includes screens displayed in Guild Cafes, the Guild Student Centre, The UWA Tavern, the Refectory and the Guild Bookshop. Content promoting external organisations or events may only be approved by the Marketing Department as outlined in 6.3.

#### 6.1.1 Approval of digital content for Guild-affiliated groups

Guild departments and affiliated clubs must submit digital content to the Guild Student Centre to be displayed on Guild-managed screens.

Content displayed on Guild screens is subject to the Content Guidelines as outlined in section 5.0.

### 6.3 Approval of Non-Guild (External) Content

External organisations outside of the Guild (including non for profits, non- Guild affiliated clubs, UWA Sport, and UWA departments) can request to display information and promotional content through the Guild's digital screens. External organisations and events may be approved for display provided they abide by all content guidelines in this policy and will be subjected to a fee as specified in the Guild Advertising Kit. The Guild logo is generally not permitted to be used by non-affiliated groups, however may be required if the Guild is sponsoring or participating in the event.

All external content bookings and display is to be managed by the Marketing Department. Enquiries regarding external content can be directed to [marketing@guild.uwa.edu.au](mailto:marketing@guild.uwa.edu.au).

### 6.4 Restrictions to Display

#### 6.4.1 Approved Content in Guild areas

Only approved content (see section 6.2 and 6.3) may be displayed in the Guild area and are to be distributed by an employed Guild staff member. All other materials will be removed.

#### 6.4.2 Non-Approved Content in Guild areas

Non-approved content (ie posters, flyers) cannot be displayed in Guild areas. Should non-approved content be reported, it will be removed immediately. The material will then be photographed for reference and can proceed through the Complaint process as outlined in section 8.0 if the Guild President so desires.

#### 6.4.3 Noticeboards in Guild Village

The exception to this is the noticeboards located in Guild Village. One (1) copy per flyer or notice may be displayed on each noticeboard.

## 7.0 PROMOTIONAL ACTIVITY

### 7.1 Materials displayed online and in print

All publications and promotions defined in 3.1.1 and 3.1.2 which are produced by a Guild department, sub-councils and affiliated clubs and faculty societies must be in accordance

with content guidelines outlined in section 5 of this policy. This includes text, imagery, artwork, music and symbols published and produced by individual committee members through printed material, social media and websites, as well as those made in an official manner by the organisation. If publications and promotions are found to breach this policy, the offending club will be dealt with as section 8 of this policy. Where the Guild has the ability to remove or request the removal of the content, it may do so immediately.

## **8.0 COMPLAINTS**

The Guild will follow the process outlined in the Guild Code of Conduct when a breach of policy or complaint arises, ensuring that all parties are provided with the opportunity to make comment and to understand the process to be followed.

### **8.1 Breaches of Policy**

This section refers specifically to cases where the policies and procedures identified in this document are not followed. The Guild will always consider that honest mistakes occur and information regarding the correct process will always be the first step.

Where significant or consistent breaches of policy are found to occur, a report will be made to the Publications Committee for consideration. If it is confirmed that significant or consistent breaches have occurred, the Complaints procedures outlined in the Guild Code of Conduct will be adhered to, and the following penalties may be applied:

- Removal of the material
- Raising of charges to cover the costs of removal
- In severe cases, forfeiting of rights to display content through Guild channels

## **9.0 EVENT MANAGEMENT AND PLANNING PRIOR TO PUBLICATION**

All events held on or off campus by a Guild-affiliated club, faculty society or department require an Event Management Plan (EMP) to be submitted on the Guild website before the event can be promoted via Guild channels.

## **10.0 PUBLICATION & PROMOTIONS OUTSIDE THE GUILD AREA/GUILD CONTROL**

The University has both policy and by-laws that govern the display of promotional and publication material and the distribution of literature on campus. If you wish to distribute material in other areas, you must obtain approval from the Project Officer in Facilities Management. For more information on the University's policy, go to:

<http://www.governance.uwa.edu.au/procedures/policies/policies-andhttp://www.governance.uwa.edu.au/procedures/policies/policies-and-procedures?method=document&id=UP07%2F79procedures?method=document&id=UP07%2F79>



