



Strategic Media

how the University manages the production, use and management of branded media and the platforms or channels via which it is disseminated.

The intention of this policy is not to inhibit appropriate innovation or creativity, and where a proposed innovation appears to be in conflict with this policy, an exception may be authorised by the Vice President, External Engagement or their delegate.

Principles and objectives

1. Content production and d



Appendix:

Roles and responsibilities

Branded media is developed by staff in most Divisions and Faculties. Each University Leadership Team member is responsible for ensuring that branded media in their portfolio or area of accountability is developed in accordance with this policy.

The Vice-President Societal Impact, Equity & Engagement is responsible for advancing the University's brand and reputation and leading the development and implementation of procedures and guides that support this *Branded Media Policy*.

Legislative compliance

This Policy supports the University's compliance with the following legislation:

- Education Services for Overseas Students Act 2000 (Cth)
- Tertiary Education Quality and Standards Agency Act 2011 (Cth)
- Copyright Act 1968 (Cth)
- Trade Marks Act 1995 (Cth)

Supporting documents

- UNSW Master Style Guide
- UNSW Visual Style Guide
- UNSW Writing Style Guide
- UNSW Digital Style Guide

