

PARTNERSHIP & ADVERTISING POLICY 2026

DRAFTED BY: Governance Officer

DATE PREPARED: March 2026

APPROVED BY BOARD ON:

VERSION: 2.0

EFFECTIVE DATE:

SCHEDULED REVIEW DATE:

This Policy is adopted by USYD Student Union Ltd (ABN 52 688 637 818) (USU), a company limited by guarantee and a registered charity with the Australian Charities and Not-for-profits Commission (ACNC).

This Policy must be read consistently with the USU Constitution and USU Regulations.

1. PURPOSE

USU recognises that many of its activities are attractive to a large range of external organisations and may provide sources of revenue or other non-financial benefits through legitimate and worthwhile opportunities for advertising, partnerships and other promotional activities. This policy will ensure that such activity is conducted in a way that ensures maximum benefit across the organization, and alignment of organizational values.

All activities undertaken under this Policy must align with the charitable purposes of the USU as set out in the Constitution.

2. SCOPE

This policy applies to all sub-brands and entities within the USU, and parties engaged with advertising, partnership and sampling agreements or arrangements with the USU. This Policy applies to all activities undertaken under the authority of USU in accordance with the Constitution and Regulations.

3. DEFINITIONS

Word/Term	Definition
Access to campus	The right granted to advertisers, promoters, partners and samplers to be on campus
Advertising	Advertising is any advertisement, signage, label, logo, packaging, imprint, sales promotion activity or device, public relations material or events, merchandising or other activity or communication that has the intent of promoting or marketing a product, service, event or organisation. Advertising includes messages that contain qualitative or comparative language, price information, an endorsement, or an inducement to purchase, sell or use the advertiser's products or services.
Billboard	A panel used to display outdoor advertising
Board	Board means the Board of Directors of USYD Student Union Ltd, exercising powers under the Corporations Act 2001 (Cth) and the Constitution.
Campus	Any area under the control, management or licence of USYD Student Union Ltd or otherwise made available to it.
Community festivals and events	Large scale outdoor multi targeted events such as Welcome Festival, International Festival, etc.

Contract Cheating	Behaviour and practices that encourages students to engage in poor academic integrity, e.g. paying a company to complete an exam or essay on their behalf
Cruelty to animals (RSPCA website definition)	<p>Animal cruelty can take many different forms. It includes overt and intentional acts of violence towards animals, but it also includes animal neglect or the failure to provide for the welfare of an animal under one’s control. In addition to this, it is important to remember animal cruelty is not restricted to cases involving physical harm. Causing animals psychological harm in the form of distress, torment or terror may also constitute animal cruelty.</p> <p>As a result of there being so many possible forms of animal cruelty, state and territory animal welfare legislation do not attempt to define it in an exclusive way; rather, animal cruelty is described generally as any act or commission that causes</p>
	<p>unnecessary or unreasonable harm to an animal. Most animal welfare Acts will provide examples of cruelty. These may include:</p> <ul style="list-style-type: none"> • torturing or beating an animal • confining or transporting an animal in a way that is inappropriate for its welfare • killing an animal in an inhumane manner • failing to provide appropriate or adequate food or water for an animal • failing to provide appropriate treatment for disease or injury; and • failing to provide appropriate living conditions.
Gambling	The wagering of money or something of value on an event with an uncertain outcome, with the primary intent of winning money or material goods. Gambling thus requires three elements to be present: consideration (an amount wagered), risk (chance), and a prize. The outcome of the wager is often immediate, such as a single roll of dice, a spin of a roulette wheel, or a horse crossing the finish line, but longer time frames are also common, allowing wagers on the outcome of a future sports contest or even an entire sports season.
Program Weeks	Student devised, special interest events held over 2 or more days e.g. International Festival,
Promotion	An activity such as an advertising campaign designed to increase brand visibility or sales of a product.
Sampling	A product sample is a sample of a consumer product that is given to the consumer so that he or she may try a product before committing to a purchase.
Partnership	Partnership is a cash and /or in-kind fee paid to an entity in return for access to the exploitable commercial potential associated with that entity. While the entity being partnered may be non-profit, unlike philanthropy, partnership is done with the expectation of a commercial return.

4. PRINCIPLES

The USU is a public institution set within a highly specialised and sensitive environment. Research shows that relevant advertising, promotional, sampling and partnership activity enhances the student experience whilst also providing vital revenue. USU also acknowledges that it is vitally important to protect the reputation of both USU and the University and to prevent the exploitation of our community.

USU will not engage in partnerships (including advertising) with companies or organisations that are reasonably considered to be in breach of recognised human rights standards or international law, or whose activities are inconsistent with USU and the University of Sydney’s values and community expectations.

The USU operates as a not-for-profit entity and registered charity. All partnership and advertising decisions must be consistent with its charitable purposes and governance obligations.

5. POLICY

General	
5.1	External entities will be granted access to campus only if the following criteria are met: <ol style="list-style-type: none"> i. Financial / in-kind benefit for USU ii. All relevant policies and procedures are followed iii. All USU / University regulations / directions are complied with iv. The University's Contractor Induction module is completed, and the relevant safety documentation is provided to the USU in advance
5.2	No advertisement, promotion, sampling or partnership proposal may discriminate, demean or marginalize any group on the grounds of their gender, age, religion, sexual preference, cultural or racial grouping, physical or mental disability, or for any other reason.
5.3	USU will not accept advertising, promotion, sampling or partnership proposals for or incorporating tobacco and /or related products such as vapes.
5.4	USU will not accept advertising, promotion, sampling or partnership proposals that support political parties, or support the election of a person to a Commonwealth or State or Territory Parliament or Local Government body.
5.5	USU will not accept advertising, promotion or partnership proposals for activities or events that it deems to promote or involve cruelty to or the unethical treatment of animals
5.6	USU will not accept advertising, promotion, sampling or partnership proposals for activities or events that it deems promotes gambling as the primary focus of the event or activity.
5.7	USU will not accept advertising, promotion or partnership proposals from companies with a known poor WHS and safety record or proven record of exploitation of poor contract practices, e.g. food delivery and rideshare services
5.8	USU will not accept advertising, promotion, or sponsorship activities or events from the following types of organisations: <ol style="list-style-type: none"> i. Military or Police ii. Minerals and Mining Companies iii. Companies that produce or market armaments, weapons or related products
5.9	USU will endeavour to support companies in reducing single use plastics in their sampling and activation duties
5.10	USU will not accept advertising, promotion or sponsorship activities from: Cosmetic surgery providers Aesthetician-style services, e.g. lip filler
5.11	USU will not accept advertising, promotion or partnership activities from: Visa and migration services, unless they are an endorsed partner of the University Tutoring services, unless they are an endorsed partner of the University 'Contract cheating' services A list of businesses operating corporate activations at Welcome Fest shall be provided to Educational Integrity at the University to ensure there are no known 'Contract Cheating' operators

5.12	<p>USU reserves the right to decline or discontinue partnerships with any organisation or individual where there is a strong risk for reputational damage and/or misalignment with USU's values. Examples include organisations and/or individuals who have:</p> <ul style="list-style-type: none"> i. publicised or espoused the promotion of hate speech ii. publicised or espoused violence, or otherwise have recently been convicted of a violent criminal act iii. an ongoing history of discriminatory behaviour, including sexism, racism, homophobia and/or ableism.
5.13	<p>USU will first consider the reputational impact of partnering with any organisation or individual that has been involved in any activity related to environmental damage (e.g. mining or logging), wage underpayment, geopolitical conflicts, educational integrity, or cultural damage (e.g. destruction of Indigenous sites) before entering any partnership.</p>
5.14	<p>When considering whether to partner with an organisation pursuant to this policy, USU will take into consideration the reputational risk associated with the parent company, any subsidiary or affiliate of the partner organisation.</p>
5.15	<p>Any advertisement, promotion, sampling or partnership proposal containing alcohol, or alcohol products must be approved by the USU Licensee and the following:</p> <ul style="list-style-type: none"> i. Comply with the relevant USU liquor license ii. comply with the University of Sydney Liquor Accord iii. Comply with the University's Alcohol Management Policy (2019) iv. Comply with USU's Alcohol Management Plan v. comply with NSW Liquor Act 2007 vi. contain a responsible drinking message vii. not provide incentives to alter a patron's normal drinking pattern.
5.16	<p>USU reserves the right to refuse any advertisement, promotion, sampling or partnership proposal.</p>
5.17	<p>All partners, sampling and brand activations shall be approved in advance by the Director of Partnerships and/or Director of Marketing.</p>

6. PROCEDURE

	Procedure steps	Responsibility
6.1	Advertising	
6.1.1	<p>All advertising in or on USU Publications (including electronic publications) or in/on other USU communications media, signage, property, material, or facilities shall be under a written agreement and in accordance with the USU Delegations of Authority. All agreements must be entered into in accordance with the USU Delegations of Authority and governance framework under the Constitution.</p>	Partnership Manager

6.1.2	<p>USU has the right and will refuse advertising that it considers unacceptable. Advertising may be deemed unacceptable when it:</p> <ul style="list-style-type: none"> i. conflicts with USU policies ii. does not enhance student experience iii. adversely affects the reputation of the USU or the University appears to create an undesirable endorsement by the USU of a particular entity, product or service iv. is considered to contain obscene, indecent or profane material v. ridicules, exploits, or demeans persons based on their age, colour, creed, ability, national origin, race, religion, sex, or sexual orientation vi. or is otherwise deemed to be unacceptable or inappropriate 	Partnership Manager
6.2	Sampling	
6.2.1	<p>Notwithstanding opportunities that arise from time to time, sampling should be concentrated on these 5 locations:</p> <ul style="list-style-type: none"> i. Holme ii. Manning iii. Wentworth iv. Eastern Avenue v. JFR Plaza vi. Gadigal Green <p>Non-USU spaces must be booked in advance using the University Venues process.</p>	Partnership Manager
6.2.2	Food and Beverage sampling activities are to be encouraged during USU community festivals and events	Partnership Manager

6.2.3	Except during community festivals and events, the sampling of food and beverages should not be positioned near USU food and beverage outlets without the approval of the Director of Partnerships	Partnership Manager
6.2.4	When approving the location of sampling, consideration should be given to the proximity of USU tenants.	
6.3	Manning Balcony Billboards	
6.3.1	Advertising shall be restricted to USU associated activities, programs, services and events, and/or USU tenants	Marketing Manager
6.3.2	Manning Balcony Billboards shall be scheduled, booked and erected through and by Marketing. All requests will be considered for their impact on the overarching organisational marketing strategy.	Marketing Manager
6.3.3	All Manning Balcony Billboard promotions must be current and up to date	Marketing Manager
6.4	Issues Management	
6.4.1	<p>Advertising that has the potential to be deemed controversial shall be referred to the Director of Partnerships in the first instance and, if necessary, to the CEO or the President of the Board.</p> <p>Where partnership or advertising proposals raise concerns regarding alignment with international human rights standards, geopolitical conflicts, or broader reputational risks, these shall be escalated to the Director of Partnerships or the CEO and, if required, the President of the Board for determination.</p> <p>Any escalation to the CEO or Board must be undertaken in accordance with governance processes set out in the Constitution and Regulations.</p>	Director of Partnerships, CEO, Board Executive

Governance

This Policy is governed by the USU Constitution, USU Regulations, the Corporations Act 2001 (Cth), and ACNC governance standards.

In the event of inconsistency, the USU Constitution and applicable law prevail.

USU is an independent legal entity and not part of the University of Sydney.

Change history

Version	Date	Change	Author	Reviewer
1.0				