

USU Policies and Procedures



Name: USU Advertising, Sponsorship & Sampling Policy

Department(s) Responsible: USU Operations

Last reviewed: August 2022

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, sponsorships and other promotional activities. This policy will ensure that such activity is conducted in a way that ensures maximum benefit across the organisation.

SCOPE

This policy applies to all organisations, including the USU, with advertising, sponsorship and sampling agreements or arrangements with the USU.

DEFINITIONS

Word/Term	Definition
Access to campus	The right granted to advertisers, promoters, sponsors 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
Campus	Any area of the University of Sydney under the permanent or temporary control, management or license of the University of Sydney Union.
Community festival events	Large scale outdoor multi targeted events such as Welcome Festival, Welcome Day, International Festival, etc.
Cruelty to animals (RSPCA website definition)	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. As a result of there being so many possible forms of animal cruelty, state and territory animal welfare legislation does not attempt to define it in an exclusive way; rather, animal cruelty is described generally as any act or commission that causes unnecessary or unreasonable harm to an animal. Most animal welfare Acts will provide particular examples of cruelty. These may include:

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	<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., Welcome Fest, International Festival, EnviroWeek etc.
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.
Sponsorship	Sponsorship 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 sponsored may be non-profit, unlike philanthropy, sponsorship is done with the expectation of a commercial return.

PRINCIPLES

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

The USU sources advertising revenue from 2 main areas:

1. Direct sales by the Sponsorship & Commercial on USU owned media channels including the EDM and outlet point of sale (POS) screens, and;
2. 3rd party media channels owned by oOh! Media and Convenience Advertising for which we receive a commission payment.

We also utilise USU owned and 3rd party media channels to support our outlets, sponsors, suppliers and tenants which is an important component of our relationships with these external parties and in increasing sales volumes in our outlets.

POLICY

1.	General
1.1	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 CoS Safe Work Documentation is completed, if applicable
1.2	No advertisement, promotion, sampling or sponsorship 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.

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1.3	USU will not accept advertising, promotion, sampling or sponsorship proposals for or incorporating tobacco and /or related products such as vapes.
1.4	USU will not accept advertising, promotion, sampling or sponsorship proposals that support political parties, or support the election of a person to a Commonwealth or State or Territory Parliament or Local Government body.
1.5	USU will not accept advertising, promotion or sponsorship proposals for activities or events that it deems to promote or involve cruelty to or the unethical treatment of animals
1.6	USU will not accept advertising, promotion, sampling or sponsorship proposals for activities or events that it deems promotes gambling as the primary focus of the event or activity.
1.7	Any advertisement, promotion, sampling or sponsorship proposal containing alcohol, or alcohol products must be approved by the USU Licensee and the following: <ul style="list-style-type: none"> i. Comply with the relevant USU liquor licence ii. comply with the University of Sydney Liquor Accord iii. comply with NSW Liquor Act 2007 iv. contain a responsible drinking message v. not provide incentives to alter a patron’s normal drinking pattern.
1.8	USU will not accept advertising, promotion or sponsorship for activities or events from companies with a poor WHS and safety record or a proven record of exploitation or poor contract practices, such as food delivery providers (e.g. Doordash).
1.9	USU will not accept advertising, promotion or sponsorship for activities or events from the following types of organisations: <ul style="list-style-type: none"> i. Armed services and the police ii. Minerals and mining companies iii. Companies that produce or market armaments, weapons, or related products
1.10	USU will endeavour to support companies in reducing single use plastics in their sampling and activation activities
1.11	USU reserves the right to refuse any advertisement, promotion, sampling or sponsorship proposal at its own discretion.

PROCEDURE

	Procedure steps	Responsibility
2.1	Advertising	
2.1.1	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.	Sponsorship and Commercial Manager
2.1.2	USU has the right and will refuse advertising that it considers unacceptable. Advertising may be deemed unacceptable when it: <ul style="list-style-type: none"> i. conflicts with USU policies ii. does not enhance the 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; v. is considered to contain obscene, indecent or profane material; vi. ridicules, exploits, or demeans persons on the basis of their age, 	Sponsorship and Commercial Manager

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	<ul style="list-style-type: none"> iv. colour, creed, ability, national origin, race, religion, sex, or sexual orientation or is otherwise deemed to be unacceptable or inappropriate 	
2.2	Sampling	
2.2.1	Notwithstanding opportunities that arise from time to time, sampling should be concentrated on these 5 locations: <ul style="list-style-type: none"> i. Holme Building ii. Manning Building iii. Wentworth Building iv. Eastern Avenue v. JFR Plaza 	Sponsorship and Commercial Manager
2.2.2	Food and Beverage sampling activities are to be encouraged during USU community festival events	Sponsorship and Commercial Manager
2.2.3	Except during community festival events, the sampling of food and beverages should not be positioned near USU food and beverage outlets without the approval of the Director of Operations	Sponsorship and Commercial Manager
2.2.4	When approving the location of sampling, consideration should be given to the proximity of USU tenants.	Sponsorship and Commercial Manager
2.3	Manning Balcony Billboards	
2.3.1	Advertising shall be restricted to USU associated activities, programs, services and events	Head of Marketing
2.3.2	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.	Head of Marketing
2.3.3	All Manning Balcony Billboard promotions must be current and up to date	Head of Marketing
2.4	Issues Management	
2.4.1	Advertising that has the potential to be deemed controversial shall be referred to the Chief Operating Officer in the first instance and, if necessary, to the CEO or the Board Executive	Sponsorship and Commercial Manager, Chief Operating Officer CEO, Board Executive

SUPPORTING DOCUMENTATION

Forms and Records Management

Form	Retention Time	Retention Location
Delegations of Authority		

SECTION 4 - GOVERNANCE

RESPONSIBILITY

Policy Owner	USU Operations
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APPROVALS PROCESS

A new USU Policy and amendments to an existing USU policy must be submitted to Board as a Motion on Notice after being subjected to the following procedure:

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All amendments suggested after the submission of the motion shall be noted and submitted to the above procedure before being approved.

RECORD OF APPROVALS

Entity	Approval Date	Name	Notes
CEO		Mills	
COO		Reed	
Head of Marketing		Bluston	
Head of Programs		Trodden	
S&C Mgr.		Meehan	
GWP		Chair	
Executive		Chair	
Board		Chair	

VERSION CONTROL AND CHANGE HISTORY

Version No.	Amendment Date	Approved by	Amendment
1	22 February 2013	GWP	
		CEO	
2	18 April 2013	GWP	Extended to include USU advertising, sponsorship and sampling activities alongside external activities. Added cross-referencing with USU Social Responsibility
		CEO	
3	2 August 2013	GWP	Specified that Manning Billboard could only be used for internal and USU-related advertising. Clarified process for booking and allocating billboards.
	6 September 2013	GWP	Updated referencing to liquor legislation.
		CEO	
4	1 September 2017		Update to include CIS Work Method Statement and consideration of tenants
		CEO	
5	20 November 2019	GWP	Modified to include restrictions on gambling and animal cruelty. Also modified to reflect changes to Manning Balcony promotions.