



# Policy: Advertising

## Purpose

The purpose of this policy is to provide guidelines and criteria for the development and placement of advertising, and to ensure all advertising aligns with the Australian National University (ANU) Identity Guidelines and the [University's strategic plan](#).

## Overview

This policy sets out conditions relating to the placement or purchase of internal and external advertising using any media channel (paid or unpaid). It governs the use of all advertising, to any audience, be they current or prospective staff, current or prospective students, alumni, other affiliates or the public in general.

## Scope

This policy applies across the University and encompasses both internal advertising in ANU-owned channels (publications, website, outdoor on campus) and external advertising of ANU-branded products and services. The policy outlines what constitutes approved ANU advertising and is applicable to staff, future and current students, alumni and affiliates.

## Definitions

ANU Identity guidelines outline and specify the standard requirements for use of the University's identity (brand) internally and externally.

ANU websites are any websites that use the ANU domain anu.edu.au for example; [programsandcourses.anu.edu.au](#).

**CCA** means the *Competition and Consumer Act 2010 (Cth)*, legislation that protects Australian consumers, promotes competition and fair trading and which prohibits restrictive trade practices and false or misleading advertising.

External advertising means ANU-branded or associated advertising placed in public-facing or external communication media to promote ANU products, services, events, notices, student and staff recruitment or other activities associated with the core functions of the University.

Insignia means a distinguishing mark or sign and includes the University's arms or crest, motto and the logotype for its name. Please refer to the logo section on the ANU Identity Hub.

Internal advertising means any advertising from a commercial, government, community, academic, social, charitable or other external organisation being placed in ANU communication media including staff or student newsletters, ANU publications, websites (corporate, staff, academic, administrative and student) and outdoor (on campus).

A media channel refers to the specific mode by which an advertiser's message is conveyed to its intended audience. For example, Facebook, Google search and display, newspapers, magazines, YouTube and television.

**National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code):** The National Code is a legislative instrument made under the [Education Services for Overseas Students Act 2000](#) (the ESOS Act) and sets nationally consistent standards to support registered providers. The National Code supports the effective administration of the ESOS Act to protect the interests of overseas students coming to Australia on student visas, protect and enhance Australia's reputation for quality education and support the integrity of the student visa program.

Pop-up ads or pop-ups are forms of online advertising. They are usually a small window that suddenly appears ("pops up") in the foreground of a website.

UTM code stands for urchin tracking module and is owned by Google. UTM codes are bits of text you can add to a link to tell Google Analytics more information about your link such as the medium in which your link is appearing such as an e-newsletter.

## Policy Statement

1. All advertising must be in line with the [ANU Identity Guidelines](#) and our purpose as a research-intensive education institute and not devalue the ANU Identity.
2. Any use of the University name, insignia or visual and verbal identity in advertising is subject to the Use of the ANU Identity Policies and ANU Identity Guidelines.
3. Any university promotional, advertising or communications materials which may be accessed or viewed by international students considering study in Australia must comply with the requirements of the National Code, including but not limited to ensuring that:
  - a. all such materials, whether in print or digital format must include The ANU CRICOS registered provider code: 00120C;
  - b. the marketing and promotion of its programs, courses and education services is not false or misleading;
  - c. Any program of study offered by the ANU must have a registered CRICOS course code before it may be promoted to international students;
  - d. All other marketing and advertising requirements listed in [Standard 1: Marketing Information and Practices](#) of the National Code.
4. Approved advertising:
  - shall not contain information of a competitive nature to ANU;
  - shall not place ANU in a divisive moral or ethical position;
  - shall not advocate a political position or promote a political faction or party;
  - must not include information which is obscene, offensive, defamatory, racist or sexist or which would bring ANU into disrepute;

- should provide correct information;
  - must not mislead or deceive in any way;
  - must not breach any law or invade the rights or privacy of any person, in accordance with the [Competition and Consumer Act 2010](#) and the [Privacy Act 1988](#);
  - must not include the advertising of inappropriate, excessive or dangerous liquor consumption;
  - must not include the promotion of liquor to individuals under the age of 18 years of age;
  - must not include tobacco products, tobacco companies or the encouragement of smoking.
5. Placement of outdoor advertising on University property must be approved by the Facilities & Services Division through the [Functions on Campus e-Form](#). Outdoor advertising is only permitted in approved locations.
  6. No external organisation may advertise via 'pop-ups' on any ANU websites.
  7. All ANU-branded advertising material must be consistent with the ANU Identity Guidelines.
  8. Internal advertising in ANU communication media by an external organisation is not permitted except within the terms of a partnership agreement with the University, such as businesses that operate on campus.
  9. Decisions to accept or reject internal advertising, from an external organisation, is the responsibility of the International Strategy and Future Students Division (ISFSD). However, should any contractors be engaged via the ANU Marketing and Communications Panel, this approval is not required. Any internal advertising proposals from an external organisation must be endorsed by your College General Manager or Service Division Director. Should guidance be required on applying the ANU Identity to advertising assets, please contact the Director, Brand and Marketing ([director.marketing@anu.edu.au](mailto:director.marketing@anu.edu.au)).
  10. It is the responsibility of individual ANU business units to ensure that:
    - a. any external advertising prepared and paid meets the requirements set out in this policy, including meeting our legislative and regulatory obligations as set out in the National Code and the ESOS Framework;
    - b. any external advertising does not overlap and/or compete with other ANU advertising that is currently in market, for example, using a list of search terms in Google advertising that are the same as another business area's.
  11. The University has entered into an agreement with the Australian Government which allows ANU to purchase advertising space through their master media agency. This

agreement provides ANU with competitive buying rates for campaign (communication activities designed to inform/educate/motivate), non-campaign (recruitments, public notices, tender notices) and complex non-campaign advertising. It is recommended that all University advertising is purchased through the master media agency. The master media agency relationship is managed by [ISFSD](#).

## External advertising recommendations

12. To derive the most value out of your digital advertising activity it is recommended that all external digital advertising contain UTM codes. UTM codes allow you to track the performance of your advertising links and assess your advertising performance through Google Analytics. Contact ISFSD for more information and advice on advertising.

## INFORMATION

Authority: [National Code of Practice for Providers of Education and Training to Overseas Students 2018](#)  
[Education Services for Overseas Students Act 2000](#)  
[Competition and Consumer Act 2010](#)

## Document information

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