1. AIM
The aim of this policy is to define the process for managing poster and publication content and distribution in the Guild area.

2. SCOPE
The policy:
- Provides a definition of terms used to identify different forms of publication and promotional tools;
- Provides general guidance regarding content management for publications/promotions;
- Identifies where the Guild has responsibility for publications and promotional tools;
- Identifies the approval process for the placement of posters on campus within the Guild area;
- Identifies the location, number and removal process for posters; and
- 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.

3. PUBLICATION MATTERS OUTSIDE THE GUILD AREA / GUILD CONTROL
The University has both policy and by-laws that govern the display of posters 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: www.ofm.uwa.edu.au/about/policies/permits.

4. PUBLICATION MATTERS FOR WHICH THE GUILD IS RESPONSIBLE
The University has authorised the Guild to be responsible for the approval of material and the management of how they should be displayed and removed. Content guidelines are provided to ensure that neither we, 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. To display posters or distribute material in the Guild area, you need to follow is policy.

5. DEFINITIONS OF PUBLICATIONS
For the purposes of this policy, ‘publications’ include:
- All Guild publications such as Prosh, Pelican, and the Silver Guilder;
- All publications of Guild Departments and Sub-Councils and any other publications funded from Guild budgets;
- All publications partly funded by the Guild (such as faculty society publications). Faculty societies and clubs are not bound by this policy unless they apply for a grant from Education Council, Public Affairs Council or Societies Council to partly or fully cover the cost of their publication; and
- All posters and/or printed material distributed/displayed in the Guild village area
6 CONTENT GUIDELINES

Posters distributed in Guild areas and Guild/Guild-funded publications must comply with these guidelines:

6.1 Alcohol
There are rules applying to the promotion of alcohol and drinking.

6.1.1 University (www.ofm.uwa.edu.au/about/policies/alcohol)
- Advertising for functions should:
  - Not emphasise availability of alcohol
  - Not refer to the amount of alcohol available
  - Not encourage the excessive consumption of alcohol
  - Not encourage attendance at a function by advertising alcohol at reduced prices
  - Make equal reference to the availability of non-alcoholic beverages
- In addition, no promotional material concerning consumption of liquor will be permitted in connection with Student Orientation Week and related activities.

Unacceptable practices:
- External advertising of a free drink on arrival
- Any promotion that encourages a patron to consume liquor excessively (all you can drink, two-for-one, cheap drinks etc).
- No complimentary drinks except where included as part of a package that includes food.

6.2 Anti-discrimination policies
In terms of discrimination, the Guild is bound by University policy as well as law. In order to comply with this, you need to be aware of both the imagery and text in posters and publications.

6.2.1 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/family status (www.hr.uwa.edu.au/policy/toc/appointment_and_employment/equal_opportunity).
- 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.

6.2.2 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 includes the display of offensive posters and material. For more information, go to: www.equalopportunity.wa.gov.au. Students who feel that this policy has been breached can lodge a complaint with the Equal Opportunities Commission.

6.2.3 Federal Law
- Prohibits the advertisement or promotion of messages that are likely to offend, insult, humiliate or intimidate a person or group of people on the basis of race or disability. It also prohibits sexual harassment which includes the display of pornographic posters and material. Federal law does not cover discrimination on the basis of religion.
• A student who feels that this law has been breached can make a complaint to the Human Rights and Equal Opportunity Commission.
• Additionally, Federal Law also has guidelines covering 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. ([www.humanrights.gov.au/racial_discrimination/media_guide](http://www.humanrights.gov.au/racial_discrimination/media_guide))

7 POSTERS – AROUND THE GUILD AREA

7.1 Rights To Distribute
Guild-affiliated clubs, departments, subsidiary councils and faculty societies may display posters. The priority for posters in the Guild area is to promote the Guild and affiliated groups both in terms of their organisations and their events. Posters promoting external organisations or events may only be approved according to 7.5 and 8.4 of this policy.

7.2 Approved Areas For Display

Posters can be displayed on:
• All pillars within the Guild Village and surrounding the Guild Refectory except the entry arches;
• The notice boards outside the Guild toilets and the Tavern;
• All pillars and walls within the Guild Refectory courtyard; and
• All the open notice boards on campus (for the closed ones you need the permission of the department where the notice board is located).

Posters cannot be displayed on:
• All walls surrounding the Guild Refectory;
• All walls within Guild Village;
• All windows everywhere;
• Inside the Guild toilets (except Women’s Department which has a notice board);
• Anywhere on the ground around the Guild; and
• Anywhere else on campus (including colleges) except notice boards or with approval by the university.

7.3 Poster Specifications
• All posters must be A3 size or smaller;
• Only two posters per pillar or display area per organisation/event may be displayed;
• Must comply with our content guidelines;
• Only two posters per pillar or display area per organisation/event may be displayed;
• All organisations outlined in 7.1 of this document must have a relevant and current Guild logo displayed on the poster. In addition, all posters must have a stamp provided through Guild Reception. The logo identifies that the organisation is a Guild or Guild affiliated organisation while the stamp approves the display of the poster. The only exception is with glossy posters. These should still contain the Guild logo but the stamp may not be required. Groups/organisations thinking of producing glossy posters should consult early with those identified in 7.4 and can also seek assistance through Guild Media.
• The exception for the inclusion of a Guild Logo exists only in the case of external posters. Posters that have been generated by the two national represented bodies – NUS and CAPA, are not required have either the logo or a stamp. Where the poster is advertising/promoting another external body/event then refer to 7.5.

7.4 Approval of Posters
The following series of steps has been developed to assist you with approval of your poster. Where the poster is for an external body/event other than NUS or CAPA, then please note
that you will need to refer to 7.5 of this policy. It is recommended that you do not produce any more than 2 copies of your poster until you have followed this process:

1. Make sure your poster has a Guild logo on it (logos are available in hardcopy from reception and Societies Council and in electronic format on the computers in the Club Resource Room; through Guild Media or on the Guild website.

2. Take it to one of the four people who are authorised to approve posters:
   a. Guild President
   b. Societies Council President
   c. Activities Officer
   d. Senior Education Officer

3. Provided that you have complied with this policy and in particular have adhered to the content guidelines, then your poster will be approved. If it is you can proceed to step 4. If it is not an explanation will be provided to you regarding why the poster cannot be display and/or what changes will need to be made to have it approved. If you are unhappy with the decision you can appeal the decision according to the appeal guidelines in section 9 of this document.

4. On the back of one of your posters write: your organisation name; your name; your student number and your contact details. The authorising person will need to add their name and signature to the information on the back of your poster.

5. Take both copies to the Student Centre. The reception staff will take the copy of the poster with the approval information on it and place it on file. They will provide you with a stamp that you place on one of your copies.

6. Print the number of copies that you wish and either organise for the posters display consistent with this policy, or you can place your posters with the Guild Activities Officer for the next scheduled poster run. Posters will need to be with the Activities Officer by 4.30 each Thursday for display on Friday.

7.5 External Posters
There are a number of external bodies that may request the display of information and promotional posters be displayed in the Guild area. Outside organisations/events may be approved for poster display on the conditions outlined below. Decisions regarding the logo inclusion or stamping of the poster will be form part of the approval process noted in 7.5.1 and 7.5.2. 

It should be noted that external posters are not deemed to be a priority particularly those for profit organisations.

7.5.1 Non Profit Organisations
These organisations may not be charged a fee to advertise on campus. Approval of these types of posters will be through the Guild President, the Managing Director or their nominees.
7.5.2 **Profit Organisations**
These organisations may be charged $5.00 per poster with a maximum of ten posters limited to A3 size. Approval of these types of posters will be at the discretion of the Activities Officer in consultation with the Guild President and the Memberships Officer. Variations to the fee, number and size of posters may be altered in the case of Guild sponsors and benefit partners.

7.6 **Display Time Restrictions**
Posters can stay up for two weeks. Wherever possible, the posters should be removed immediately following the event. Anyone wishing to have their posters on display for longer than the specified time period must seek approval through the Activities Officer who will present the request to the Guild President.

7.7 **Attachment Of Posters**
- Posters must be secured only with paper based tape (no glue, bluetack, plastic based tapes, etc.)
- Posters must not be posted over other posters unless it is clear that the event has passed; Posters must be placed at reasonable heights to assist where others need to remove the posters; and
- Posters may be displayed by the organising group after approval or can be lodged with the Activities Officers by 4.30 Thursday for display on Friday.

7.8 **Removal Of Posters**
Posters will be removed when:
- The date allowed for the poster has expired;
- The event has been held;
- The poster is not stamped; and
- If the poster has not adhered to the poster round guidelines.

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8 **POSTERS - ROTUNDA DISPLAYS**

8.1 **Rights To Distribute**
Guild-affiliated clubs, departments, subsidiary councils and faculty societies may display posters. The priority for posters in the Guild area is to promote the Guild and affiliated groups both in terms of their organisations and their events. Posters promoting external organisations or events may only be approved according to 7.5 and 8.4 of this policy.

8.2 **Poster Specifications**
- Poster numbers are limited to
  a. 1 x AO;
  b. 2 x A1;
  c. 4 x A2;
  d. 5 x A3; or
  e. 10 A4.

- Posters may only be placed on the rotundas through the Activities Officer and need to be submitted by 4.30 each Thursday for display on Friday.
- All organisations outlined in 7.2.1 of this document must have a relevant and current Guild logo displayed on the poster. In addition, all posters must have a stamp provided through Guild Reception. The logo identifies that the organisation is a Guild or Guild affiliated organisation while the stamp approves the display of the poster.
• The exception for the inclusion of a Guild Logo exists only in the case of external posters. Posters that have been generated by the two national represented bodies – NUS and CAPA, are not required have either the logo or a stamp. Where the poster is advertising/promoting another external body /event then refer to 8.4.

8.3 Approval Of Posters
• All posters for the rotunda run will be approved through the Activities Officer. Approval will be based on compliance with the guidelines provided in this policy.
• While all effort is made to put up all the posters provided, sometimes the quantity exceeds the space available. Any unused posters will be available from the Activities Officer on Friday afternoon. Any posters not collected by the following Thursday will be disposed of.

8.4 External Posters
There are a number of external bodies that may request the display of information and promotional posters be displayed in the Guild area. Outside organisations/events may be approved for poster display on the conditions outlined below. Decisions regarding the logo inclusion or stamping of the poster will be form part of the approval process noted in 8.4.1 and 8.4.2.

It should be noted that external posters are not deemed to be a priority particularly those for profit organisations.

8.4.1 Non Profit Organisations
These organisations may not be charged a fee to advertise on campus. Approval of these types of posters will be through the Guild President, the Managing Director or their nominees.

8.4.2 Profit Organisations
These organisations may be charged $5.00 per poster with a maximum of ten posters limited to A3 size. Approval of these types of posters will be at the discretion of the Activities Officer in consultation with the Guild President and the Memberships Officer. Variations to the fee, number and size of posters may be altered in the case of Guild sponsors and benefit partners.

8.5 Display Time Restrictions
All posters on the rotundas will be on display for the week.
9 GRIEVANCES (Complaints)

The Guild will endeavour to ensure that a clear process is followed where a breach of policy or complaint arises. Natural justice principles will be applied to ensure that all parties are provided with the opportunity to make comment and to understand the process to be followed. While this policy provides some steps to be taken in the event of a breach or complaint, it may be that referral will need to be made to other documents such as the Equal Opportunity and Affirmative Action Policy or the Enterprise Bargaining Agreement. Where reference to these other processes is required, the parties involved will be informed as to the process to be followed.

9.1 Breeches of Policy

This section refers specifically to cases where the policy 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 breeches of policy are found to occur a report will be made to the Guild Executive for consideration. In the event that it is confirmed that significant or consistent breeches are occurring penalties that may be applied can include:

- Raising of charges to cover the costs of removal;
- Requiring that all posters be individually stamped (where alterations have occurred after approval); and
- In severe cases forfeit of rights to display in the Guild area or be involved in publications.

9.2 Objections to material display or distributed

It may be at times that despite the approval process outlined that a member of the university community or broader community may take offence at the content of a poster or other material. In the event that someone would like to make a complaint the process to be followed is:

- In the case of publications, lodge a copy with Guild Reception or in the case of posters advice Reception of the poster details (including the group if possible);
- The Guild Receptionist will record the complaint and refer the matter to a meeting of the four people responsible for authorising/approving posters:
  a. Guild President
  b. Societies Council President
  c. Activities Officer
  d. Senior Education Officer
- A decision will be made by this group or referred to Guild Executive where required. The complainant will be advised of this step and finally of the outcome of the considerations.
- A decision made by the group can be appealed to Guild Executive if the complainant is not happy with the outcome.
- Students and staff should be advised that a person objecting to material displayed or distributed may also choose to take their complaint to the University or to outside organisations such as the Equal Opportunity Commission.

9.3 Objections to the non-approval of material for display or distribution

In cases where material has not been approved for display or distribution feedback will be provided by the decision maker. Anyone not satisfied with the decision may appeal the decision and the appeal will be heard by either the decision making group of four identified above or by Guild Executive where required.