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: http://www.fm.uwa.edu.au/about/policies/permit_policy

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 this policy.

5 DEFINITIONS OF PUBLICATIONS
   For the purposes of this policy, ‘publications’ include:
   - All Guild publications such as Prosh, Pelican, and websites;
   - All publications of Guild Departments and Sub-Councils and any other publications funded from Guild budgets;
   - All publications supported 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, including tickets for events;
6 EVENT MANAGEMENT AND PLANNING PRIOR TO PUBLICATION

Some events require an Event Management Plan (EMP) approved by the Guild before the event can be promoted. EMPs are to be submitted to the Guild Activities Office and approval of EMPs may take up to 5 working days. The approval process may take longer if changes are required.

6.1 Events with alcohol

EMPs are required for events involving the management and distribution of alcohol. This includes events with the consumption of alcohol in an unlicensed venue (on and off campus) and events where more than one licensed venue is included.

6.2 Events without alcohol

EMPs are required for any event on or off campus that could pose a possible risk to participants, as deemed by the Guild Activities Officer.

Until an EMP is approved, promotion of the event by or through the Guild will not be permitted. This includes selling of tickets on campus and online material.

7 CONTENT GUIDELINES

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

7.1 Alcohol

There are rules applying to the promotion of alcohol and consumption of liquor on campus.

7.1.1 University

(http://www.fm.uwa.edu.au/about/policies/consumption_of_liquor_on_campus)

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.

7.1.2 State Liquor Licensing Laws (http://www.rgl.wa.gov.au/)

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.

7.1.3 BYO Events

The following policy applies to club and society events held on and off campus:
- No advertising through Guild controlled avenues shall refer to events as "BYO" or state that no identification is required to enter an event where alcohol will be available or permitted.
- When selling or giving away tickets or admissions to a "BYO" event on Guild-Controlled Property, proof of age and identification must be checked at point of sale.
- Any club or society which seeks to advertise an off-campus event at a non-licensed venue at which alcohol will be accessible, must submit an Event Management Plan to the Guild as per section 6.
7.2 **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.

7.2.1 **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/toe/appointment_and_employment/equal_opportunity](http://www.hr.uwa.edu.au/policy/toe/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.

7.2.2 **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](http://www.equalopportunity.wa.gov.au). Students who feel that this policy has been breached can lodge a complaint with the Equal Opportunities Commission.

7.2.3 **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))

7.3 **Political Comment**

The Guild remains committed to freedom of political comments on campus and will not refuse to authorise material on grounds of political controversy alone.

8 **POSTERS – AROUND THE GUILD AREA & ROTUNDAS**

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 and rotundas 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 8.5 of this policy.

8.2 **Approved Areas For Display**

Posters can be displayed on:
- All pillars within the Koort Kwoba Dandjoo (also known as Guild Village) and surrounding the Guild Refectory except the entry arches;
- The notice boards outside the Guild toilets and the Tavern;
- All pillars 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.

Posters may be displayed on the Guild Rotundas (large cement cylinders around campus) but this shall only be done by the Activities Office.

8.3 Poster Specifications
- The ideal poster size is A3, portrait orientation, no greater than 110gsm;
- Only two posters per pillar or display area per organisation/event may be displayed (this does not apply to Rotundas, see below);
- Poster numbers per rotunda are limited to:
  - 1 x AO;
  - 2 x A1;
  - 3 x A2;
  - 5 x A3 (ideal size and number); or
  - 5 x A4.
- It should be noted that while we endeavour to display all posters, this may not be possible when demand is high.
- Must comply with our content guidelines;
- All affiliated clubs and societies must have a relevant and current Guild logo displayed on the poster. In addition, all posters must have a stamp provided through Guild Student Centre. The logo identifies that the organisation is a Guild or Guild affiliated organisation while the stamp approves the display of the poster;
- No exceptions will be made for glossy posters. These posters must still display the Guild logo and also a clearly visible stamp;
- Posters promoting a non-Guild affiliated organisation, or that have been generated by the two national represented bodies – NUS and CAPA do not require the Guild Logo, but still require the stamp.

8.4 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 8.5 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 the Guild Student Centre and in electronic format on the Guild website.)
2. Take it to one of the following people who are authorised to approve posters:
   a. Guild President
   b. Societies Council President
   c. Public Affairs Council President
   d. Education Council President
   e. Activities Officer
   f. Senior Education Officer
   g. Memberships Officer

Prior to being authorised to approve posters, an individual must be trained (see Training) and briefed on University policy and application of State and Federal Law by the University Registrar or a nominee of the Registrar for that purpose.

If none of the authorised persons are available to approve a poster, it may be submitted to the Guild Student Centre, with a name and contact number attached. The poster will be reviewed by the end of the next business day and the submitter will be contacted and informed of its approval or otherwise.

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 approved, skip step 4 and proceed to step 5. If not, an explanation will be provided regarding why the poster cannot be displayed 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 10 of this document.

4. Where a publication contains visuals or text (or both) that are potentially sexually discriminatory to women, the approving officer must seek and gain secondary approval for the material from the Women's Officer. Should the Women's Officer not be available, secondary approval can be granted from a female representative or staff member who is authorised to approve posters. Should this not be possible, the materials can be lodged at the Guild Student Centre until one such individual has reviewed it.

Should the poster be rejected by any of the approving individuals, the party submitting the poster shall have the right to appeal the decision. In this instance, the Guild President will take the poster to the University's Equity and Diversity unit, who will make the decision in conjunction with the University policy as summarised in section 7.2.1 of this document.

5. 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.

6. Take both copies to the Guild 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.

7. Print the number of copies that you wish and either organise for the posters display consistent with this policy, or give your posters to the Guild Activities Office for the next scheduled poster run. Posters will need to be lodged at the
Activities Office by 4:00PM each Thursday for display by the following Monday.

8.5 **External Posters**
There are a number of external bodies that may request the display of information and promotional posters in the Guild area. Outside organisations/events may be approved for poster display on the conditions outlined below including stamping of posters as outlined in Approval of Posters (8.4). Decisions regarding the Guild logo inclusion on the poster will be at the discretion of the person authorising.

*It should be noted that in most cases, the Guild Logo is only permitted to be used by affiliated clubs and societies, except in instances where the Guild is sponsoring the event being promoted.*

**8.5.1 Non Profit Organisations**
These organisations may be charged a fee to advertise on campus (as per 8.5.2) although this may be waived at the discretion of the Activities Officer in consultation with the Guild President and Memberships Officer. Approval of these types of posters will be at the discretion of the Activities Office in consultation with the Guild President and the Memberships Officer.

**8.5.2 Profit Organisations**
These organisations may be charged $5.00 (inc GST) per poster with a minimum fee of $100.00 (inc GST). There is a maximum of twenty (20) posters for pillars and a maximum of twenty (20) posters for rotundas (total maximum of forty), and all posters are limited to A3 size. Approval of these types of posters will be at the discretion of the Activities Office in consultation with the Guild President and the Memberships Officer. The fee charged, number and size of posters allowed may be altered in the case of Guild sponsors and benefit partners.

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

8.6 **Display Time Restrictions**
Posters can stay up for a minimum of one week. 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.

8.7 **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 Office by 4:00PM Thursday for display on Friday.
8.8 **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.

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 **Breaches 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 breaches 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 breaches 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 the Guild Student Centre or in the case of posters advise the Guild Student Centre 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 at least four people responsible for authorising/approving posters. This must include the minimum of:
  
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.

10 **TRAINING**

Before any persons listed in the Approval of Posters (8.4.2) are to authorise any posters they must have completed adequate training which includes but not limited to the below requirements:

- A comprehensive review of this document,
- Understand the inclusion of Guild Logo,
- Understand the procedure for poster distribution,
- To review five examples of recent posters that HAVE been approved,
- To review five examples of posters that WOULD NOT be approved and to successfully identify what has not been acceptable.

The first five (5) posters that any authoriser may approve must be under the supervision of another authoriser that has been in the authorising position for more than three (3) months.