

# Promotional and Advertising Guidelines for UNSW Campuses

UNSW is a diverse community, with various student and staff hosted clubs, societies and organisations, covering a range of activities including social, sports, cultural, religious and political activities. At times these groups seek to publicise their events, views and activities across campuses using materials such as posters, banners, flyers/leaflets, A-frame sandwich boards and chalking.

To ensure that we maintain a welcoming and respectful campus, comply with University policies and codes, and avoid unnecessary damage to our environment, including infrastructure, UNSW (EM) has increased the number of noticeboards across campus.

**UNSW reserves the right to remove all advertising and promotional material that breaches the guidelines outlined below.**

## GUIDELINES:

### 1. Posters

- a) Noticeboards are for the exclusive use of UNSW students and staff and are the only approved location for the affixing of posters.
- b) Posters that are **affixed** to any **unauthorised** campus infrastructure<sup>1</sup> will be removed promptly by EM. Any damage to infrastructure incurred during the removal may be reported to the UNSW Conduct & Integrity Office and charged back to the relevant group, club, sponsor, or approver of the posters. For example, posters glued to surfaces may, during removal, lift or damage paint or plaster.
- c) Posters that include content contrary to University policies and codes (e.g. inciting hatred against a race, gender or religion) will be promptly removed.
- d) Posters from unaffiliated groups, including those not clearly identified as a UNSW club, society and/or organisation of UNSW or Arc will be removed promptly by EM.
- e) To maximise the number of voices across campus, each affixed poster should not exceed more than 1/4 of the whole noticeboard.

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<sup>1</sup> For purposes of this guideline, infrastructure refers to walls, ceilings, lights, trees, pillars, windows, doors, signage, floors/pathways/roadways, gates, fences, balconies and vehicles.

- f) To affix posters to the noticeboard, tack pins or tape should be used. Glue should not be used on noticeboards and, if used, will be removed at the organisers' expense.
- g) EM will remove all posters on all noticeboards on the last Friday of each month, regardless of content.

## 2 Banners

- a) Only UNSW students and staff may display banners on campuses promoting events or activities for affiliated clubs, societies or organisations.
- b) For safety reasons, banners **must affixed to infrastructure** will be promptly removed by EM. Exceptions will be made for UNSW/Arc official activities (e.g., Open Day, Orientation Week etc.), when banners will be safely installed and anchored by authorised EM contractors.
- c) Banners that are contrary to these Guidelines or otherwise considered unsafe by EM will be promptly removed.

## 3. Flyers/Leaflets

- a) Only UNSW students and staff may distribute flyers/leaflets that are associated with events and activities for affiliated clubs, societies, or organisations.
- b) To avoid pollution of the environment, all flyers/leaflets that are discarded across campus must be cleared from the campus environment and disposed of appropriately (ie in paper recycling bins) by the club/group distributing them.
- c) Flyers/leaflets left in buildings, rooms/spaces on surfaces will be removed by EM at the next scheduled area clean.
- d) Flyers/leaflets, including content contrary to University codes/policies, will be removed promptly by EM.
- e) Costs associated with removing flyers/leaflets placed on vehicles within the campus grounds may be referred to the UNSW Conduct & Integrity Office and/or charged back to the relevant group/club.

## 4. A-Frame/Sandwich Boards

- a) Only UNSW students and staff may use A-frame/sandwich boards to promote events for UNSW-affiliated clubs, societies, or bodies.
- b) A-frame/sandwich boards must be positioned to avoid safety risks, such as hindering emergency egress paths and/or walkways.



- c) EM will instruct organisers to remove A-frame/sandwich boards that are deemed to be unsafe. Any failure to follow a safety direction will result in a referral to the Conduct & Integrity Office.
- d) Content on A-Frame/sandwich boards that breach University policies/codes (e.g. inciting hatred against a race, gender or religion) will be promptly removed.

## 5. Chalking

- a) Chalk may only be used on bitumen surfaces across campuses. Removal of chalk from other surfaces, such as pavers, walls, and tiled surfaces is costly and may be charged back to the individual and/or referred to the Conduct & Integrity Office.
- b) Other materials such as crayons, ink or any type of paint are not permitted on any infrastructure as defined above.
- c) Any content deemed contrary to UNSW policies/codes (e.g. inciting hatred against a race, gender or religion) will be promptly removed.
- d) Chalking will otherwise be removed by EM on the next business day.

## 6. Other Display Materials

- a) Subject to b) below, Affixing stickers on any University infrastructure is prohibited.
- b) An exception is made for UNSW/Arc official activities that have been approved in advance by EM. Stickers with an approved adhesive will be permitted for a specified period. Organisers must promptly remove when the approved period concludes.
- c) Display materials reasonably believed to be from an unaffiliated group/club will be removed by EM at the next scheduled clean for that area. Costs associated with removing stickers may be charged back to the individuals or groups responsible.

## FAQS

1. *I am offended by a poster displayed on a noticeboard and want to make a complaint to have it removed. What should I do?*
  - UNSW hosts a diverse community with differing opinions and views. UNSW supports freedom of speech exercised on University land or in connection with the University, subject only to the restraints outlined in law or in our policies or codes, such as the [UNSW Academic Freedom and Freedom of Speech Code of Conduct](#) or the [Anti Racism Policy](#). If you believe the poster is contrary to law or a policy or code, please contact Security on 02 9385 6000 or email [security.services@unsw.edu.au](mailto:security.services@unsw.edu.au)

<b>Revision History</b>
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<b>Version</b>	<b>Approved By</b>	<b>Approval Date</b>	<b>Effective Date</b>
1.0	Vice-President, Operations	14 November 2023	14 November 2023

