



ECU Student Guild

ADVERTISING POLICY

POLICY TYPE	Operational
POLICY SUBTYPE	Marketing & Promotion
POLICY TITLE	Advertising Policy
POLICY OWNER	Events & Marketing Officer

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1. INTENT

- 1.1. The purpose of this Policy is to establish clear guidelines for the acceptance, assessment, and management of advertising partnerships by the Edith Cowan University Student Guild (the Guild). It ensures advertising aligns with Guild values, student wellbeing, legal obligations, and reputational considerations

2. ORGANISATIONAL SCOPE

- 2.1. This Policy applies to all Guild Employees, Volunteers, Contractors, and any Personnel involved in the assessment, approval, or delivery of advertising opportunities on behalf of the Guild.

3. DEFINITIONS

- 3.1. The singular includes the plural and vice-versa.
- 3.2. A reference to:
 - 3.2.1. A person includes a corporation and government or statutory body or authority;
 - 3.2.2. A person includes the legal personal representatives, successors, and permitted assigns of that person; and
 - 3.2.3. A statute, ordinance, code or other law includes regulations and other statutory instruments under it and consolidations, amendments, re-enactments or replacements of any of them by any legislative authority.
- 3.3. The word “including” and similar expressions are not words of limitation.
- 3.4. The word “under” includes by and by virtue of; as well as, pursuant to and in accordance with.
- 3.5. Advertiser means any individual, business, organisation or entity requesting promotional placement via Guild channels.
- 3.6. **CIDC** means the Continuous Improvement and Development Committee.
- 3.7. **Employee** means all personnel engaged under a contract of Employment by the Guild and includes Full-time, Part-Time, Contractors and Casual Employees.
- 3.8. **The Guild** means Edith Cowan University Student Guild.
- 3.9. **Personnel** means Employees, Volunteers, Contractors, Interns and individuals on work placements.
- 3.10. **Senate** means the governing body of the Guild.
- 3.11. **Volunteer** means Senators, Dircksey Personnel and any other Volunteers engaged by the Guild.

4. OVERVIEW

- 4.1. All Guild policies are approved, amended or repealed by the Senate in accordance with the Guild's Policy Framework and compliance with relevant governance instruments, following consultation with CIDC.
- 4.2. All Guild policies will be reviewed annually.

5. POLICY

5.1. Advertising Eligibility

- 5.1.1. The Guild may accept advertising from organisations whose values and offerings align with student interests, wellbeing, and safety. Advertising must not conflict with Guild values or pose reputational risks.

5.2. Non-Acceptable Advertising

- 5.2.1. The Guild will not accept political advertising, including political parties, candidates, advocacy groups or campaign-related content.
- 5.2.2. Other prohibited advertising includes content related to gambling, tobacco, vaping, unsafe financial schemes, discriminatory material, or any content deemed harmful.

5.3. Content Standards

- 5.3.1. All advertising must be lawful, accurate, not misleading, and appropriate for a student audience.
- 5.3.2. The Guild reserves full discretion to reject or request amendments.

5.4. Free Advertising

- 5.4.1. Free advertising may be provided for opportunities genuinely benefiting students such as free tickets, student development programs, volunteering roles, or community-based initiatives.
- 5.4.2. Free advertising is not available for commercial or profit-driven campaigns.

5.5. Responsibilities of Advertisers

- 5.5.1. Advertisers are responsible for all responses to student enquiries. The Guild will not act as an intermediary or respond on behalf of advertisers.
- 5.5.2. All information supplied must be current and correct.

5.6. Approval Process

- 5.6.1. All advertising requests must be submitted via the Guilds advertising request process.

5.6.2. Approval timelines and requirements may vary.

5.6.3. The Events and Marketing Officer is responsible for assessing and approving all advertising requests in accordance with this Policy. The Events and Marketing Officer may consult with the Operations Manager where necessary, including where an advertisement may present reputational, legal, ethical, or policy-interpretation concerns.

5.6.4. The Guild reserves the right to decline any advertising request that does not meet the requirements of this Policy or is otherwise considered inappropriate for publication through Guild channels.

5.6.5. Advertisers may request a review of a declined advertising request. All reviews are conducted solely at the discretion of the Operations Manager, whose decision will be final. The Operations Manager may uphold or overturn the original decision and is not required to provide additional reasoning beyond ensuring compliance with Guild values, legal obligations, and student wellbeing.

5.7. Monitoring and Removal

5.7.1. The Guild reserves the right to remove advertising at any time if it is found to breach this Policy or present reputational or legal risk.

5.8. Indemnity

5.8.1. The Guild accepts advertising in good faith and does not independently verify advertiser claims.

5.8.2. Advertisers must indemnify and hold harmless the Edith Cowan University Student Guild, its employees, volunteers, and representatives from and against any loss, damage, liability, claim, demand, cost, or expense arising from or related to:

5.8.2.1. The content of the advertisement;

5.8.2.2. Any breach of this Policy by the advertiser;

5.8.2.3. Any inaccurate, misleading, unlawful, or non-compliant information supplied; and

5.8.2.4. Any interactions between the advertiser and students.

5.8.3. This indemnity continues to apply after the advertising period has ended.

6. RELATED DOCUMENTS

Related Policy	•
Related Procedure	•
Other Related Documents	•

Related Legislation	•
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7. CONTACT INFORMATION

For queries relating to this document please contact:

Policy Owner	Events and Marketing Officer
All Enquiries Contact	Eleanor Mulder
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8. APPROVAL HISTORY

Policy Approved By	Senate
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Revision History	
Revised by	
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