# Curtin Communications Quality Checklist

This form is required when developing any new or updating existing Curtin marketing and corporate communications materials.

It must be completed and signed by the relevant line manager before publishing your material to ensure it adheres to the Curtin brand, and is compliant with legislation such as the *Copyright Act 1968*, the *Competition and Consumer Act 2010*, the *Spam Act 2003*, and the *Education Services for Overseas Students Act* (ESOS). Compliance with these Acts will also help maintain Tertiary Education Quality and Standards Agency (TEQSA) requirements.

The completed and signed form should then be attached to the hard copy final proof of the material and passed to the relevant line manager responsible for final approval to publish and/or dispatch. The signed form with the material is to then be filed with the relevant area/faculty in accordance with the University's record keeping procedures.

Using appropriate Curtin templates (refer to brand.curtin.edu.au) will assist you with keeping to the Curtin brand and maintaining compliance.

**Communication title:**

**Communication type** (e.g. publication, online publication, eDM, video, webpage):

**Line manager completing checklist** (name and position):

Name

Position

## Apply to All Communications

***Section 1 and 2 to be completed by University Marketing team only.***

**1 Has the work been approved by Marketing Creative Council** YES ☐ NO ☐

1.1 If *yes*, **please confirm the date** and skip questions 2.1, 2.2 & 2.3

1.2 If no, please complete the following sections in full.

| | Uni Marketing Yes | Uni Marketing N/A |
|---|---|---|
| **2 Brand Management** (*refer to https://brand.curtin.edu.au/*) | | |
| 2.1 Is the branding consistent with the University's Brand Identity Guidelines? | ☐ | ☐ |
| 2.2 Is the Curtin logo application correct? | ☐ | ☐ |
| 2.3 Does the copy style conform to the University's Publication Style Guide? | ☐ | ☐ |

*Sections 3 - 7 to be completed by either Stakeholder or University Marketing team where applicable.*

| | | Stakeholder | | Uni Marketing | |
|---|---|---|---|---|---|
| | | Yes | N/A | Yes | N/A |
| **3 Common-use item** | | | | | |
| 3.1 | Does the material reflect the relevant brief? | ☐ | ☐ | ☐ | ☐ |
| 3.2 | Have the guidelines for disability been considered in terms of readability and design? | ☐ | | ☐ | |
| 3.3 | Have relevant URLs (web addresses) been included and tested | ☐ | ☐ | ☐ | ☐ |
| 3.4 | Are relevant telephone numbers, contact names and email addresses included, and have they been checked? | ☐ | ☐ | ☐ | ☐ |
| *3.5* | Have arrangements been made to send a copy/copies to Records and Information Management, the National and State Libraries? R*efer to end of document for more information* | | | ☐ | ☐ |
| **4 Editorial, image and audio rights** | | | | | |
| 4.1 | Have all statements relating to Curtin been, or can be, justified or supported by reference to authoritative sources? Please specifically confirm this from each relevant area listed below, assign the relevant sources name and the name and approval date where relevant (e.g. approved by xxxx in Fees 12/12/12) | ☐ | ☐ | ☐ | ☐ |
| *4.1.1* | Teaching (e.g. quality of staff, professional recognition, accreditation) | ☐ | ☐ | ☐ | ☐ |
| *4.1.2* | Research | ☐ | ☐ | ☐ | ☐ |
| *4.1.3* | Reputation and status | ☐ | ☐ | ☐ | ☐ |
| *4.1.4* | Courses | ☐ | ☐ | ☐ | ☐ |
| *4.1.5* | Facilities | ☐ | ☐ | ☐ | ☐ |
| *4.1.6* | Activities and services | ☐ | ☐ | ☐ | ☐ |
| *4.1.7* | Resources of the University | ☐ | ☐ | ☐ | ☐ |
| *4.1.8* | Employability or attributes of Curtin's graduates | ☐ | ☐ | ☐ | ☐ |
| *4.1.9* | Fees | ☐ | ☐ | ☐ | ☐ |
| 4.2 | Is the use of 'campus' or 'education centre' correct? (refer to Publications Style Guide https://brand.curtin.edu.au/working/style-guide/) | ☐ | ☐ | ☐ | ☐ |

*Sections 3 - 7 to be completed by either Stakeholder or University Marketing team where applicable.*

| | | Stakeholder | | Uni Marketing | |
|---|---|---|---|---|---|
| | | Yes | N/A | Yes | N/A |
| 4.3 Editorial, image and audio approvals | | | | | |
| *4.3.1* | Have written approvals for all articles been obtained from authors and quoted sources? Talent Consent From or email are acceptable. | ☐ | ☐ | ☐ | ☐ |
| *4.3.2* | Has imagery, audio, including music and working/copy usage been approved by owners of the copyright? | ☐ | ☐ | ☐ | ☐ |
| *4.3.3* | Has imagery, audio and other personal information usage been released by talent, as per the University's Talent Consent Form | ☐ | ☐ | ☐ | ☐ |
| 4.4 | Has a change been made to existing information (i.e. previously published)? | ☐ | ☐ | ☐ | ☐ |
| *4.4.1* | If ***yes***, has the change date been identified? | ☐ | ☐ | ☐ | ☐ |
| 4.5 | Is the Curtin logo being used in partnership with another organisation's logo? | ☐ | ☐ | ☐ | ☐ |
| *4.5.1* | If ***yes***, do we have written approval to use that logo? | ☐ | ☐ | ☐ | ☐ |

## 5 Course and course fee-related items

| | | | | | |
|---|---|---|---|---|---|
| 5.1 | Has all stated courses been approved according to the Course Approval Policy and Procedures? | ☐ | ☐ | | |
| 5.2 | Has all stated course information been approved by the relevant faculty approval processes consistent with TEQSA requirements? | ☐ | ☐ | | |
| 5.3 | Has all information relating to entry requirements been approved by Admissions? | ☐ | ☐ | | |
| 5.4 | Has a reference to full-fee undergraduate domestic places been included where relevant? | ☐ | ☐ | | |
| 5.5 | If the material includes a fee-paying course, has the fee been included? | ☐ | ☐ | | |
| 5.6 | Have all extra or additional costs been state (e.g. art material costs)? | ☐ | ☐ | | |
| 5.7 | Does all finance, cost of living and scholarship information clearly state whether it is applicable to domestic students or international students, or both? | ☐ | ☐ | | |
| 5.8 | Is all information about the reported cost of living in Australia/Western Australia true, accurate and consistent with the information published by University Marketing? | ☐ | ☐ | | |
| 5.9 | Is the terminology consistent with the requirements of Admissions Transparency? (Refer to the Admissions Transparency guide) | | | ☐ | ☐ |

*Sections 3 - 7 to be completed by either Stakeholder or University Marketing team where applicable.*

| | Stakeholder | | Uni Marketing | |
|---|---|---|---|---|
| | Yes | N/A | Yes | N/A |
| **6 Disclaimers** | | | | |
| 6.1 Has the Curtin CRICOS code (CRICOS Provider 00301J) been included? | ☐ | ☐ | ☐ | ☐ |
| 6.2 Has the following disability disclaimer been included? "**This publication is available in alternative formats on request**" | | | ☐ | ☐ |
| 6.3 Have the appropriate disclaimers been included? | | | ☐ | |
| *6.3.1* Domestic only | | | ☐ | |
| *6.3.2* Domestic and International | | | ☐ | |
| *6.3.3* International only (onshore/offshore) | | | ☐ | |
| *6.3.4* International offshore only | | | ☐ | |
| ** please note the disclaimers referred to above are for standard marketing publications only. Disclaimers for bespoke publications or websites should be requested from the General Counsel (Commercial), Curtin Legal and Compliance Services.* | | | ☐ | |
| **7 Materials for international students intending to study on shore in Australia (ESOS) refer to ESOS website** | | | | |
| 7.1 Are the appropriate course CRICOS codes (for specific publications and publications that refer to articulation arrangements with Curtin onshore courses) included? | ☐ | ☐ | | |
| 7.2 Are all courses that are not available to international students studying on a student visa clearly marked as being not available to international students? | ☐ | ☐ | | |
| 7.3 Are all short-term courses conducted over a period of less than 12 weeks clearly marked as only available to international students on a tourist visa? | ☐ | ☐ | | |

## Publications (all materials printed and/or available electronically for public consumption)

*Section 8 to be completed by University Marketing team only.*

**8 Has the Curtin address (street and postal) been included in the publications over two pages?** Yes ☐ No ☐

## Advertising (refers to all paid media types of communication such as Digital, Press, Radio, TV, Outdoor)

*Section 9 to be completed by University Marketing team only.*

**9 Has Curtin's advertising procedures been followed?** Yes ☐ No ☐

# Electronic (materials appearing in the electronic realm that are not *paid media* advertising)

*Sections 10 - 12 to be completed by either Stakeholder or University Marketing team where applicable.*

| | Stakeholder | | Uni Marketing | |
|---|---|---|---|---|
| | Yes | N/A | Yes | N/A |
| **10 Electronic Direct Mail (eDM)** | | | | |
| 10.1 Is the communication part of a lead nurture strategy within marketing automation? | | | ☐ | ☐ |
| 10.2 Is the eDM using an approved Curtin template? | | | ☐ | ☐ |
| 10.3 Has the Curtin physical address been included (must be included in eDMs)? | ☐ | | ☐ | |
| 10.4 If a paid list is being used have all appropriate permissions and approvals been received from the list owner? | ☐ | | ☐ | |
| 10.5 Have recipients opted-in to receive correspondence from Curtin | ☐ | | ☐ | |
| 10.6 Is the eDM being sent to individuals? | ☐ | | ☐ | |
| 10.7 Has the opt-out option been included? | | | ☐ | |
| 10.8 Does the eDM include Curtin's privacy statement? | | | ☐ | |
| 10.9 Have to following links been checked? | | | | |
| *10.9.1* URLs **do not** contain personally identifiable information (e.g. email addresses) | ☐ | | ☐ | |
| *10.9.2* Does the unsubscribe link work? | ☐ | | ☐ | |
| *10.9.3* Do the embedded links work? | ☐ | | ☐ | |
| *10.9.4* Are the embedded links tracked for reporting? | ☐ | | ☐ | |
| *10.9.5* Do the 'call to action' links including processors work? (e.g. data capture and reporting) | ☐ | | ☐ | |
| *10.9.6* Does the Curtin logo link to curtin.edu.au | ☐ | | ☐ | |
| 10.10 Is the subject line relevant and appropriate for the Curtin brand and does it make sense? | ☐ | | ☐ | |
| 10.11 Have the embedded images been checked? | ☐ | ☐ | ☐ | ☐ |
| *10.11.1* Do the images with the eDM load? | ☐ | | ☐ | |
| *10.11.2* Do the images in the online version display correctly? | ☐ | | ☐ | |

*Sections 10 - 12 to be completed by either Stakeholder or University Marketing team where applicable.*

| | Stakeholder | | Uni Marketing | |
|---|---|---|---|---|
| | Yes | N/A | Yes | N/A |
| **11 Web pages** | | | | |
| 11.1 Has the web template been adhered to? (applied automatically in the Curtin environment) | | | ☐ | ☐ |
| 11.2 Have the URL names been created without the use of personally identifiable information (e.g. names)? | | | ☐ | |
| 11.3 Has the error-reporting email been included? (included as the 'website feedback' link in the footer of the Curtin template) | | | ☐ | |
| 11.4 Has information in PDF been optimised for accessibility using Acrobat 6 or higher, or made available in accessible HTML or word format? | ☐ | | ☐ | |
| 11.5 Do all URLs (web addresses) inside electronic documents link directly to the specified page? | ☐ | | ☐ | |
| 11.6 If this is a new website, or significant maintenance of an existing website, has the Quality Assurance Checklist been completed? | ☐ | | ☐ | |
| 11.7 If personal information/data is being collected, has a collection statement been included? (Basic statement: Personal information collected is handled in accordance with the Australia Privacy Principles. Further information is available on Curtin University's privacy webpage | ☐ | | ☐ | |
| **12 Video** | | | | |
| 12.1 Has the video style guide been adhered to? (to request a copy of the guide please contact the Video Team at University Marketing) | ☐ | ☐ | ☐ | ☐ |

*please continue to next page for sign off by relevant parties*

## Sign-off

*Applies to ALL communications*

| | Stakeholder | Uni Marketing |
|---|---|---|
| **13 Have all relevant identified approvals been received in writing (emails are acceptable) and filed appropriately?** | Yes ☐ | Yes ☐ |

To conform with TEQSA requirements, any changes to existing information must be made consistently across all communication channels.

**Comments / Additional information:**

## Stakeholder Approvals

*I certify that my response and comments are true and accurate at this date.*

**Line Manager:**

Name

Position

Signature

Date

Email and Extension number

*All international marketing material require the following approval:*

**Director Curtin International:** **Date:**

Name & Signature

**International Marketing Manager** **Date:**

Name & Signature

## University Marketing Approvals

*I certify that my response and comments are true and accurate at this date.*

**Manager University Marketing:**

Name

Position

Signature

Date

Email and Extension number

*All eDM produced by University Marketing requires approval*

*from:* **Director, Brand and Marketing:**

**Date:**

Name & Signature

## Sources for further information:

Brand toolkit: https://brand.curtin.edu.au/
Web content and visual style guide http://web.curtin.edu.au/guides/
Publications style guide https://brand.curtin.edu.au/working/style-guide/
Legal and Compliance Services http://legal.curtin.edu.au/contactus/
Australian Competition and Consumer Commission ((ACCC) for information on the CCA https://www.accc.gov.au/
Spam Act 2003: A practical guide for business https://www.acma.gov.au/
ESOS https://international.curtin.edu.au/courses/esos-information-for-students/

| *Type of publication* | **Records and Information Management, Curtin University** | *State Library of WA* | **National Library of Australia** |
|---|---|---|---|
| ***Print only*** | 1 copy | *2 copies* | 1 copy |
| ***Print and digital*** | 1 print copy<br>1 digital copy | 1 print copy<br>1 digital copy | 1 print copy |
| ***Digital only*** | 1 digital copy | 1 digital copy | No copies |
| ***Legal deposit information:*** *http://slwa.wa.gov.au/explore-discover/collecting-wa/legal-deposit* | | | |

Please lodge your queries about his Checklist through Curtin's Brand Portal https://brand.curtin.edu.au/requests/request for help/ .

*Last updated: 04-June-19*