

Delegation Schedule FF - Branding and Marketing Delegations

This Schedule FF is to be read in conjunction with the Delegations of Authority Policy.

Function	Holders and Limits	Document Reference and Guidance
Brand and Visual Identity		
FF1	Approve adoption of or changes to University brand (including name and logo) and visual identity	Board of Trustees - not delegated
FF2	Approve licensing or other use of University name or brand (including logo) within the University or by University controlled entities, affiliated bodies, student organisations and third parties (whether on commercial terms or otherwise)	Senior Vice-President and Chief Operating Officer Chief Marketing Officer Director, Marketing
FF3	Approve application to register University brand (including logo) as trade mark in Australia or overseas	Senior Vice-President and Chief Operating Officer Chief Marketing Officer Director, Marketing
FF4	Execute documents on behalf of University to apply for registration or protection of trade mark or other intellectual property rights in University name or brand in Australia or overseas	Senior Vice-President and Chief Operating Officer Chief Marketing Officer Director, Marketing General Counsel
FF5	Commence or defend legal action with respect to enforcement of trade mark or other intellectual property rights in respect of University name or brand	Vice-Chancellor and President Senior Vice-President and Chief Operating Officer General Counsel - defend only
Marketing		
FF6	Approve marketing and advertising campaigns, and market research activities	Vice-Chancellor and President - \$1 million Senior Vice-President and Chief Operating Officer - \$500,000
Social Media		

[Brand and Visual Identity Management Policy](#)

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Administrative Notes

This delegation is to be exercised on the advice of the Office of General Counsel.

[Brand and Visual Identity Management Policy](#)

[Brand and Visual Identity Management Policy](#)
[Litigation, Claims and Disputes Policy](#)

Administrative Notes

This delegation is to be exercised after first seeking advice from the Office of General Counsel.

FF7	Approve establishment of University branded social media sites (including mobile applications) and internet domain names	Chief Marketing Officer Director, Marketing	Media, Social Media and Public Commentary Policy Administrative Notes Applications and approvals to establish domain names must first be endorsed by Chief Information Officer.
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