

Communications and Brand Policy

Version 2 – Approved 24 February 2023



Purpose:

To achieve our mission to make a difference for lutruwita/Tasmania, the University needs to work in deep and sustained partnerships both internally with our staff and students and externally with our community, industry, and other stakeholders. The University's mission can also be supported by enhancing the University's profile and reputation as a provider of world-standard learning, teaching and research and its role as a significant contributor to the economic social and cultural life of Tasmania. This policy supports the University's commitment to being transparent and accountable in our operations and our decision-making to build trust and a shared understanding with our internal and external communities so we can work together effectively in delivering on our mission. It also supports the University's deep commitment to the promotion and protection of the University brand, and to ensuring the quality, consistency and professionalism of all University of Tasmania communications.

		Responsible
1	Communication	
1.1	The University appreciates the diversity of its community and will communicate in plain, clear language underpinned by a commitment to accuracy, honesty and authenticity.	Executive Director Strategic Communications
1.2	The University understands the critical role of listening in communicating, and will ensure appropriate opportunities for input and feedback by our internal and external communities on matters of importance to them. Communications will be grounded in a deep understanding of the views and needs of stakeholders – both internal and external – and form the basis of conversations designed to build shared understanding.	Executive Director Strategic Communications
1.3	The University will ensure appropriate, regular and routine communication of information regarding the decisions we make and the outcomes we achieve, in particular, ensuring the timely communication of information to those who are impacted by a decision or an outcome.	Executive Director Strategic Communications
2	Brand	
2.1	The University brand will connect the University community and contribute to a shared understanding of our vision, mission and values.	Deputy Vice-Chancellor (Student Services and Operations)
2.2	The University brand will guide decision-making and contribute to achievement of University strategy.	Deputy Vice-Chancellor (Student Services and Operations)
2.3	The ideas and images which embody our brand, including the logo, will be applied consistently across the institution.	Deputy Vice-Chancellor (Student Services and Operations)

Definitions and acronyms: [University communications](#)

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All University community members must comply with all relevant laws and regulations, University By-Laws, ordinances, policies and procedures.