



RUSU CLUBS PROMOTIONAL MATERIAL – Advice and Etiquette

rusu.clubs@rmit.edu.au

1. **RUSU Affiliated Clubs promotional material includes** (but is not limited to) posters, fliers, cards, social media, web pages, stickers, badges, paid advertising, or free promotions in print media, on radio or TV.
2. **Be prepared to take responsibility:** Where club promotional activities result in cleaning/repair costs, fines, and/or other university disciplinary or legal proceedings, RUSU reserves the right to release the name and contact details of the elected leaders of offending clubs to the relevant authority/ies.
3. **Don't promote club events/activities BEFORE you have confirmed that the event/activity is finalised, venue booked/approved etc.**
4. **Do ensure all Club promotional material clearly identifies it is for a RMIT RUSU Club the event or activity.** For example, do not use "The Yoyo Club presents..." Instead, the promotional material must show: "The RMIT Yoyo Club presents..."
5. **Do take down and properly dispose of your club's posters etc., after your club's event.**
6. **Do include the RUSU Affiliate logo on all RUSU Affiliated Club promotional material.** The logo can be found in the Clubs Affiliate Logo Zip file at the bottom of the RUSU website Clubs Resources Page.
7. **Do only use the RUSU affiliate logo on promotional material for a RUSU Affiliate club or club event/activity.**
8. **Do not use the RMIT logo on your club promo material** unless you have written permission from the University to do so.
9. **Do include relevant safety/legal info** including if the event/activity is for 18+ only, how to register, any other safety related requirements or a clear link to this info.
10. **Don't use sticky tape or any other type of tape** to post hard copy promotional material on any painted RMIT surface Your club may end up with a repair/cleaning bill. Stick tape is also usually plastic based so an environmental issue.
11. **Do not post hard copy promotional material on any glass or mirror feature** on any RMIT campus windows, doors, mirrors, in elevators etc. Posters on glass/mirrors creates a safety risk & sticky tape can be hard to clean off (& result in a repair/cleaning costs).
12. **DO seek permission** to use a notice board or display resource clearly identified as "belonging" to or managed by someone or a department or area of RMIT. This includes RUSU Notice boards near our offices. Unapproved materials may be removed.
13. **RMIT Building 80 is a "No poster zone"** – get creative with white board markers & the many whiteboards in the building instead!
14. **It is a breach of Environmental Protection Regulations to distribute "unsolicited materials"**. This includes activity such as (but not limited to) putting posters/flyers/stickers etc on power poles etc, building walls, under doors, into/on lockers & on car wind screens. This is considered littering & may result in your club, Club Executive or others in your Club having to pay \$ fines to the City of Melbourne.
15. **Do have respect for other users #1** – please do not cover other RMIT Club, RUSU Departments or RMIT material if it is clear the material is still relevant (i.e., the event hasn't happened etc.). Rearranging is OK.
16. **Do have respect for other users #2** – please don't steal other people's pins, blu tack etc. Bring your own!
17. **Do be mindful to not create extra work for RMIT cleaners & unnecessary waste.**
18. **For help designing your Club promotional material**, contact your Clubs Officer at least 4 weeks in advance of your event
19. **If there is any conflict or concerns** about people on campus taking down in-date RUSU Club activity posters or covering over your club posters, please contact rusu.clubs@rmit.edu.au – don't engage in arguments or other conflict with the protagonists. Just get identifying details (date, time, location, info about the person/s involved & the club/s involved & the promo material involved – take photos) then contact RUSU Clubs. Stay safe.