

# Promotional and Display Materials Policy 2025





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### About this document

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## Part 1 Purpose and application

### 1.1 Purpose

- (1) This Policy explains our requirements for promotional or display materials:
  - (a) on University lands; or
  - (b) which relate to activities or organisations connected to the University.
- (2) This Policy protects:
  - (a) the safety of users of University lands; and
  - (b) the integrity of buildings, fixtures and grounds.

**Note:** See the [Campus Access Policy](#) for details of what we expect of those entering and using University lands.

### 1.2 Start date

- (1) This Policy commences on 2 June 2025.

### 1.3 Application

- (1) This Policy applies to any user of University lands: that is, anyone who enters or remains upon our lands.
  - (a) This includes staff, affiliates, students, contractors and visitors.

**Note:** See definitions in Part 4.

- (2) This Policy does not apply to:
  - (a) displaying flags; or

**Note:** See the [Flag Policy](#).

- (b) displaying or attaching materials to structures outside of University lands with the permission of the relevant owner; or

**Note:** The University may enter into arrangements permitting display or removal of materials on other parties' land or assets. This permission should not be assumed to extend to anyone not acting on the University's behalf.

- (c) work health and safety signage used by staff, affiliates, contractors or visitors.
    - (i) This includes signage relating to worksite hazards and temporary directional signage, such as detour signs.





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## Part 2 Requirements

### 2.1 Principles

- (1) We are committed to respect for people, privacy and property.
  - (a) This includes:
    - (i) making sure University lands are safe places for all users;
    - (ii) preventing serious damage to buildings, fixtures or grounds;
    - (iii) keeping access to buildings, roads and grounds safe and clear at all times; and
    - (iv) encouraging University community members to make promotional or display materials accessible for users with disabilities.
- (2) We permit University community members to display or attach promotional or display materials on University lands as provided in this Policy.
- (3) We may refuse or remove any promotional or display material that does not comply with this Policy.

### 2.2 Displaying materials

- (1) University community members may place or attach promotional or display materials on:
  - (a) notice boards; and
  - (b) other places designated by the University for that purpose.

**Note:** See [clause 2.5](#).
- (2) Prior approval is needed before attaching materials, banners or structures to buildings or fixtures.

**Note:** See the [Campus Access Policy](#).
- (3) Users must not:
  - (a) place promotional or display materials over official notices or signs; or
  - (b) attach promotional or display materials to unapproved places.
    - (i) For example, on trees, posts, footpaths, fences, railings, or walls.

### 2.3 Authorising promotional and display materials

- (1) This clause does not apply to official University promotional or display materials.
- (2) Users must state on promotional and display materials:
  - (a) the name of the person who authorised them;
  - (b) if the person has authorised the materials on behalf of an organisation, the name of the organisation; and



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- (c) include clear and accessible contact details for the authorising person or organisation.
    - (i) These details may include postal, telephone or email contacts.
- (3) The details of the authoriser may be:
  - (a) shown directly on the materials;
  - (b) available through an image such as a QR code; or
  - (c) attached to the materials using a sticker.
- (4) For promotional or display materials relating to a demonstration:
  - (a) the authoriser must ensure that notification requirements under the [Campus Access Policy](#) are complied with; and
  - (b) if no authoriser details are provided, the organiser of the demonstration will be deemed to be the authoriser.

**Note:** For more details about demonstrations and notification, see the [Campus Access Policy](#). See also clause 2.10.
- (5) The authoriser is responsible for complying with the requirements of this Policy.
- (6) A user must not misrepresent the authoriser of a promotional or display material.

## 2.4 Removing promotional or display materials

- (1) Central Operations Services staff may remove any materials which:
  - (a) we consider have not been displayed or attached consistently with this Policy;
  - (b) pose a risk to the health or safety of others, including materials that may constitute a psychosocial hazard; or
  - (c) contravene any other University policy.
    - (i) For example, promotional materials for a contract cheating service, or materials which incite hatred against a race, gender or religion.
- (2) Unauthorised materials are not permitted and may be removed without notice.
  - (a) Except for paper or cardboard products, unauthorised materials removed by Central Operations Services will be treated as lost property.

**Note:** Information about lost property and how to retrieve it is available from the [Lost Property website](#).
- (3) Other University community members, and visitors, are not permitted to damage or remove promotional or display materials.
  - (a) Doing so is a breach of this Policy and may result in disciplinary action.
- (4) Anyone who believes an item of promotional or display material is inappropriate should email Central Operations Services at [operations.controller@sydney.edu.au](mailto:operations.controller@sydney.edu.au)
  - (a) The email should include details such as the specific location and a description so the situation can be assessed.



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- (5) Users display or attach promotional or display materials at their own risk.
  - (a) The University has no responsibility to protect such materials and will not compensate their owners for any damage or loss.
- (6) The decision to remove any materials displayed or attached by a staff member is not a decision affecting that person's employment.
  - (a) It is not subject to review under clauses 541-544 of the [University of Sydney Enterprise Agreement 2023 – 2026](#).
- (7) Any damage to infrastructure caused by promotional or display materials may be reported to Central Operations Services by email to [operations.controller@sydney.edu.au](mailto:operations.controller@sydney.edu.au)
- (8) We may charge the relevant individual, group, club, sponsor, or approver of promotional or display materials for the reasonable cost of removing prohibited materials and repairing any consequent damage.
  - (a) Examples include:
    - (i) posters glued to surfaces that lift or damage paint or plaster when removed;
    - (ii) banners hung in ways that damage finishes, building masonry and window and door fittings;
    - (iii) rain damage to interior walls, carpentry, equipment and personal property from windows partially opened to accommodate banners and other attached materials.

## 2.5 Noticeboards and information plinths

- (1) We provide noticeboards which are designated for:
  - (a) official notices; or
  - (b) general use.
- (2) The University of Sydney Union has also installed noticeboards in University buildings.
- (3) University community members may place promotional or display materials on noticeboards which are designated for general use.
- (4) University community members may only place official University communications on noticeboards designated for official use.
- (5) University community members must use non-permanent and easily removable methods of attaching materials to noticeboards.
  - (a) For example, tack pins, blu-tack, staples or tape.
  - (b) Glue or nails should not be used.
    - (i) If used, they will be removed at the authoriser's expense.



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- (6) Users must not place promotional or display materials on information plinths.
  - (a) They must not be used as unofficial noticeboards.

## 2.6 Permanent signs

- (1) Queries or requests about permanent signs, including information or identification signs, should be directed to:
  - (a) University Infrastructure, for large permanent signs;
  - (b) Central Operations Services, for new small internal signs e.g. name plates for doors;
  - (c) Grounds Team in Central Operations Services, for new external signs, or maintenance for external signs.

## 2.7 Temporary portable signage

- (1) Long-term display of portable signs is not permitted on University campuses.
- (2) Short-term display of portable signs, such as A-frames, is permitted on University campuses if the signs:
  - (a) have an approved space booking;  
**Note:** Bookings are made through the [Service Portal](#).
  - (b) comply with clauses 2.2 and 2.3 above;
  - (c) do not block corridors, walkways, or access points; and
  - (d) do not create safety hazards (including psychosocial hazards).
- (3) Official signs must comply with the [Brand Policy](#).

## 2.8 Graffiti and chalking

- (1) Users may use the graffiti tunnel to:
  - (a) display or attach promotional or display materials;
  - (b) chalk messages; and
  - (c) paint graffiti on walls.
- (2) Users must not use paint for graffiti anywhere other than the graffiti tunnel.
- (3) Users must not place promotional or display materials or graffiti:
  - (a) around the entrances at either end of the graffiti tunnel; or
  - (b) above the indicator mark on the wall in the uncovered section of the graffiti tunnel.
- (4) For safety reasons, no graffiti may be painted on the horizontal surfaces of any steps on University lands.
- (5) Chalking:
  - (a) is permitted only on footpaths and roadways on University lands;



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- (b) is not permitted anywhere in the Main Quadrangle on Camperdown campus.
- (6) Only sticks of chalk may be used for chalking.
  - (a) Any chalking must be able to be removed with water.
- (7) Except in the graffiti tunnel, users must not use:
  - (a) wet chalk mixtures which need to be painted on with a brush; or
  - (b) crayons, ink or any type of paint.
- (8) [Clause 2.4](#) of this Policy also applies to removing impermissible graffiti and making and charging for any necessary repairs.

## 2.9 Banners

- (1) The University may display official banners on University lands, including on fences.
- (2) Official banners:
  - (a) usually refer to University-wide events;
    - (i) For example, Information Day, Courses and Careers Day, the Alumni Festival;
  - (b) must comply with the [Brand Policy](#);
- Note:** Requests for approval of artwork on official signs are to be sent to [brand.info@sydney.edu.au](mailto:brand.info@sydney.edu.au)
- (c) are displayed for a specific period of time; and
- (d) are removed at the end of the relevant event.
- (3) University community members may apply for permission to display or attach a banner on University lands.
- (4) Permission is not required for banners displayed or carried during demonstrations conducted consistently with the [Campus Access Policy](#).
- (5) Applications for permission must be made by making a space booking using the [Service Portal](#).
  - (a) Central Operations Services will decide whether permission is given, and any applicable terms, on a case-by-case basis.
    - (i) This includes the time period during which the banner may be displayed.
  - (b) Central Operations Services will not approve displaying or attaching a banner in any way that might damage structures on University lands.
- (6) Banner owners must remove banners promptly at the end of the approved period.
- (7) For safety reasons, banners are not permitted on:
  - (a) the Murray Footbridge crossing City Road; or
  - (b) the Parramatta Road footbridge.
    - (i) Banners may be displayed on the Parramatta Road footbridge if prior written permission is obtained from Transport for NSW.





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## 2.10 Breach of this Policy

(1) A breach of this policy may constitute:

(a) a breach of:

- (i) the [Student Charter](#);
- (ii) the [Staff and Affiliates Code of Conduct](#);
- (iii) the [Bullying, Harassment and Discrimination Prevention Policy](#); or
- (iv) the [Work Health and Safety Policy](#).

(b) misconduct under:

- (i) the [University of Sydney Enterprise Agreement 2023 – 2026](#); or
- (ii) the [University of Sydney \(Student Discipline\) Rule](#).

(2) A person will be considered to have acted in breach of this policy if they have:

- (a) personally engaged in a breach;
- (b) materially assisted or encouraged another person in a breach; or
- (c) promoted unauthorised conduct on social media or otherwise.

**Note:** News reports or social media posts that refer to a breach having occurred without endorsing the unauthorised conduct will not breach this requirement.



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## Part 3 Roles and responsibilities

### 3.1 Displayers of promotional or display materials

- (1) place or attach materials only on:
  - (a) notice boards; or
  - (b) other places designated by the University for that purpose.
- (2) clearly state the authoriser of materials;
- (3) use easily removable methods of attaching materials;
- (4) paint graffiti on walls only in the graffiti tunnel; and
- (5) use only sticks of chalk for chalking.

### 3.2 Authorisers of promotional or display materials

- (1) ensure authorised materials are displayed consistently with this Policy;
- (2) take responsibility for the content and presentation of materials they authorise; and
- (3) where materials relate to a demonstration, ensure that notice is given under the [Campus Access Policy](#).

### 3.3 Banner owners

- (1) remove banners promptly at the end of relevant events.

### 3.4 Central Operations Services

- (1) remove prohibited promotional and display material; and
- (2) approve banner display space bookings, and terms.



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## Part 4 Definitions

(1) In this Policy a reference to 'we', 'our' or 'us' means the University.

<b>A-frame</b>	a type of portable display board which typically consists of two signs connected by a hinge.
<b>attaching</b>	<p>any manner of attaching promotional or display materials to University lands, or objects or structures on University lands. This includes:</p> <ul style="list-style-type: none"><li>• directly attaching to University lands e.g. signs on stakes in the ground;</li><li>• attaching to any structures or objects e.g. buildings, notice boards, information plinths, electrical poles, trees, equipment.</li></ul>
<b>authorise</b>	to take responsibility for the content and manner of display or distribution of promotional or display materials.
<b>chalking</b>	writing or drawings made with chalk on a wall, road or other external surface. Chalking is a type of graffiti.
<b>displaying</b>	includes placing or holding materials in a location where users can see them.
<b>graffiti</b>	writing or drawings on a wall, road or other surface.
<b>graffiti tunnel</b>	the tunnel providing access between Science Road and the Griffith Taylor Building on the Camperdown campus.
<b>information plinth</b>	a fixed sign that shows where our buildings, services, and amenities are located.



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### **promotional or display materials**

any physical materials with content intended for display or promotional purposes. This includes:

- banners, notices or posters
- A-frames or other portable display boards
- electronic display boards, televisions or other visual display units
- stickers, decals or graffiti.

The content of promotional or display material may include information about:

- any good, service, group, event, activity, ideology or cause;
- commercial activities, including offers of free goods or services; and
- non-commercial activities such as events or meetings

This term does not include:

- electronic materials such as emails or electronic messages;
- classroom materials;
- directional signage for events or classes; or
- clothing.

### **Service Portal**

the University's online tool for making service requests

### **University community**

staff, affiliates and students of the University

### **University lands**

any land or road occupied or used by, or in connection with, the University. This includes:

- all or part of any building or structure;
- any land used or occupied in connection with a building or structure

### **user**

any person who enters, or remains upon, University lands



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## Part 5 Notes

### Recissions and replacements

This document replaces the following, which are rescinded as from the date of commencement of this document:

- (1) *Advertising on Campus Policy*, which commenced on 7 December 2011

### Promotional and Display Materials Policy 2025

Date approved 26 May 2025

Date commenced 2 June 2025

Date for review 2 June 2030

Approver Vice-Chancellor and President

Owner Vice-President (Operations)

Date last amended

Related documents [\*Campus Access Policy\*](#)

[\*Flag Policy\*](#)

[\*Brand Policy\*](#)

[\*Bullying, Harassment and Discrimination Prevention Policy\*](#)

[\*Staff and Affiliates Code of Conduct\*](#)

[\*Student Charter\*](#)

[\*University of Sydney \(Student Discipline\) Rule\*](#)

[\*Work Health and Safety Policy\*](#)

[\*University of Sydney Enterprise Agreement 2023 – 2026\*](#)





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## Part 6 Amendment history

Register Version	Approved by	Clause	Amendment	Commenced