Monash University Policy

Policy Title | Media Policy
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Date Effective | 06-October-2011
Review Date | 06-October-2014
Policy Owner | Director, Marketing & Communications
Category | Operational
Version Number | 1.0
Content Enquiries | media@monash.edu

Scope
- All Australian campuses
- Monash South Africa
- All media communications

(In this policy and its procedures references to Monash University or the University include Monash South Africa [MSA].)

Purpose
To provide the Monash community with advice on how to deal appropriately with the media.

POLICY STATEMENT

The Media Policy encourages and supports accurate, constructive and strategic media coverage of the University and the work of its staff while outlining the protocols in place to guide and protect the University's reputation and brand. It aims to provide guidance and protection to staff to help them avoid being misrepresented in the media.

Supporting Procedures | Media Procedures
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Responsibility for implementation | Director, Marketing and Communications
| Associate Director, Media and Communications
| All members of the University community
Status | New

Approval Body
Name : Deputy Vice-Chancellor (Global Engagement)
Meeting : n/a
Date : 06-October-2011
Agenda item : n/a

Endorsement Body
Name : Director, Marketing and Communications
Meeting : n/a
Date : 06-October-2011
Agenda item : n/a

Definitions

Legislation Mandating
In Australia:
### Compliance

- **Privacy and Data Protection Act 2014 No.60 (VIC)**
- Equal Opportunity Act 2010 (No 16), Part 1, s 4; Part 2, ss 6-13; Part 3, s 15; Part 4, Divs. 1-3, 5-7; Part 12
- **Workplace Gender Equality Act 2012**
- **Racial Discrimination Act 1975 No 52 (Cth)**, esp. Parts II, IIA and IV
- **Racial and Religious Tolerance Act 2001 No 47 (Vic)** (as at 1 August 2011), esp. Part 2, Divs. 1-2
- **Age Discrimination Act 2004 No 68 (Cth)**, esp. Part 1, ss 4-8; and Parts 3-5
- **Sex Discrimination Act 1984/4 (Cth)**, esp. Part I, ss 5-7B; Part II, Divs. 1-4; Part V; Part VI, ss 106ff
- **Disability Discrimination Act 1992 No 135 (Cth)**, esp. Part 1, ss 5ff; Part 2, Divs. 1-5
- **Occupational Health and Safety Act 2004 (Vic)**, Part 3, Div. 1, s 20, Divs. 2-4

### In South Africa:
- **Employment Equity Act No. 55 of 1998**
- **Labour Relations Act 1995**

### Related Policies

- **Social Media Policy**
- **Conduct and Compliance Policy**

Including the following procedures:

- Conduct and Compliance procedures - Acceptance of Gifts, Benefits and Hospitality
- Conduct and Compliance procedures - Conflict of interest
- Conduct and Compliance procedures - Paid outside work
- Conduct and Compliance procedures - Privacy
- Conduct and Compliance procedures - Staff / Student Relationships
- Conduct and Compliance procedures - Whistleblowers
- Media and Public Comment Procedure

### Information Technology Policies and Procedures:

- Acceptable Use of Information Technology Facilities by Students Policy
- Acceptable Use of Information Technology Facilities by Students Procedures
- Information Technology Use policy - Staff & other authorised users
- IT Security policy
- Web Accessibility policy
- Web Accessibility procedures

### Related Documents