

<b>Title</b>	<b>Marketing Policy</b>
<b>Type of Policy</b>	Operating Policy
<b>Last Reviewed</b>	29 March 2009

## Introduction

<b>Scope</b>	
This policy applies to all individuals, organisations or other entities hiring or presenting at the Arts Centre when preparing marketing material and promotional material.	
<b>Purpose</b>	
The purpose of this policy is to communicate to Presenters the Arts Centre's requirements for inclusion in marketing and promotional material, in respect of venue naming conventions and the call to action for ticket purchasing.	
<b>Related Compliance Requirements</b>	Copyright Act 1968 Trade Practices Act 1974 Master Licence Agreement
<b>Related Policy or Operating Procedures</b>	Signage Policy Marketing Services for Presenters Pack
<b>Key Definitions</b>	N/A

## Marketing Policy

### 1. Venue naming conventions

The following naming conventions must be adhered to in all advertising and marketing materials for events, programs etc staged at the Arts Centre:

#### 1.1 Brand name of organisation

- the Arts Centre

#### 1.2 Names of major Arts Centre venues

- the Arts Centre, Hamer Hall
- the Arts Centre, Fairfax Studio
- the Arts Centre, Playhouse
- the Arts Centre, State Theatre
- the Arts Centre, BlackBox
- the Arts Centre, Gallery 1
- Sidney Myer Music Bowl (identified without “the Arts Centre” prefix)

#### 1.3 National and International reference

- the Arts Centre, Melbourne, Australia

#### 1.4 Use of the Arts Centre brand name in written text

- 1.4.1 The lower case “t” for *the* Arts Centre is to be used at all times including headings (i.e. “the Arts Centre presents”) unless it is at the start of a sentence where a capital letter would normally be used.

## 2. Booking tickets - standard call to action

2.1 Promotional materials must provide clear and direct information about “how to book” tickets. The following combinations are standard calls to action which must be applied to all promotional materials. Presenters may elect different options for different applications.

2.2 If your event is **on sale prior to 1 May 2009** you will need to use the version with the Ticketmaster booking phone number 1300 136 166.

For events which go on sale **up to and including** 1 May 2009:

**Book at [theartscentre.com.au](http://theartscentre.com.au)\*, 1300 136 166\* or at the Arts Centre Box Office**

\*Transaction fee applies

2.3 If your event is **on sale after 1 May 2009** you will need to use the version with the Arts Centre’s booking phone number 1300 182 183.

For events which go on sale **after** 1 May 2009:

**Book at [theartscentre.com.au](http://theartscentre.com.au)\*, 1300 182 183\* or at the Arts Centre Box Office**

\*Transaction fee applies

2.4 You may tailor the call to action to suit any given medium.

For example large format banner web and phone only:

**Book at [theartscentre.com.au](http://theartscentre.com.au) or 1300 182 183**

Or online advertising web channel only:

**Book at [theartscentre.com.au](http://theartscentre.com.au)**

For further information, please contact:

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## Supporting Documentation

### i) Related Material

Name	Document Type	Location
Signage Policy	Operational policy	Website – Info for presenters
Marketing Services Pack for Presenters	Guideline	Marketing & Communications Business Unit
Preferred Printing Guidelines	Guideline	

## Governance

### i) Responsibility

<b>Policy Owner</b>	Manager, Marketing & Communications
<b>Approving Body</b>	Executive, Marketing & Visitor Experience

### ii) Version Control and Change History

Version Number	Approval Date	Approved by	Amendment
002	29/3/09	Janet Wells	<i>Box Office booking phone number has changed to 1300 182 183 from 1300 136 166</i> <i>Interim Call To Action guidelines</i>