



USE OF THE UNIVERSITY NAME IN PUBLIC STATEMENTS POLICY

Date first approved: 23 November 2007	Date of effect: 23 November 2017	Date last amended: (refer to Version Control Table)	Date of Next Review:
First Approved by:	University Council		
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Responsible Division & Unit:	Governance Unit, Governance and Legal Division		
Supporting documents, procedures & forms:	Nil		
Relevant Legislation & External Documents:	Code of Practice – Research Delegations of Authority Policy IP Intellectual Property Policy Conflict of Interest Policy Commercial Research Policy Commercial Research Guidelines Production of Marketing Materials and Use of UOW Brand Policy		
Audience:	Public – accessible to anyone		

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1 Purpose of Policy

1. Members of the University Community are encouraged to participate in public debate on issues of professional and public concern. This policy stipulates how the University of Wollongong's name should be used in relation to public statements made by members of the University Community.

2 Definitions

Word/Term	Definition
University Honorary Awards	These are the lifetime awards of Emeritus Professor, Honorary Doctor and University Fellow, as conferred by the University Council.
Public Statements	Include official speaking engagements (eg conferences, public forums); comments on radio and television; expressions of opinion in letters to newspapers or in books, journals or the Internet where it might be expected that the publication or circulation of the comment will spread to the wider community.
Professional Expertise	These are the areas within the scope of an individual's academic and professional expertise. The professional or expert capacity of an individual may include the possession of appropriate academic and/or professional qualifications; the publication of research and academic endeavours in that area; the recognition of teaching expertise in the area; membership of relevant professional bodies; invitations to speak at relevant conferences; and distinctive contributions to the formulation of relevant public and social policy.
Staff	Means all persons appointed to the academic or general staff of UOW, whether they hold full-time, part-time, casual, limited-term honorary or conjoint appointments.
Student	Means a person: (i) who has been accepted for admission to or enrolled in any course or program offered at, or in conjunction with, the University of Wollongong; or (ii) whose body of work, completed while so enrolled (e.g. a research thesis), is still under examination.
University Community	Students, staff and other individuals or groups that have a current association with the University, eg Council members and recipients of University honorary awards.
University Name	This includes the University's name and all abbreviations and derivations and brand marks (logos) of that name.



3 Application & Scope

2. This policy applies to:
3. academic and non-academic Staff of the University of Wollongong,
4. students of the University of Wollongong, and
5. other members of the University Community.

4 Public Statements on behalf of the University

6. Views which are attributed to the University as a whole can only be made by the Chancellor, the Vice-Chancellor, members of the Senior Executive, or other approved officers of the University as specified in the Delegations of Authority Policy and/or in resolutions of Council. Where general staff are directed to make public statements in their area of professional expertise they should use their position title, as appropriate.

5 Public Statements made in an area of Professional Expertise

7. From time to time, members of the University Community may choose or may be requested to make public statements in their professional or expert capacity on matters of public interest. As part of the University's wider commitment to the dissemination of knowledge and participation in public discourse, members of the University Community are encouraged to participate in public debate on issues of professional and public concern.
8. The views of concerned and informed individuals are an essential contribution to public debate. However, there is a diversity of opinions on most issues and it should not be assumed that individually held opinions are shared by all members of the University Community. Careful consideration should be given, therefore, to avoid the use of the University affiliation in public debate in a manner which implies that collegiate agreement with a particular view has been established where it has not.
9. For example, a staff member wishing to publish an article or a letter in a newspaper may use their title and the University's name but it is their responsibility to make clear that the views expressed are their own and not necessarily those of the University.
10. When making public statements in an area of academic expertise, staff should use their academic title (ie professor, associate professor, doctor etc) and not their University appointment (ie dean, associate dean, head of school etc).
11. Individual members of the University Community wishing to participate in matters of professional or public debate on behalf of a group of colleagues should have previously been granted approval to do so after collegiate agreement on those views has been reached by a clearly established and mutually agreed process. When these views are presented by a member of the University, care should be taken to attribute them to the particular group which that member represents.
12. For example, a staff member who publishes an article or a letter in a newspaper on behalf of a group of colleagues may use the University's name but it is their responsibility to issue an appropriate statement that the views expressed are those of the particular group and not necessarily those of the University. As resolved by the University Council (2002/86), student journals and newspapers must contain a disclaimer. The following wording should be used:

Responsibility for [insert name of organisation/group] electronic and non-electronic publications is



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taken by [insert name of organisation/group]. The University of Wollongong accepts no responsibility for this publication.

13. Where research or partial research results are being published, researchers should ensure they follow the relevant policies/guidelines before using the University's name in such publication. These policies and guidelines include:
14. the Commercial Research Policy;
15. Commercial Research Guidelines;
16. IP Intellectual Property Policy; and
17. Code of Practice – Research.

6 Public Statements made in a Private Capacity

18. Public statements made as a private citizen, rather than in a professional or expert capacity should not make use of the University Name, its address (physical or electronic) or letterhead, or refer to the title of a person's University appointment or association.

7 Public Statements by Former Staff and Former Students of the University

19. Former Staff members and former Students are not permitted to make public comment under the name of the University of Wollongong.

8 Roles & Responsibilities

20. Advice and assistance on the appropriateness of using the University's name in relation to public statements made by members of the University Community can be obtained from the following officers:
21. For media enquiries: the Media Manager
22. For commercial research matters:
23. Commercial Research Manager
24. Commercialisation Manager
25. Where doubt still exists about the appropriateness of using the University's name in relation to public statements made by members of the University Community, the matter should be discussed with the Vice-Chancellor or the appropriate member of the Senior Executive.



9 Version Control and Change History

Version Control	Date Effective	Approved By	Amendment
1	March 2001	University Council	First Version
2	23 November 2007	University Council	Updated
3	6 May 2009	Vice Principal (Administration)	Migrated to UOW Policy Template as per Policy Directory Refresh
4	5 November 2012	Vice-Principal (Administration)	Updated as per Policy Review 3rd Qtr 2012, minor amendments to related documents and position nomenclature.
5	11 June 2021		Removed link to rescinded Web Management Policy