

Marketing

Operating Policy



Purpose

The purpose of this policy is to communicate to Resident Companies, Promoters and Presenters on Arts Centre Melbourne's requirements for inclusion in marketing and promotional material, in respect of venue naming conventions and the call to action for ticket purchasing.

Scope

This policy applies to all individuals, organisations or other entities hiring or presenting at Arts Centre Melbourne when preparing marketing material and promotional material.

Policy

1 Venue naming conventions

- 1.1 The following naming conventions must be adhered to in all advertising and marketing materials for events, programs etc. staged at Arts Centre Melbourne.

Brand name of organisation	Arts Centre Melbourne
Names of major Arts Centre Melbourne venues	Arts Centre Melbourne, Hamer Hall Arts Centre Melbourne, Fairfax Studio Arts Centre Melbourne, Playhouse Arts Centre Melbourne, State Theatre Arts Centre Melbourne, Gallery I Arts Centre Melbourne, Sidney Myer Music Bowl
National and International reference	Arts Centre Melbourne, Australia

2 Use of Arts Centre Melbourne brand name in written text

- 2.1 Arts Centre Melbourne must be listed in full and is not to be referred to as the acronym, 'ACM'.
- 2.2 The use of 'the' should only preface Arts Centre Melbourne when it is grammatically required.

3 Booking tickets - standard call to action

- 3.1 Promotional materials must provide clear and direct information about 'how to book' tickets. Arts Centre Melbourne's ticketing channel must be the primary call to action on all promotional materials.
- 3.2 The following combinations are the standard call to actions which must be applied to all promotional materials for events staged at Arts Centre Melbourne.

For advertising material:

Book at artscentremelbourne.com.au or call 1300 182 183

For on-site signage at Arts Centre Melbourne:

Book at the Box Office, online or call 1300 182 183

- 3.3 Presenters may elect to quote ticket prices on promotional materials. All advertised ticket prices must be inclusive of all additional charges (service and/or credit card). This is to ensure your advertising adheres to LPA requirements.
- 3.4 In the event that a secondary ticketing channel is available, Presenters may elect to include this channel in advertising material and/or brochures and flyers. For promotional materials and signage at Arts Centre Melbourne, it is expected that secondary ticketing channels appear in a secondary position or font size to Arts Centre Melbourne booking information.

For example:

Book at artscentremelbourne.com.au, or call 1300 182 183

or

otherticketingchannel.com.au, 1300 000 000

- 3.5 An exception to 3.4 exists for events held at the Sidney Myer Music Bowl, where Ticketmaster as a ticketing channel must be included as the primary booking message on all advertising material and/or brochures and flyers for the event.
- 3.6 Presenters may also include an event specific or presenter specific website at the discretion of Arts Centre Melbourne.
- 3.7 For further information, please contact:

Kristen Eckhardt
Director, Marketing and Communications
03 9281 8712
kristen.eckhardt@artscentremelbourne.com.au

4 Marketing approvals

- 4.1 All Arts Centre Melbourne Owned and Controlled Advertising and Marketing Channels will not carry any Licensee corporate sponsor logo or promotion where the sponsor is conflicting to Arts Centre Melbourne's Principal Partner.

Attachment A – Definitions

Key Term	Definition
Arts Centre Melbourne Owned and Controlled Advertising and Marketing Channels	<p>This includes Arts Centre Melbourne owned, produced and controlled marketing services and collateral including, but not limited to, promotion through the following channels:</p> <ul style="list-style-type: none"> • On-site signage approved and installed at the Centre at the direction of Arts Centre Melbourne employees, or contractors engaged directly by Arts Centre Melbourne, including backlit posters, digital screens, flags and banners • Arts Centre Melbourne printed publications • Arts Centre Melbourne Website • Arts Centre Melbourne Social Media • Arts Centre Melbourne electronic direct mail <p>Tickets produced directly or on behalf of Arts Centre Melbourne</p>
Arts Centre Melbourne Principal Partner	<p>Where Arts Centre Melbourne enters into arrangements with a principal supporter, this organisation will be listed as a Principal Partner on the Arts Centre Melbourne website. See http://www.artscentremelbourne.com.au/support-us/corporate-partners for a full suite of partners.</p>
Primary ticketing channel	Arts Centre Melbourne
Secondary ticketing channel	A ticketing channel other than Arts Centre Melbourne
Venue naming conventions	Standard, agreed names that must be used

Supporting Documentation

a) Forms and Records Management

Forms or records that are generated by the policy are as follows:

Form	Retention Period	Location
N/A		

b) Related Policies, Operating Procedures and Legislation

Policy or Operating Procedure
<p><i>Copyright Act 1968</i></p> <p><i>Trade Practices Act 1974</i></p> <p>Gold, Silver or Bronze presenter marketing packages</p> <p>Sponsorship Policy</p>

Governance

a) Responsibility

Policy Owner	Director, Marketing and Communications
Approving Executive	Executive, Development and Audience Engagement

b) Version Control and Change History

Version Number	Approval Date	Approved by	Amendment
1.0	28/07/09	Janet Wells	Box Office booking phone number has changed to 1300 182 183 from 1300 136 166 Interim Call To Action guidelines
2.0	28/07/10	Jason Hincks	Transaction fee disclaimer policy Addition of key definitions Secondary ticketing channel can no longer be listed on any promotional materials display at Arts Centre Melbourne. Presenters may include an event specific or presenter specific website or URL.
2.1	06/01/12	Kate McKillop	Minor amendments – rebranding.
3.0	June 2014	Executive, Marketing and Programming	Transaction fee may apply rather than must apply (no fees apply for box office transactions) Secondary ticketing channels allowed on site, but in a secondary position to ACM booking channel. Deletion of signage policy and update of Marketing Services pack to Gold, Silver or

			Bronze presenter marketing packages New template
3.1	August 2015	Executive, Development and Audience Engagement	Minor updates for currency, addition of section 4, Arts Centre Melbourne Owned and Controlled Advertising and Marketing Channels and Arts Centre Melbourne Principal Partner
3.2	March 2017	Director, Marketing and Communications	Update to 3.3 in line with LPA ticketing advertising requirements
Post Implementation Review			
Due Date			September 2017