

Marketing

Operating Policy



Purpose

The purpose of this policy is to communicate to Presenters Arts Centre Melbourne's opportunities and requirements for marketing services and promotional material.

Scope

This policy applies to all individuals, organisations or other entities hiring or presenting at Arts Centre Melbourne when booking marketing services and preparing marketing 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, 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 NOW
1300 182 183 / artscentremelbourne.com.au

- 3.3 Presenters may elect to quote ticket prices on promotional materials. All advertised ticket prices must be inclusive of all additional fees and charges (service and/or credit card). This is to ensure your advertising adheres to Consumer Law and Live Performance Australia Ticketing Code of Conduct.
- 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, it is expected that secondary ticketing channels appear in a secondary position or font size to Arts Centre Melbourne booking information.

For example:

BOOK NOW

1300 182 183 / artscentremelbourne.com.au

or

1300 000 000 / otherticketingchannel.com.au

- 3.5 An exception to 3.4 exists for events held at the Sidney Myer Music Bowl, where Ticketek 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.

4. Venue Signage

- 4.1 Venue signage opportunities are available to promote events. Arts Centre Melbourne's Marketing Account Manager will provide details on the locations, subject to availability.
- 4.2 A signage style guide and templates will be provided to assist in adhering to venue branding requirements.
- 4.3. Arts Centre Melbourne signage is accessible to all Presenters, with costs based on the price of production and installation only.
- 4.4. Signage artwork must adhere to the Arts Centre Melbourne template and must be approved by the Marketing Account Manager prior to print production.

5. Promotional Support

- 5.1. Presenters will receive a dedicated event page listing on the Arts Centre Melbourne website. Additional placements such as homepage banners and calendar listings are subject to availability.
- 5.2. A dedicated customer email will be provided to promote the on-sale announcement, along with a placement in Arts Centre Melbourne's What's On newsletter.
- 5.2. Each event will receive organic social media support for the on-sale announcement, pending receipt of suitable assets – no text, graphics, filters or borders can be used.
- 5.3. Further promotional support via Arts Centre Melbourne digital channels will be allocated at the discretion of Arts Centre Melbourne, subject to availability.
- 5.4. Essential content including copy and images are outlined in the 'Marketing Services Guide'. This content must be submitted no later than five working days prior to the event announcement date.

6. Arts Centre Melbourne logos or imagery

- 6.1. Permission must be sought from the Marketing Account Manager for the use of Arts Centre Melbourne logos and imagery on advertising and promotional material prior to publication.
- 6.2. Where this process is not followed Arts Centre Melbourne may request changes, reprints, reissues or corrections be undertaken at the Presenters cost.

A Marketing Service Guide will be provided to each Presenter with full details of the support available and policy requirements. For further information, please speak to the Marketing Account Manager assigned to the Presented event.

Attachment A – Definitions

Key Term	Definition
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>Sponsorship Policy</p> <p>Social Media Guidelines</p> <p>Signage Style Guide and Templates</p>

Governance

a) Responsibility

Policy Owner	Director, Customer Engagement
Approving Executive	Executive Director, Customer Experience

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.

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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
3.3	August 2019	Director, Customer Engagement	Change in third party ticketing agreement from Ticketmaster to Ticketek, effective 1 July 2019
4.0	September 2021	Head of Marketing	Additional information on Venue Signage, Promotional Support and use of ACM logos and imagery
Post Implementation Review			
Due Date			October 2022