



Third-Party Communication and Marketing Policy

1. INTRODUCTION & PURPOSE

From time to time, the Gallery receives requests from third parties to promote products and services to Gallery visitors or contacts.

This policy has been developed to ensure that:

- Gallery visitors and contacts receive clear and consistent communication and marketing messages from the Gallery.
- Gallery visitors and contacts are not subject to unsolicited communication and marketing by third parties.

2. SCOPE

This policy applies to all individuals, groups and organisations, including commercial businesses, community groups and not-for-profit organisations.

This policy applies within:

- The Queensland Art Gallery and Gallery of Modern Art buildings, including the Gallery's retail and commercial outlets, cafes and restaurants.
- The Gallery's digital communication channels, including (but not limited to) websites, social media, and eNews.

3. DEFINITIONS

Third-party communication and marketing – means the distribution of any promotional materials or messages not produced by or in association with the Gallery. This includes, but is not limited to:

- Spruiking
- Distributing printed material or merchandise (including flyers, brochures, magazines, catalogues, posters, caps, pens)
- Displaying audio-visual material
- Posting online (including logos, URLs, hyperlinks and messages on social media)

Visitors – includes visitors to the Gallery and to the Gallery's online spaces.

Contacts – includes the Gallery's membership and supporter lists, subscribers to information services and professional contacts.

4. GALLERY POSITION

The Gallery does not permit third-party communication and marketing. However, at the discretion of the Director or the Director's delegate, in exceptional circumstances permission may be granted.

Requests for permission to conduct third-party communication and marketing must be made in advance in writing to the Director, or the Director's delegate, and will be assessed on a case-by-case basis.

Factors that may be considered in assessing requests include:

- the nature of the material or message
- whether granting permission would result in a clear benefit to the Gallery
- whether there is an existing sponsorship arrangement in place

If permission is granted to conduct third-party communication and marketing, this will be advised by the Director or their delegate in writing. The Gallery will determine and coordinate the manner in which the third-party marketing and communication is conducted.

Director
Queensland Art Gallery

Approved: 2 June 2012