



Title:

Referencing campuses, facilities, third parties and position titles Guidelines

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Short description	Guidelines on the manner in which staff should refer to campuses and facilities, third parties and position titles in public communications by the University.
Relevant to	All employees
Approved by	Vice-Chancellor
Responsible officer	Director, Office of Corporate Affairs
Responsible office	Office of Corporate Affairs
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Next scheduled review date	7 June 2011
Related University documents	University Style Guide Policy on the Use of the University Name and Logo
Related legislation	s. 6, <i>Charles Sturt University Act 1989</i>
Key words	guidelines, campus, naming

1. PURPOSE

- 1.1 This guideline sets out the proper method for referring to facilities, third parties and position titles in communications by the University.
- 1.2 Consistent use of language in relation to the naming of locations, use of titles and related matters is an essential component of professional communication.
- 1.3 Consistent professional communication reduces the possibility of confusion within the general public about our meaning and ensures that every area of the University has a common lexicon supporting the 'One University' principle.

2. APPLICATION

- 2.1 This guideline applies to all employees.

3. REFERENCES TO CAMPUSES

- 3.1 The University has campuses in the following locations:

- (a) Albury-Wodonga,
- (b) Bathurst,
- (c) Canberra,
- (d) Dubbo,
- (e) Goulburn,
- (f) Ontario,
- (g) Orange,
- (h) Parramatta, and
- (i) Wagga Wagga.

- 3.2 The proper form for publicly referring to each of the University's campuses in *external communications* is as follows:

- (a) Charles Sturt University in Albury-Wodonga,
- (b) Charles Sturt University in Bathurst,
- (c) Charles Sturt University in Canberra,
- (d) Charles Sturt University in Goulburn,
- (e) Charles Sturt University in Dubbo,
- (f) Charles Sturt University in Ontario,
- (g) Charles Sturt University in Orange,
- (h) Charles Sturt University at Parramatta, and
- (i) Charles Sturt University in Wagga Wagga,

or in *internal communications*:

- (j) Albury-Wodonga Campus,
- (k) Bathurst Campus,
- (l) Canberra Campus,
- (m) Goulburn Campus,
- (n) Dubbo Campus,
- (o) Ontario Campus,
- (p) Orange Campus,
- (q) Parramatta Campus, and
- (r) Wagga Wagga Campus.

- 3.3 When referring to *campuses* of the University, it is NOT appropriate to refer to:
- (a) the Mitchell Campus,
 - (b) the Murray Campus,
 - (c) the Riverina Campus,
 - (d) the Thurgoona Campus or the Thurgoona Campus or the Albury City Campus (although you may refer to the Thurgoona or City address of the Albury-Wodonga Campus when directing people to the Campus or to distinguish the locations),
 - (e) Charles Sturt University, Mitchell (Campus)
 - (f) Charles Sturt University, Murray (Campus)
 - (g) Charles Sturt University, Riverina (Campus)
 - (h) Charles Sturt University, Thurgoona (Campus)
 - (i) St Mark's Campus,
 - (j) ACCC or Australian Centre for Christianity and Culture Campus, or
 - (k) any similar forms of reference.
- 3.4 Designated campuses of the University are all equivalent facilities. While reference may be made, where relevant, to a discipline profile in relation to a designated campus, a designated campuses will not be referred to as “major”, “minor”, “specialist” or any other term that distinguishes campuses from each other.

4. REFERENCES TO STUDY CENTRES

- 4.1 The University has 'Study Centres' in the following locations:
- (a) Melbourne, and
 - (b) Sydney.
- 4.2 The proper form for referring to the University's study centres is as follows:
- (a) Charles Sturt University Study Centre in Sydney, or
 - (b) Charles Sturt University Study Centre in Melbourne.
- 4.3 It is NOT appropriate to refer to study centres as campuses of the University.

5. REFERENCES TO OTHER LOCATIONS

- 5.1 The proper form for referring to the 'Manly' facility is the Charles Sturt University Australian Graduate School of Policing at Manly.
- 5.2 The proper form of referring to the School of Education at Charles Sturt University in Ontario is:
- (a) in *internal communications*, the 'Ontario School of Education'; and
 - (b) in *external communications*, the 'CSU Ontario School of Education'.

6. REFERENCES TO CERTAIN LOCATION SPECIFIC COMMITTEES

- 6.1 The University has established regional consultative committees for its various geographic areas of operation as defined in its Act.

6.2 The proper method for referring to regional consultative committees is as follows:

- (a) Albury-Wodonga Regional Consultative Committee,
- (b) Central West Regional Consultative Committee,
- (c) Orana Regional Consultative Committee, and
- (d) Riverina Regional Consultative Committee.

6.3 The Charles Sturt Foundation Limited has established two campus development committees for campuses of the University.

6.4 The proper method for referring to campus development committees is as follows:

- (a) Bathurst Campus Development Committee, and
- (b) Wagga Wagga Campus Development Committee.

7. REFERENCE TO THIRD PARTIES AND 'PARTNERS'

7.1 The University has entered into contractual arrangements with a number of third parties in Australia and overseas for the delivery of university courses.

7.2 In official communications and contractual documents, it is correct to refer to third parties that deliver University courses as:

- (a) Third Party Course Provider, or
- (b) Course Provider

7.3 It is NOT appropriate to refer to third parties as:

- (a) joint venture partners or joint venturers (unless the University Secretary on advice of the University Solicitor approves in writing the use of this title in relation to the party by reference to the contractual arrangement),
- (b) affiliated institution or affiliate (unless the third party has been officially granted affiliate institution status under a resolution approved at a meeting of the Council of the University under the relevant Policy).

7.4 While the terms 'partner' and 'partnership' have specific legal meaning, it is acceptable to refer to a third party course providers or other institutional relationships in internal communications by reference to the word 'partners' or 'partnership'. It is important, however, that the terms 'partner' and 'partnership' are NOT used to describe third party course providers or other institutional relationships in any *formal* correspondence or legal document unless otherwise approved by the University Secretary.

7.5 It is NOT appropriate to refer to third party facilities as a 'Campus', 'Study Centre' or other facility of the University under any circumstances unless otherwise provided in this Guideline.

8. REFERENCE TO REGISTERED OFFICE OF THE UNIVERSITY

8.1 The Registered Office of Charles Sturt University is:

Charles Sturt University
The Grange
Panorama Avenue
BATHURST NEW SOUTH WALES 2795
Australia

8.2 All official or legal communications to the University must be delivered to the Registered Office of the University.

8.3 The official list of postal addresses for correspondence to campuses of the University, and street locations, is set out in Appendix B.

9. REFERENCES TO CENTRES, INSTITUTES AND NETWORKS

9.1 The University has established a number of centres, institutes and networks.

9.2 The proper form for referring to these entities (excluding Cooperative Research Centres) includes:

- (a) The Charles Sturt University [Centre/Institute/Network Name] (eg. where the Centre is solely a Charles Sturt University entity),
- (b) [Centre/Institute/Network Name], Charles Sturt University (eg. where Charles Sturt University is a major participant in the Centre),
- (c) [Centre/Institute/Network Name] at Charles Sturt University (eg. where the centre is located at Charles Sturt University).

9.3 A list of approved forms of referencing to University centres is provided at Appendix A.

10. REFERENCES TO POSITIONS IN PUBLIC COMMUNICATIONS

10.1 When referring to an officer of the University in public communications (particularly media) staff must at all times reference their employment as an officer of the University, for example:

- (a) Professor of Agriculture, Charles Sturt University,
- (b) Lecturer in Law, Charles Sturt University,
- (c) Charles Sturt University Professor/Lecturer,
- (d) Senior Lecturer, Faculty of Commerce, Charles Sturt University,
- (e) Senior Lecturer in the Faculty of Commerce at Charles Sturt University, or
- (f) Deputy Vice-Chancellor (Administration), Charles Sturt University

10.2 Officers employed by the University and working with Centres, Institutes or Networks should be referred to in public communications (particularly media) by reference to their employment with the University first and then by reference to their work in a centre or other facility (if required), for example:

- (a) Professor of Environment, Charles Sturt University
- (b) Professor, Charles Sturt University in the Institute of Land, Water and Society
- (c) Professor in the Australian Centre for Christianity and Culture at Charles Sturt University
- (d) Professor in the Charles Sturt University Special Research Centre for Applied Philosophy and Public Ethics.

11. REFERENCES TO HEADS OF CAMPUS AND PROVOST

- 11.1 Heads of Campus are appointed by the Vice-Chancellor for certain of the University's campuses.
- 11.2 The proper form for referencing of the Head of Campus is as follows:
Head of Campus, [Campus]
- 11.3 The reference to Head of Campus should only be used in relation to communications relevant to that role. In all other cases, the officer should use their substantive position title.
- 11.4 Where an officer is Head of Campus for more than one campus, it is generally NOT appropriate to refer to both campuses in communications. The appropriate reference to be used will depend on the particular campus to which the communication relates.
- 11.5 In general descriptive communications (for example on a web site), where a Head of Campus holds another office within the University (eg. Director, Centre for Indigenous Studies) it is appropriate to refer to the substantive title first followed by the Head of Campus title, for example:
Director, Centre for Indigenous Studies and Head of Campus, Dubbo
- 11.6 When referring to a Head of Campus, it is not appropriate to use the term "Head" or any other shortened version of the title.
- 11.7 In relation to Charles Sturt University, Ontario, the Head of Campus is referred to as Provost.

12. REFERENCES TO ADDRESSES

- 12.1 The proper form for referencing campuses in addresses is as follows:

Professor John Doe
Deputy Vice-Chancellor (Academic) and
Head of Campus, Wagga Wagga
Charles Sturt University
Boorooma Street
WAGGA WAGGA NSW 2678
Australia

13. RERERENCES IN INTERNAL MAILING LABELS

- 13.1 The proper form for addressing internal mail is as follows:

Professor Jane Doe
Deputy Vice-Chancellor (Academic)
James Hagan Building
Wagga Wagga Campus

14. REFERENCES TO LOCATIONS IN INTERNAL MEMORANDUM AND CORRESPONDENCE

- 14.1 If it is necessary to refer to a location in connection with the sender or recipient of internal correspondence, then the following style should be followed:

To: Professor John Doe, Deputy Vice-Chancellor (Academic), Wagga Wagga Campus

From: Mr John Smith, Lecturer in Accounting, Bathurst Campus

or

To: Mr John Smith, Operations Officer, CSU Study Centre in Sydney

From: Ms Jane Doe, Lecturer in Accounting, Bathurst Campus

15. REFERENCE TO CSU ACRONYM

- 15.1 It is important in all public communications to reinforce that we are a 'University'. While the acronym 'CSU' is often used in communications, it is not commonly understood in the general community, particularly among new constituencies and stakeholders.
- 15.2 In general, public materials such as reports, official correspondence, web sites and other public documents should always make reference to the full name of the University – 'Charles Sturt University'.
- 15.3 Where repeated reference to Charles Sturt University disrupts the flow of the document or is not appropriate, preference should be given to use of the words 'the University' in subsequent references (once the context of the reference is established).
- 15.4 Use of the words 'Charles Sturt', without reference to 'University', should be avoided in public communications.
- 15.5 Use of the acronym 'CSU' is appropriate for internal documents, documents intended for distribution within the higher education sector or where the use of acronyms is well understood (eg. for undergraduate student marketing materials or marketing media). Where the acronym 'CSU' is used in a document, it must be clear at the beginning of the document what the acronym means.
- 15.6 In providing quotes for media releases or other corporate publications, reference should always be made to 'Charles Sturt University' or 'the University' in the quote (references to 'CSU' may be contained in the connecting narrative). Use of the acronym 'CSU' in quotes should be avoided as the quote may be disconnected from surrounding text when used by the media or other publisher and the reference may be lost.

16. APPLICATION OF UNIVERSITY STYLE MANUAL

- 16.1 The [University Style Manual](#) sets out the stylistic approach staff should use in formatting the content and layout of communications to ensure consistency.

16.2 Staff should follow the requirements set out in the [University Style Manual](#) in addition to this Guideline.

Table of amendments

Version number	Date	Short description of amendment
1.5	8 August 2008	Amendments approved by the Vice-Chancellor
1.5	4 November 2008	Addition of Appendix B – as approved by Vice-Chancellor
1.5	6 October 2009	Amendment to naming of Regional Consultative Committees – Clause 6.2 (b), (c) and (d)
1.5	23 October 2009	Amendments to Clause 3.2 and 3.3

APPENDIX A

Names of Centres

Special Research Centre for Applied Philosophy & Public Ethics, Charles Sturt University

Special Research Centre for Policing and Security, Charles Sturt University

The EH Graham Centre for Agricultural Innovation, Charles Sturt University

Strategic Research Centre for Public & Contextual Theology, Charles Sturt University

National Wine & Grape Industry Centre, Charles Sturt University

Western Research Institute, Charles Sturt University or Charles Sturt University's Western Research Institute

The Charles Sturt University Institute for Land, Water & Society

The Charles Sturt University Research Institute for Professional Practice, Learning and Education

The Charles Sturt University Centre for Research in Complex Systems

The Charles Sturt University International Centre of Water for Food Security

The Charles Sturt University Centre for Inland Health

The Charles Sturt University Education for Practice Institute

The Charles Sturt University Centre for Information Studies

Cooperative Research Centre for Cotton Catchment Communities

Cooperative Research Centre for Irrigation Futures

Cooperative Research Centre for Future Farm Industries

Cooperative Research Centre for Plan Biosecurity

Cooperative Research Centre for Pork

Cooperative Research Centre for Spatial Information

APPENDIX B

Albury-Wodonga Campus (Thurgoona)

Postal Address

PO Box 789

Albury NSW 2640

Australia

Telephone: + 61 2 6051 6000

Facsimile: + 61 2 6051 6629

Location

Elizabeth Mitchell Dr

Thurgoona NSW 2640

Australia

Albury – Wodonga Campus (City)

Postal Address

PO Box 789

Albury NSW 2640

Australia

Telephone: + 61 2 6051 6000

Facsimile: + 61 2 6051 6629

Location

624 Olive Street

Albury NSW 2640

Australia

Bathurst Campus

Postal Address

Panorama Avenue

Bathurst NSW 2795

Australia

Telephone: + 61 2 6338 4000

Facsimile: + 61 2 6338 6001

Location

Panorama Avenue

Bathurst NSW 2795

Australia

Canberra Campus

Postal Address

15 Blackall Street

Barton ACT 2600

Australia

Telephone: +61 2 6272 6201

Facsimile: + 61 2 6273 6991

Location

15 Blackall Street

Barton ACT 2600

Australia

Dubbo Campus

Postal Address

Locked Bag 49
Dubbo NSW 2830
Australia

Telephone: + 61 2 6885 7305

Facsimile: + 61 2 6885 7301

Location

8 Tony McGrane Place
Dubbo NSW 2830
Australia

Goulburn Campus

School of Policing Studies

Postal Address

School of Policing
Charles Sturt University
Locked Bag 2005
Goulburn NSW 2580
Australia

Telephone: + 61 2 4828 8664

Facsimile: + 61 2 4828 8786

Location

NSW Police College
McDermott Drive
Goulburn NSW 2580
Australia

Ontario Campus

Charles Sturt University, Ontario

Postal Address

860 Harrington Court
Burlington ONTARIO
L7N 3N4
Canada

Telephone: +1 905 333 4955

Facsimile: +1 905 333 6562

Location

860 Harrington Court
Burlington ONTARIO
L7N 3N4
Canada

Orange Campus

Postal Address

PO Box 883
Orange NSW 2800
Australia

Telephone: + 61 2 6365 7000

Facsimile: + 61 2 6365 7885

Location
346 Leeds Parade
Orange NSW 2800
Australia

Parramatta Campus
United Theological College

Postal Address
16 Masons Drive
North Parramatta NSW 2151
Australia
Telephone: +61 2 8838 8900
Facsimile: +61 2 9683 6617

Location
16 Masons Drive
North Parramatta NSW 2151
Australia

Wagga Wagga Campus

Postal Address
Locked Bag 588
Wagga Wagga NSW 2678
Australia
Telephone: + 61 2 6933 2000
Facsimile: + 61 2 6933 2639

Location
Boorooma Street
North Wagga NSW 2678
Australia

Australian Graduate School of Policing

Postal Address
PO Box 168
Manly NSW 1655
Australia
Telephone: + 61 2 9934 4835
Facsimile: + 61 2 9934 4830

Location
Former Artillery School,
Building 44
Scenic Drive
North Head
Manly NSW 2095
Australia