NMIT COMMUNICATIONS, BRAND AND MEDIA POLICY

MOKAMOKA WHAKAAETANGA | APPROVAL DETAILS

Section	Executive		
Approval Date	24.03.2026	**Sponsor**	Director Demand Management
Next Review	01.01.2027	**Approved by**	SLT

NGĀ WHAKATIKATIKA | AMENDMENT HISTORY

Version	Effective Date	Created/ Reviewed by	Reason for review / comment
1	01.01.2026	Transition Lead	New

This is an overarching policy covering all aspects of NMIT's internal and external communications, and includes guidance relating to:

Section 1:	**Communications**
Section 2:	**NMIT Brand**
Section 3:	**Media**

Mō wai me te whānuitanga | Audience and scope

This policy applies to:

a) All employees of NMIT, including contracted staff and secondees providing services for NMIT; and those on fixed-term contracts (collectively referred to as kaimahi in this policy); and

b) All governors of NMIT, including members of Council and governance committees or boards (collectively referred to as governors in this policy): and

c) All domestic and international ākonga of NMIT engaged in campus-based learning at any location; and online or remote learning via any mode; and work-based learning. This includes (e.g.) managed apprentices, Trades Academy and other secondary-tertiary pathway learners, and any other non-standard enrolments, and encompasses all references to learners, ākonga or students.

This policy applies to the publication and distribution of all NMIT communications and brand assets and associated collateral to external and internal NMIT stakeholders relevant to marketing and associated activities as defined by this policy.

NMIT brand standards apply to all corporate, promotional, advertising, academic, teaching, and administrative communications and documentation, as well as to physical and digital representations of the NMIT brand, including publications, signage, merchandise, uniforms, events, and environmental branding.

Te Pūtaki | Purpose

This policy provides guidance to kaimahi and ākonga on appropriate, relevant communication and the consistent representation of the NMIT brand with all stakeholders.

Ngā Mātāpono | Principles

Our identity

We are proud of who we are and where we come from. NMIT embraces the strengths of Te Tauihu, the Top of the South, and brings our regional identity to the forefront of everything we do.

We are committed to representing the NMIT brand consistently and professionally across all communications, platforms, and environments. Our approach is people centred, upholding and reflects our reputation as a high-performing, values-based tertiary education provider.

Professionalism

NMIT is committed to open, respectful, honest, and timely communication with internal and external stakeholders. Our goal is to ensure people feel informed, respected, and valued as part of our learning whānau. All communications and use of the NMIT brand will present an accurate, positive, and professional representation of NMIT activities, partnerships, and relationships

Consistency

All NMIT kaimahi are **kaitiaki of the brand**. Communications and design must align with the NMIT Brand Guidelines to maintain a cohesive, confident, and credible representation of the organisation. Consistency helps ensure NMIT is recognised as a clear, authentic, and trusted identity.

Compliance

All NMIT communications must comply with relevant legislation, standards, policies, and procedures. This includes requirements relating to ICT security, privacy, copyright, intellectual property, records and information management, harassment and bullying, and human rights.

Giving effect to Te Tiriti o Waitangi

NMIT is committed to fulfilling its responsibilities as a **Te Tiriti o Waitangi partner**. We aim to be reflective and open as we continue to strengthen our ways of working to give effect to Te Tiriti

Accessible, real and practical

NMIT communications are clear, practical, and grounded. We value plain language and real examples that demonstrate how NMIT supports people to succeed. Communications should be concise, avoid unnecessary jargon, and be culturally responsive and respectful of NMIT's diverse domestic and international communities.

Our values

NMIT values guide how we behave and communicate as an organisation. They provide the foundation for how we work together and how we represent NMIT. Ākonga and kaimahi share responsibility for communicating and acting in ways that uphold our values and maintain integrity and quality in everything we do.

Learners at the centre of what we do

NMIT places learners at the centre of our mahi. We prioritise equitable access to education, high quality learning experiences, and positive learner outcomes. We consider how our actions, communications, and environments affect learners and aim to create experiences that are welcoming, supportive, and meaningful.

Inclusive and welcoming

NMIT fosters respectful and safe spaces, both physical and digital. Our language and behaviour reflect our commitment to inclusion, equity, and accessibility.

Focused on the future

NMIT embraces innovation and looks ahead. Our brand reflects a forward-thinking mindset that prepares learners for future careers, industries, and opportunities.

Kaupapa Here | Policy Statements

SECTION 1:   COMMUNICATIONS

1. GOVERNANCE AND COMMUNICATIONS FUNCTION

- The Communications function provides strategic communications advice to support NMIT-wide initiatives and manages operational communications on behalf of NMIT, the Senior Leadership Team, and Council.
- Staff must work with the Communications team to determine the most appropriate communications approach for initiatives, announcements, campaigns, stakeholder engagement, and matters that may affect NMIT's reputation.
- Media releases, public statements, and official responses must be coordinated through the Communications team to ensure accuracy, consistency, and effective risk management.
- In crisis or high profile situations, the Communications team will lead institutional messaging in consultation with the Senior Leadership Team.
- All staff are encouraged to identify and share newsworthy achievements, research activity, partnerships, and public interest stories with the Communications team for potential promotion.

2. INTERNAL COMMUNICATIONS

- Internal communications must be timely, accurate, and consistent to support organisational alignment and informed decision-making.
- Approved internal channels must be used to ensure clarity, accessibility, and version control. Approved channels include the intranet, direct email, fortnightly newsletter and face to face and online all-kaimahi hui.
- Organisational changes, leadership messages, and operational updates will be communicated transparently.
- NMIT's intranet is the primary platform for key updates, news, and event information. Kaimahi are expected to regularly access the intranet to remain informed.
- The Communications team maintains the intranet home page; individual team pages are managed by nominated team administrators.
- The all-staff email distribution list is restricted to urgent or significant information relevant to the majority of kaimahi and can only be accessed by the Communications team and Senior Leadership Team (or delegate).
- Managers are responsible for cascading relevant information to their teams and confirming understanding where operational impact exists.

3. EXTERNAL COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT

- All external communications must align with NMIT's strategic priorities, brand standards, and public accountability obligations.
- External communications must be accurate, evidence based, and professionally presented to protect and enhance NMIT's reputation.
- Communications with stakeholders should support constructive and mutually beneficial relationships with staff, learners, alumni, industry partners, advisory groups, government agencies, and community organisations.
- Stakeholder engagement must align with the principles outlined in the **NMIT Stakeholder Engagement Policy**.
- Confidential, commercially sensitive, and personal information must be protected in all external communications.
- Staff email signatures must comply with NMIT brand guidelines and approved templates.
- External email communications must demonstrate appropriate professional etiquette and care to minimise privacy breaches and reputational risk.

4. MEDIA RELATIONS AND PUBLIC COMMENT

- All media enquiries must be referred promptly to the Communications team comms@nmit.ac.nz.
- Staff must not provide comments to media on behalf of NMIT unless authorised to do so.
- The Council Chair, Chief Executive Officer, and designated senior leaders are authorised institutional spokespersons.
- Academic subject matter experts may speak to media with prior approval and support from the Communications team.
- Media material issued by NMIT must present an accurate and positive representation of NMIT activities, staff, learners, and stakeholder relationships.
- Staff participating in public discussion or commentary must clearly distinguish personal views from official NMIT positions.

5. COMMUNICATIONS WITH LEARNERS

- Learners will receive clear, accessible, and timely information regarding enrolment, academic requirements, policies, support services, and any changes that may affect their study.
- Communications will use plain language and inclusive formats to ensure accessibility for diverse learner groups.
- Important learner communications must be centrally coordinated and delivered through designated official channels to ensure reliability and consistency and avoid duplication.
- Communications must support learner wellbeing, safety, rights and responsibilities in accordance with regulatory requirements and the Education (Pastoral Care of Tertiary and International Learners) Code of Practice.

6. SOCIAL MEDIA

- Official NMIT social media accounts must be managed by authorised administrators to ensure compliance with brand, privacy, copyright, and records and information management requirements.
- Programme areas may establish private social media pages or groups for their learners in consultation with the Marketing team. **Facebook is not permitted as a platform for programme area social pages or groups.**
- Staff who identify themselves as NMIT employees in digital spaces must maintain professional conduct and avoid misrepresenting institutional positions.
- When using social media in a personal capacity, staff must not disclose confidential or proprietary information about NMIT, its learners, staff (current or former), Council members, donors, alumni, or internal discussions obtained through their employment. Staff must also respect the privacy of colleagues and learners by not sharing identifiable photos, videos, or information without consent.
- When referencing NMIT on personal social media, staff must act professionally, ensure any information shared is accurate, and disclose their relationship with NMIT where relevant. Staff must not use the NMIT name, logo, imagery, or branding to represent the organisation or to promote personal views, products, causes, political parties, or candidates.

7. USE OF TE REO MĀORI

- Communications should incorporate te reo Māori wherever appropriate, using tohutō (macrons) correctly and including English translations in brackets where terms may be unfamiliar.
- NMIT-branded external use of te reo Māori requires approval from the Director Māori and Learner Success.
- Communications must reflect respect for te ao Māori and NMIT's commitments under Te Tiriti o Waitangi.

8. CRISIS AND CRITICAL INCIDENT COMMUNICATIONS

- A coordinated crisis communications response will be activated during critical incidents under the direction

of senior leadership and the Communications team.

- Verified information will be communicated as early as practicable to protect health, safety, and institutional integrity.
- Clear instructions and regular updates must be provided to affected audiences until resolution.
- Messaging during a crisis will be centralised to prevent misinformation or conflicting statements.
- Directly impacted individuals or groups will be prioritised in communications before broader public release where appropriate.
- Crisis communications activities will be documented to support compliance, review, and continuous improvement.

SECTION 2:   NMIT BRAND

NMIT brand standards apply to all NMIT corporate, promotional, advertising, academic, teaching, and administrative communications and documentation, both internally and externally.

No alternative designs, materials or distribution by kaimahi is permitted. All NMIT kaimahi are required to consistently apply the NMIT brand as outlined in this policy.

USE OF BRAND TEMPLATES

All kaimahi must use approved brand templates for internal, external and student-facing materials. Templates and guidelines are available in the [Marketing Hub](#).

STATIONERY, MERCHANDISE AND UNIFORMS

All stationery, merchandise, and uniform items must use the approved brand designs provided – this includes NMIT invitations, certificates, clothing, merchandise, and related materials.

Kaimahi are not permitted to create alternative designs. The Marketing team may design specific alternative branding for business or academic teams on request.

EXTERNAL ADVERTISING, PROMOTION AND PRESENTATIONS

All external advertising and promotional materials used for brand promotion or programme recruitment must be developed and distributed by the Marketing Services team in conjunction with academic teams.

Presentations delivered **externally**, including at conferences, schools, or community events, must use approved brand templates and event collateral.

CO-BRANDING AND EXTERNAL PARTNERSHIPS

NMIT may enter co-branding arrangements with approved partners, sponsors, industry bodies, government agencies, and community organisations where there is a clear strategic, academic, or reputational benefit.

All co-branding activities must protect the integrity, hierarchy, and visibility of the NMIT brand.

All co-branding, sponsorship branding, or joint promotional activity must be reviewed and approved by the Marketing team prior to development or publication.

Where agreements involve significant brand positioning, naming rights, or reputational risk, approval from the Senior Leadership Team is required.

All co-branded materials, logos, sponsorship assets, and joint promotional collateral must be developed and issued by the Marketing team. Kaimahi must not create or alter co-branded materials independently.

In all co-branded materials, the relationship between NMIT and the partner must be clear and not imply endorsement beyond the agreed scope.

PARTNER USE OF THE NMIT BRAND

External partners must not use the NMIT name, logo, imagery, or brand assets without written approval from Marketing.

Where permission is granted, Marketing will supply approved brand assets and usage guidance. Partners must not source brand files independently from public platforms.

Marketing reserves the right to request amendment or removal of any material that does not meet brand standards or agreed usage terms.

NAMING RIGHTS AND PROGRAMME ASSOCIATIONS

No programme, facility, event, scholarship, or initiative may adopt a partner name or co-branded identity without prior review by Marketing and approval by the Senior Leadership Team.

PHYSICAL BRAND INSTALLATIONS

On request, the Marketing team will provide brand compliant design for physical assets used by NMIT kaimahi and teams. This may include uniforms, campus signage, graphics, fleet vehicle livery, and other branded materials. Printing, production, and installation costs are to be agreed in advance and are the responsibility of the initiator.

SUB-BRANDS

Marketing is responsible for evaluating and approving any new sub-brands designed to support NMIT or learner-provided services, with final approval from the senior leadership team.

On approval, the Marketing team will provide sub-brand kits with approved brand elements for use, including logos, colours, fonts, and templates.

PHOTOGRAPHY, VIDEO AND IMAGERY

All photography, video, and visual assets representing NMIT must align with approved brand guidelines and reflect the organisation's values, professionalism, and diversity.

Only approved imagery may be used in NMIT corporate, academic, promotional, digital, and social media communications.

SECTION 3:   MEDIA

WEBSITE

Sub-sites

New sub-sites may only be established following consultation with Marketing and approval by the Senior Leadership Team.

Each approved sub-site must have a designated content editor within the responsible team. Editors are required to complete website training and are accountable for maintaining accurate, up-to-date content.

Marketing and Communications provides oversight to ensure consistency of layout, structure, tone and messaging across all NMIT digital platforms. All content must align with approved brand guidelines and uphold NMIT as the single source of truth.

External website integrations and profiles

Any external digital integration, embedded tool, or website linkage involving an NMIT website must be reviewed and approved by Marketing prior to implementation to protect digital security, accessibility, and brand integrity.

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Controlled Document – Refer to NMIT website or intranet for latest version

Where NMIT is represented on a partner, industry, or government website, Marketing must be consulted prior to publication and provide the content needed.

A designated contact within the host organisation must be provided to enable ongoing management and content updates.

MEDIA CONSENT

Informed, voluntary consent is required prior to the use of kaimahi or ākonga imagery or creative work for promotional, marketing, publication, or external communication purposes. Consent is sought and documented through the approved Student or Kaimahi Media Release Forms

Consent requirements apply to all official NMIT channels, including websites, advertising, publications, digital campaigns, and approved academic social media accounts representing their programme of study.

Public spaces and events

Media release consent forms are not required for general photography or videography captured in public spaces on NMIT campuses or at official public events, including graduation ceremonies, where individuals are not the primary subject of the image.

Where an individual is the clear focus of the image or video, or where the content will be used in a targeted promotional campaign, a completed media release form is required.

Children and young people

Where individuals under 18 years of age are identifiable and are the primary subject of imagery, appropriate parental or guardian consent must be obtained prior to use.

Third-party content

All third-party imagery, including stock photography, commissioned work, or partner-supplied visuals, must comply with the Copyright Act 1994 and be approved by Marketing prior to publication.

IMAGE SOURCING AND STORAGE

The NMIT Media Library is maintained by Marketing and is available via the [Marketing Hub](). Kaimahi must use approved imagery from this library or seek Marketing's approval before commissioning or sourcing new photography, video, or stock imagery.

NON-COMPLIANT MATERIAL

Marketing reserves the right to request removal of any visual material that does not meet brand, quality, accessibility, or consent requirements.

Ngā Haepapa | Responsibilities

Role	Responsibilities
Senior Communications Advisor	• Provide strategic communications advice to support NMIT-wide initiatives • Manage and provide guidance for operational communications
Marketing Team Lead	• Delegated brand governance authority • Kaitiaki of the NMIT brand - manage brand standards, visual identity and associated templates on behalf of NMIT.
Academic and Business Teams	• Communicate brand design or promotional requests to marketing • Communicate website updates needed to the appropriate team as per policy

Ngā Hononga ki Tuhinga kē | Links to other documents

NGĀ KAUPAPA-HERE E HANGAI ANA | RELATED POLICIES

NMIT Stakeholder Engagement Policy

NGĀ TUKANGA ME NGĀ HĀTEPE | RELATED PROCESSES, PROCEDURES

NMIT Communications, Brand and Media Procedure

NMIT Marketing Hub

TURE WHAI TAKE | RELEVANT LEGISLATION

Privacy Act 2020
Copyright Act 1994
Harmful Digital Communications Act 2015