1. CONTEXT

The Careers Centre offers a variety of services to enhance students’ abilities to achieve the following learning outcomes:

- develop self awareness to assist students in making decisions about educational and occupational options
- develop awareness of educational and occupational opportunities
- learn to apply strategies and skills to educational and occupational decision-making
- learn the skills and attributes essential to making the transition from university into the wider community

As a part of this process, the Careers Centre has an ongoing contact with people and organisations outside the university who seek to advertise casual, part-time and full-time employment opportunities to students through our office. Any such contact must enhance the services we provide to students and be firmly based on values that are consistent with our primary role in the university community. The mission and values of the University of WA are shared by the Careers Centre but particularly so the following:

- Committed to strive for excellence in all activities
- Openness, honesty, tolerance, fairness and responsibility in all matters.
- Explicit, open & consistent decision making based on relevant information and as an integral part of accountability to students, staff and the public

Within this context of shared values, the Careers Centre pursues the following key objective as articulated by the University: “to provide high quality services to students, parents, the public, etc. in all their dealings with the University”.

2. ADVERTISING GUIDELINES

In keeping with our values and objectives, any advertising conducted by the Careers Centre on behalf of an individual or organisation will be considered according to the following principles:

a) Advances opportunities for students

b) Based on a spirit of mutual openness and full disclosure of information

c) Ethical, socially & morally responsible, honest and fair, free from discrimination and providing an environment of equal opportunity

d) Based on the following commercial practices* and market standards:
   - advertising of casual job vacancies through Dial-a-Student service
   - advertising of vacation and graduate employment on university noticeboards & web site
   - provision of web links
   - direct mailing of information to students according to Careers Centre rates
   - sponsorship of Careers Centre publications

* rates available by contacting the Careers Centre