



ENGAGEMENT PROTOCOL FOR KEY STAKEHOLDERS

Overview

The University of Adelaide regularly engages with a wide range of important stakeholders from government and industry.

This protocol for engaging with our important stakeholders has been developed to help the University make the most of important opportunities to showcase the depth and breadth of our teaching, our research efforts and our impact on the community.

This protocol is also designed to help faculties, divisions and central areas develop and maintain strong and productive relationships with these stakeholders.

The protocol will also help guide decisions about:

- the level of importance of the engagement
- who within the University should be involved in the engagement
- how to make the most out of the engagement from a whole-of-university perspective
- ensuring appropriate protocols are in place for the engagement.

Definitions

For the purposes of this protocol, 'important stakeholders' include:

- Politicians
- Ministerial Chiefs of Staff and Advisers
- The Governor and Governor-General
- Lord Mayor and Mayors
- Chief executives of government departments
- The South Australian and Australian Chief Scientists
- Senior industry figures – this includes CEOs, managing directors or the most senior representative in SA or Australia of a national or multinational company. If unsure, please contact [Cathy Parker](#) in External Relations
- Other visitors of influence who are potentially significant to the University

This protocol applies to:

- University events (both on and off campus) including launches, openings, guest speaker opportunities etc
- Conferences / events where the University is a major sponsor or partner
- Visits to a University of Adelaide campus

- Meetings (both on and off campus)
- Letters to important stakeholders

The '**host area**' is the area of the University seeking to engage with an important stakeholder.

Scope

This protocol applies to all University of Adelaide staff and students.

This protocol is not intended to inhibit individual relationships or those relationships that fall within normal scholarly discourse and practice (e.g. individual programs and projects with companies and government departments).

It does not cover engagement with the media or the diplomatic corps (i.e. ambassadors, high commissioners, consul-generals).

Should you wish to engage with these stakeholders, please contact:

Media	<p>David Ellis Interim Director – Media and Corporate Relations External Relations Branch 8313 5414 0421 612 762 david.ellis@adelaide.edu.au</p>
Diplomatic corps	<p>Celine Wong Senior Advisor, International Protocol Office of the Pro Vice-Chancellor (International) 8313 5150 celine.wong@adelaide.edu.au</p>

Part 1 - Events and visits to campus

Examples include:

- a politician launching a research centre at the University or speaking at an event
- the Head of a research funding body visiting our campus to view facilities that they have funded
- a senior industry representative signing an agreement with the University

Advising External Relations Branch:

Please contact External Relations as soon as possible in the planning process if you are considering inviting an important stakeholder to an event or to visit a campus.

Where possible, at least six weeks before the event or visit, or otherwise as soon as the event becomes known to the host, the host area should complete the *Engaging with important stakeholders – events and visits (Attachment A)* form and send to External Relations.

Contact: Cathy Parker

Interim Deputy Director, Corporate Relations

8313 1372 / 0409 718 430

cathy.parker@adelaide.edu.au

In consultation with the host area, it will then be determined what support from the External Relations Branch may be appropriate; including issuing invitations, coordinating other events on campus to extend or enhance a visit etc.

A decision will also be made as to the level of University representation required for the event or visit.

Developing and issuing invitations:

In accordance with the [University brand guidelines](#), event invitations will be developed by the host area.

As a general rule, External Relations Branch will issue invitations to important government stakeholders.

All other invitations will be issued by the host area.

For planning purposes, the following timeframes should be observed when inviting important stakeholders:

Stakeholder	Indicative Timeframe
Politicians (state and federal) Mayors Chief executives of government departments South Australian Chief Scientist Heads of funding bodies Senior industry figures Other visitors of influence	At least six weeks' notice
The Governor and Governor-General Australian Chief Scientist	At least three months' notice

Involvement of the University's senior executive:

If a decision is made that the Vice-Chancellor should attend, External Relations Branch or the host area will liaise with the Vice-Chancellor's Office to organise the Vice-Chancellor's participation.

External Relations Branch or the host area will liaise with Council Secretariat about inviting Members of Council.

The host area will organise the involvement by other members of the University's senior executive directly with their offices.

Speech:

If the Vice-Chancellor is required to make a speech, the Vice-Chancellor's speech will be written by the Media Team.

Initial information for the speech will be drawn from the *Engaging with important stakeholders – events and visits*

(Attachment A).

The Media Team will liaise directly with the host area for any additional information required.

The host area is responsible for writing the speech and/or MC notes for other members of the University's senior

executive in conjunction with the External Relations Branch.

Media:

If media coverage is anticipated, the host area should contact the Media Team and the University's Social Media Coordinator as soon as possible:

Media	8313 0814 media@adelaide.edu.au
Social media	Submit a content request via: Social media content request form

If applicable, the Media Team will write a media release and organise media opportunities.

Additional information can be found in the University's [Media Guidelines](#).

Event or visit documents:

Documents for an event or visit will be prepared by the host area, in conjunction with the External Relations Branch. This may include, an event run sheet, a visit program, a seating plan, invitation list, RSVP list.

As a general rule, the host area will liaise with the stakeholder's office on event or visit information.

However, for important government stakeholders, External Relations Branch will liaise directly with the stakeholder's office on the event or visit details and will complete any documentation associated with the visit - i.e. a ministerial event profile form.

Email [Marketing and Communications](#) to request a copy of the University Events Guides, which includes additional information (including online room booking, catering, AV, cleaning etc).

Campus Security

If an event or visit involves politicians, the Governor or the Governor-General or other high profile guests, the host area must advise Security so that security (including ascertaining current threats) and parking can be organised:

Contact: Mark Kennedy

Manager Security

8313 4034

mark.kennedy@adelaide.edu.au

Event or visit follow-up:

It is important that a follow-up email is sent to the stakeholder's office shortly after the event or visit (ideally by the next working day).

This email should thank the stakeholder for their participation and detail any follow-up required (i.e. information on University programs, further meetings, contact details etc).

The host area is responsible for actioning any follow-up items. The host area should also flag any follow-up required with the External Relations Branch and keep the Branch updated on progress.

For important Government stakeholders, External Relations Branch will send a follow-up email and coordinate any follow-up actions with the host area.

Summary of events and visits responsibilities:

Action	Area responsible
Advance notice	Host area
Complete Engaging with important stakeholders - events and visits (Attachment A)	Host area
Developing event invitation	Host area
Issuing invitations	To be determined by the host area and External Relations Branch
Organise participation by the Vice-Chancellor	To be determined by the host area and External Relations Branch
Liaise with Council Secretariat about inviting Members of Council.	To be determined by the host area and External Relations Branch
Organise participation of the University's senior executive (other than the Vice-Chancellor)	Host area
Vice-Chancellor's speech	Media Team
Speeches, MC notes for the University's senior executive	Host area in conjunction with External Relations Branch
Contacting the Media Team and the Social Media Coordinator	Host area
Preparation of event or visit documents	Host area, in conjunction with External Relations Branch
Liaison with the Vice-Chancellor's Office	To be determined by the host area and External Relations Branch
Liaison with offices of the University's senior executive	Host area
For important government stakeholders - liaison with the stakeholder's office	External Relations Branch
Advising Campus Security (if event or visit involves a politician, the Governor, the Governor-General)	Host area
Security and parking	Manager Security
Follow-up email Actioning any follow-up	Host area

For key government stakeholders - follow-up email and coordinate follow-up actions	Host area, to be flagged with External Relations Branch External Relations, in conjunction with the Host Area
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Part 2 - Meetings (both on and off campus)

As a general rule, the Vice-Chancellor is the primary relationship manager for important stakeholders.

Other members of the University's senior executive may meet with important stakeholders that have relevant portfolio responsibilities.

Advising External Relations Branch:

Prior to a meeting being requested, the host area should contact the External Relations Branch as early as possible in the planning process.

Contact: Cathy Parker

Interim Deputy Director, Corporate Relations

8313 1372 / 0409 718 430

cathy.parker@adelaide.edu.au

Host areas should provide the following information:

- Purpose of the meeting
- How it aligns with the University's strategic objectives
- Proposed attendees from the University's senior executive
- When you would like the meeting to occur (you should allow at least four weeks' notice)

It will then be determined what central support may be appropriate and what level of University representation will be required.

Meetings requests:

As a general rule, External Relations Branch will request the meeting with the important stakeholder however this will be determined in consultation with the host area.

Accompanying University senior executive to the meeting:

For meetings involving the Vice-Chancellor, wherever possible a member of the University's senior executive with portfolio expertise and/or the Chief External Relations Officer (or representative) will accompany the Vice-Chancellor.

This will be organised by External Relations Branch.

For meetings involving a member of the University's senior executive other than the Vice-Chancellor, University senior staff and/or the Chief External Relations Officer (or representative) will accompany them. This will be

organised by External Relations Branch.

Briefings for the University's senior executive:

Briefings will be prepared by the host area, in conjunction with the External Relations Branch (a template can be found at Attachment B).

The host area will send the briefing to the office of the University's senior executive at least three days prior to the meeting.

External Relations will send the briefing to the Vice-Chancellor (if required).

Meeting follow-up:

External Relations Branch will work with the host area to follow-up any actions arising from the meeting.

Summary of meeting responsibilities:

Action	Area responsible
Advance notice	Host area
Meeting request	To be determined by External Relations Branch and the host area
Organising Vice-Chancellor attendance / involvement	External Relations Branch
Organising the accompanying University senior executive	Host area
Preparing briefing	Host area, in conjunction with External Relations Branch
Sending briefing to the senior executives' office	Host area
Sending briefing to Vice-Chancellor (if required)	External Relations Branch
Actioning any follow-up	External Relations Branch in conjunction with the host area

Part 3 – Letters

Examples include:

Advocating to important stakeholders on a policy issue that directly relates to the University

Submissions to parliamentary processes

Please contact the External Relations Branch as early as possible in the planning process.

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Interim Deputy Director, Corporate Relations

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cathy.parker@adelaide.edu.au

It will then be determined what central support may be appropriate and if the letter should come from the Vice-Chancellor or another member of the University's senior executive.

Please note that when writing to important stakeholders, use of the University's letterhead is reserved for the University's senior executive.

Attachment A

Engaging with important stakeholders – events and visits

Note: to be completed at least six weeks' prior to the event or visit

FUNCTION INFORMATION	
Title	
Time and date (include proposed duration; arrival time; start time; finish time)	
Venue	
Important stakeholder(s) you are proposing be invited	
Purpose of event or visit	
How it aligns with the University's strategic objectives	
Proposed role of the important stakeholder (e.g. guest speaker, opening/launch, keynote address, present awards)	
Expected number of people attending	
Proposed invitation list (to be attached)	
Proposed participation by University's senior executive	Vice-Chancellor - Yes/No Other University senior executive:
Media coverage anticipated	Yes/No
Host area point of contact	

SPEECH - to be completed if the Vice-Chancellor is required to make a speech	
The Vice-Chancellor's Speechwriter will contact you to seek background information about the event.	
Time allocated for speech	

<p>Notes</p> <p>Welcome paragraph - include VIPs that need to be acknowledged;</p> <p>4-5 key messages;</p> <p>Closing remarks, e.g. great pleasure to launch this event; wish the organisation well for the future.</p>	
<p>Speaking order</p>	

Attachment B

Briefing template for meetings with important stakeholders



Briefing Note

*** Briefing should be kept to one page ***

Meeting with [insert name of important stakeholder here] [Insert stakeholder's title]

[Time and date of meeting]

[Add photo if deemed useful]

Bio [of important stakeholder]:

- *Include education and whether they are UoA alumni*

Recent engagements:

- *Include information on engagements over the last 12 months.*

Discussion points:

- *Include relevant background and key talking points*