

## ENGAGEMENT STRATEGY FOR COUNCIL

Curtin has a comprehensive External Relations Plan that outlines the external relations objectives, activities and outcomes sought by the University. The Vice-Chancellor and other staff are responsible for the implementation of this plan. The plan includes a range of activities where the leadership or participation of Council members is sought. These engagement opportunities are organised by the University.

In addition to the activities in Curtin's External Relations Plan, Council members play a significant role in:

- promoting the University to government, industry and the community;
- communicating the achievements of the University; and
- explaining and supporting key initiatives or policy objectives to external stakeholders.

### Guiding principles for Council

- The Chancellor and the Vice-Chancellor will be the principal spokespersons for the University for external communications.
- Council members will be supported and encouraged to be ambassadors for the University in order to promote the role, nature, contribution and achievements of the University to external and internal stakeholders.
- The University will ensure that Council members are well informed about the University's vital statistics, core activities, achievements and key external messages (key lines).

An annual plan will be prepared of opportunities for Council to engage on behalf of the University (graduations and other major University events etc). Members will be asked to advise which events they are able to and have an interest in attending. Where appropriate, members will also be invited to other events (e.g., John Curtin Gallery openings and orations).

### Responsible Officers

The Vice-President, Corporate Relations and Development, is responsible for the development and maintenance of the Plan, which is to be issued in the last quarter of the previous year and updated quarterly.

The Secretary to Council is responsible for issuing invitations to Council and for providing information to Council to ensure they are able to speak knowledgeably about the University