In the 2011 Gerard Daniels’ Curtin Council Review Report prepared by Ms Allison Gaines, Appendix One recommends that Curtin ‘reinforce the ambassador role of Council members and their engagement with the University’s operations’.

The report recommends an external networking strategy that engages appropriate Council members with key political, community and corporate stakeholders. The report also noted a range of existing information sources that should be (or are) provided to Council members.

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

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.

The following brief Council Engagement Plan describes the guiding principles, key objectives, and implementation activities.

<table>
<thead>
<tr>
<th>Council engagement plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>To reinforce the ambassadorial role of Council members and their engagement with the University’s operations</td>
</tr>
</tbody>
</table>

### Guiding principles:
- The Chancellor and the Vice-Chancellor will be the principal spokespersons for the University for external communications
- Council members will be supported and encouraged as ambassadors of the University to promote the role, nature, contribution and achievements of the University to external and internal stakeholders
- The University will facilitate opportunities for Council members to be well-informed about University vital statistics, University activities, University achievements and key external messages (key lines)

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Activities</th>
<th>Responsible officer</th>
</tr>
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<tbody>
<tr>
<td>Council members will promote the University through participation in showcase events with Council, executive managers and key decision makers and other external stakeholders as appropriate including: Politicians (federal, state, local) Government officers Corporate leaders Employers</td>
<td>Invitations for all local graduations Invitation to individual Council members for non-local graduations Attendance at Council dinners Attendance at prize award events Attendance at University committees, advisory committees etc Attendance at other government, industry, and community events as appropriate Personally, invitations to Curtin University branded external events</td>
<td>Secretary to Council As requested by VC or Chancellor</td>
</tr>
</tbody>
</table>
| **Community leaders**  
| **Students**  
| **Other educational institutions** | **Hyatt Inner Circle lunches by individual invitation**  
| | **Personal invitation to Curtin University branded external events**  
| | **Personally, a calendar of key campus public and invitational events for example Open Day, Curtin Art Gallery events, major orations, John Curtin Institute of Public Policy key events**  
| | **As requested by VC or Chancellor** |

| **Council members will participate in appropriate external events to support University activities** | &nbsp;&nbsp;&nbsp;&nbsp;&nbsp;**Council members will promote the University through personal communications based on information regularly provided by the University on the:**  
| [• University vital statistics,  
| • University activities,  
| • University achievements (brag briefs) and  
| • University key external messages (key lines)** | **Personal provision of University brief statistics report**  
| | **By email, the VCs reports to staff and University announcements**  
| | **Personally, by mail, the regular magazines of the University particularly CITE and R&D Now**  
| | **By circulation at Council meetings, the consolidated media monitoring report of the University to demonstrate the coverage of the University in the media and its media releases**  
| | **Personally, Curtin University corporate marketing merchandise to brand the Council**  
| | **Secretary to Council**  
| | **As requested by VC or Chancellor** |

| **Speak to media as appropriate** | **As requested by VC or Chancellor** |

| **As requested by VC or Chancellor** | **VP, Corporate Relations & Development** |