

## BOND UNIVERSITY EVENTS AND ACTIVITY MANAGEMENT POLICY

<b>Policy Number:</b>	CPR 1.04
<b>Name of Policy:</b>	Bond University Events and Activity Management Policy (Issue One)
<b>Applicability:</b>	All Bond University Faculties and divisions, student groups
<b>Policy Owner:</b>	Director, Commercial Services
<b>Contact Person:</b>	General Manager, Central Events
<b>Policy Status:</b>	Approved Policy
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<b>Related policies:</b>	

### 1. OVERVIEW

The purpose of this Policy is to establish requirements for the planning, production, execution and delivery of University events, including the level of support provided by the Central Events Department.

Events play a vital role at Bond University, delivering value and supporting strategic outcomes by rewarding student and staff achievements, enhancing the student experience, and attracting new students, benefactors and partners.

The University's Central Events (on behalf of and in conjunction with University Faculties and business units) is a key stakeholder in the development, managing and producing of major recruitment activity, conferences, and other events that are strategically aligned to, and showcase, the University.

### 2. THE POLICY

The Policy, the University Strategic Events criteria, and the [Annual Events Forecast](#), provide clear direction for staff and student groups regarding the function and support from the Central Events Department in the development, approval, and delivery of [University Events](#).

This Policy applies to all University Events (both University and student).

#### 2.1. Strategic Events

All 'Strategic Events' must be managed, produced and executed through a central events support model overseen by the Central Events Department. Strategic Events are those that meet the criteria below;

##### 2.1.1. Strategic Event Criteria

To be deemed a Strategic Event, the University Event must:

- 2.1.1.1 Be categorised through the [Events Category Classification Guideline](#);
- 2.1.1.2 Be established with a strategic objective aligned with one or more of the four priorities specified in the [Bond University Strategic Plan 2018-2022](#);
- 2.1.1.3 Attract a targeted audience from one or more of the 'key six' groups (philanthropy, alumni, academic staff, professional staff, current students, and future students) or industry partners; and
- 2.1.1.4 Fulfil at least one of the criteria below:
  - High net worth and/or pose high reputational value and/or unique to the University. This includes events that highlight a purpose, finding or representation of the University and is likely to generate public or media interest and/or attract high volumes of participation,
  - University-wide or cross-Faculty events,
  - Faculty-wide events,
  - Tier 1 elite sporting event
  - Focused on student recognition/engagement/recruitment, or;
  - Focused on alumni recognition/engagement/further study
- 2.1.1.5 Be included in the Annual Events Forecast as a budgeted and approved activity.

## 2.2 Reputational Value/Risk Considerations

Any event hosted by or in the partnership with the University that is identified as having any level of reputational value/risk must include consultation with the Office of Engagement and Central Events Department.

Event reputational value/risk factors include (but are not limited to):

- Attendees that include University Council members, University Management Committee members, Government representatives, VIP's or people of public interest;
- Generation of public or media interest;
- Potential for significant number of attendees;
- Any possible risk to the University and attendees;
- Identification of excessive overall event production costs.

## 2.3 Other Events

Activities that not considered Strategic Events may not be managed, produced and/or executed by the Central Events Department. Such activities must be briefed into the Central Events Department for classification and will be discussed with the relevant Faculty, Department or Office, Examples of [Other Events](#) include:

- Facilitation or provision of updates on departmental standard business operations. This includes, but is not limited, to staff meetings, staff training and development workshops or seminars;
- Recognition of individual staff members (i.e. birthday celebrations, long service, retirement, departure);
- Catering only with no event coordination required;

Responsibility for the execution for such activity, is that of the organising Faculty, Department or Office.

The Central Events Department may provide a limited level of support including event planning advice, access to [Event Management](#) process templates and protocol guidance and support. When costs are incurred by the Central Events Department in the course of providing support for Other Event activity, those costs may be on-charged to the organising Faculty, Department or Office.

### 2.3.1 Other events - Student-led activity

Any student-led or organised activity must be briefed into Central Events for review and approval. Central Events will provide support through:

- Coordination and /or advice via the Student Events Coordinator;
- Assurance all risk, insurance and protocol requirements are met;
- In conjunction with BUSA determine viability of event.

The student/group are responsible for the execution of the activity, however, at all stages, approval of any activity is at the discretion of the University

## 2.4 Work Health & Safety

Event organisers must comply with Work, Health & Safety event procedures.

## 2.5 Budget Responsibilities

The budget for approved events on the Annual Events Forecast is held by the Central Events Department. Events or activity outside of this are the responsibility of the [Event Owners](#) in the Faculties, Departments, Offices and student groups.

For University Events, the Central Events Department will:

- Provide approved budget for the activity to Event Owner;
- Maintain the events budget in real time and flag with the Event Owner if costs are exceeding the approved budget allocation;
- Report all event budgets through an actual vs estimated listing.

## 2.6 Timelines

The Central Events Department will only provide support for Strategic Events where enough lead time is provided in accordance with the Annual Events Forecast. Where lead time requirements are not met, the Director Commercial Services has discretion to decide what, if any, support the Central Events Department may provide and any additional costs that may be incurred to provide such support. If the Central Events Department is unable to provide appropriate support due to insufficient lead time, alternatives will be

discussed at the discretion of the Director, Commercial Services. These may include cancellation, postponement of the event and/or chargeable external support.

### 3. DEFINITIONS

The following definitions apply for the purpose of this Policy:

<b>Annual Events Forecast:</b>	A list of events submitted by Faculties, Departments and Offices that have been approved for Central Events support. These events must be submitted and approved in the year preceding the event date during the budget preparation period.
<b>Event Management:</b>	The application of project management criteria to a planned University-hosted/ sponsored/partnered occasion that achieves a defined purpose and outcome(s), including analysis of the success (engagement level rating) and return on investment (ROI).
<b>Event Owners:</b>	University staff from the Faculties, Departments and Offices who are responsible for the event planning and liaising with the Central Events Department.
<b>Other Event:</b>	An event or activity that does not meet the Strategic Event Criteria as specified in this Policy, however, is recognised as having value to the Faculty, Department, Office, or students undertaking the activity.
<b>University Event:</b>	A planned and approved event that is of strategic value to the University and meets the Strategic Event Criteria as specified in this Policy.

### 4. RELATED PROCEDURES, GUIDELINES AND FORMS

Events Category Classification Guideline  
Events/Activity Brief Process  
VIP Protocol  
Events Project Structure  
University Strategic Events Procedure Flowchart