Government and VIP Engagement Guidelines

The maintenance and enhancement of strategic relationships with key external stakeholders including government, business, foreign diplomatic offices, other universities and community organisations is of critical importance to Monash University.

With ten faculties spread across multiple campuses, a coordinated approach to external engagement can be difficult to manage. There is the attendant risk that Monash University staff may act without knowledge of the ongoing relationships already established by the University, or of the University's overall strategic priorities. Due to increased security requirements by senior government representatives and VIPs, it has become necessary to develop these guidelines for Government and VIP engagement.

These guidelines are not intended to restrict Monash University staff members' contact with Government and VIPs, but to ensure the University does so in a more strategic, coordinated and effective fashion. In particular these measures are not meant to constrain in any way the ability of Monash University's academic staff to interact with government officials and community groups in their areas of professional expertise (e.g. provision of scientific or policy advice) or where University protocols already exist (e.g. submission of bids for competitive research grants). Rather, they pertain to representations made on behalf of the University or constituent unit (e.g. invitations to attend or speak at University events), or which pertain to high-level University management or operational matters.

To coordinate the University's engagement with key external stakeholders, it is important that the interaction is planned and executed with the highest level of professionalism and attention to detail. As part of this process the Office of the Vice-Chancellor has responsibility for:

- coordination of relationships with government representatives and VIPs;
- managing 'High Profile'* events for the Chancellor and Vice-Chancellor, as directed by the Vice-Chancellor;
- providing support and advice to University staff regarding liaison and communication with key government representatives and VIP contacts; and,
- providing support and advice to university staff for the planning and management of other University events not classified as 'High Profile' events.

*Note: A "High Profile" event is any university event deemed such by the Vice-Chancellor. All "High Profile" University events will be managed by the Office of the Vice-Chancellor.

These guidelines allow Monash University to:

- identify in advance potential issues and facilitate risk management;
- develop and maintain key government and VIP external relationships; and
- ensure the success of 'High Profile' and other University events.
These guidelines apply to all academic and administrative units of Monash University, and associated entities within Australia. Staff at the Malaysian and South Africa Campuses should contact the Pro Vice-Chancellor's office regarding issues relating to government and VIPs engagement.

These guidelines are to be followed for:

- all correspondence and interaction with "Government and VIPs" made on behalf of the University or its constituent units; and
- the planning of "High Profile" University events, or other university events.

1. Liaison with Government and VIPs

To assist with developing a more coordinated approach to government engagement, and to provide advice to Faculties/Departments and Institutes on potential engagement opportunities, it is important to liaise with External Relations, Office of the Vice-Chancellor for advice prior to any contact with "Government and VIPs."

For the purpose of these guidelines "Government and VIPs" includes:

- Federal and State Ministers;
- Federal and State Shadow Ministers;
- Members of State and Federal Parliaments;
- Senior international politicians;
- Ambassadors, High Commissioners and Consul-Generals;
- Senior public servants (ie Secretary of a Department);
- Royalty and Vice-Regal Representatives (ie Governor-General and State Governors);
- Chief Justice of the High Court of Australia and State Supreme Court Chief Justices; and
- Religious leaders.

Initial advice regarding government engagement can be obtained from:

Maria Perera  
Senior Adviser, Government Relations  
Office of the Vice-Chancellor  
Ph: 03 9905 5245  
Email: maria.perera@monash.edu

Initial advice regarding VIPs can be obtained from:

Nikkie Gazenbeek  
Manager, Engagement and External Relations  
Office of the Vice-Chancellor  
Ph: 03 9902 4247  
Email: nikkie.gazenbeek@monash.edu
2. Event Planning

a) The Office of the Vice-Chancellor should be notified in advance of any correspondence relating to a Monash University event involving Government and VIPs, using a *University Events Advice Form* (see attachment). A minimum of at least six weeks notice is required for a University event.

b) The Office of the Vice-Chancellor is to be provided with a synopsis of any University event proposed to involve the participation of the Chancellor, the Vice-Chancellor or any "Government and VIPs".

c) Protocol requires that letters inviting "Government and VIPs" to attend a University event be signed by the Chancellor or Vice-Chancellor. All such letters should be sent *at least six weeks prior* to the event or visit.

d) All correspondence regarding University events with "Government and VIPs" should be approved by the Office of the Vice-Chancellor.

e) For any event hosted by the Chancellor or Vice-Chancellor, a draft of the event invitation must be submitted to and approved by the Office of the Vice-Chancellor prior to being issued.

f) A University "High Profile" event is any university event deemed 'High Profile' by the Vice-Chancellor. All such events will be managed by the Office of the Vice-Chancellor.

g) For all other University events not classified as "High Profile", the Office of the Vice-Chancellor will provide advice to the relevant Faculty or Institute, rather than manage the event.

h) To secure time in the Vice-Chancellor’s diary for his attendance at “High Profile” engagements an email needs to be sent to his Executive Assistant.

To ascertain the Vice-Chancellor’s availability, please contact:

**Kerrie Edwards**  
Executive Assistant to the Vice-Chancellor  
Ph: 03 9905 9851  
Email: kerrie.edwards@monash.edu

For advice relating to university events, please contact:

**Nikkie Gazenbeek**  
Manager, Engagement and External Relations, Office of the Vice-Chancellor  
Ph: 03 9902 4247  
Email: nikkie.gazenbeek@monash.edu

All Monash University events involving "Government and VIPs" must undergo a **security review** by the University Security Manager:

**Trevor Smith**  
Operations Manager, Security and Traffic  
Ph: 03 9905 1242  
Email: trevor.smith@monash.edu

**Forms**

- [University Events Advice Form (doc 170 kb)]