



Event and Visitor Protocol procedure

Section 1 - Preamble

(1) This Procedure is effective from 27 October 2014.

Section 2 - Purpose

(2) This Procedure documents the protocols that apply for Major Events and High Level Visits.

Section 3 - Scope

(3) This Procedure applies throughout the university.

Section 4 - Policy

(4) This Procedure is pursuant to the [Public Relations and Marketing policy](#).

Section 5 - Procedure

(5) Heads of Organisational Units who plan to hold a Major Event or invite a High-level Visitor to the University must seek prior approval from the Deputy Vice-Chancellor Global Engagement by submitting a [High-level Visitor/Major Event Notification form](#) for approval.

(6) The Deputy Vice-Chancellor Global Engagement will determine whether to approve the Major Event or Visit and will notify the applicant accordingly.

(7) After approval, Heads of Organisational Units must plan and conduct Major Events or visits to the University in accordance with the Event and Visit Management Manual.

(8) The Deputy Vice-Chancellor Global Engagement may request that the Manager, Events and Government Relations has input into the organisation of the visit or Major Event.

(9) Heads of Organisational Units may only issue invitations to High-level Visitors in accordance with the High-level Visitors Notification and Invitation Protocol Requirements set out in the Event and Visit Management Manual. Heads of Organisational Units must also ensure compliance with these notification requirements where High-level Visitors initiate their own visit to the University.

(10) Event organisers must obtain advice from the offices of the Deputy Vice-Chancellor Education and the Deputy Vice-Chancellor Global Engagement where international visitors other than high-profile academics are involved.

(11) Where the Chancellor or the Vice-Chancellor is expected to have an official role at a Major Event, they will be the formal host. Heads of Organisational Units must ensure that invitations to such a Major Event have been signed by the

Chancellor or Vice-Chancellor, as appropriate.

(12) Event organisers must arrange for all invitations, publications, publicity and advertising materials to be produced in accordance with the Event and Visit Management Manual and the Name, Logo and Logotype Procedure.

(13) Event organisers must seek advice from the Manager, Media Relations, Marketing Division about media involvement in Major Events.

(14) Event organisers must ensure that Major Events comply with the legislation and University policy regarding internal security and safety requirements.

Section 6 - Definitions

(15) For the purpose of this Procedure:

- a. high-level visitors: high-profile guests to whom the Major Event and Visitor Protocol applies, including:
 - i. regal and vice-regal visitors
 - ii. senior politicians and government officials at federal and state levels
 - iii. former Vice-Chancellors of Deakin University and current or former Vice-Chancellors, or their equivalents, from other universities
 - iv. high-profile international and Australian academics, such as Nobel Prize winners, and other high-profile visiting experts
 - v. senior representatives from local government, community, commercial, cultural or educational organisations.
- b. major event: an event that has some of the following features:
 - i. it has been initiated by the Vice-Chancellor, a member of the Executive or a Pro Vice-Chancellor
 - ii. it involves the attendance of High-level Visitors
 - iii. it is intended to attract significant attention from the media and/or key stakeholders
 - iv. it is intended to attract more than 50 invited participants.

Status and Details

Status	Current
Effective Date	1st February 2016
Review Date	1st February 2019
Approval Authority	Vice-Chancellor
Approval Date	27th October 2014
Expiry Date	To Be Advised
Responsible Executive	Kean Selway Chief Operating Officer +61 3 52278588
Implementation Officer	Chris Jones Executive Director, Campus Services +61 3 52271246
Enquiries Contact	Tamara Chalmers Director, University Events and Logistics +61 3 92468987