

University Events Policy

Section 1 - Purpose

(1) The purpose of this Policy is to establish the requirements for the planning, production, execution and delivery of Macquarie University Events, including guidance on the Event Tier Categorisation model and the level of support provided by the Events and Domestic Protocol (EDP) Unit.

Background

(2) Events are critical to advancing Macquarie University's (the University) mission, delivering strategic value by recognising achievements, enhancing the student and staff experience, promoting academic excellence, and building relationships that attract prospective students, researchers, industry partners, and donors.

(3) This Policy, together with the [University Strategic Events Procedure](#) informs staff of the processes, roles, and support available through the EDP Unit to ensure the successful planning and execution of University Events.

Scope

(4) This Policy applies to all University Events.

(5) The Policy applies to all staff and students involved in University Strategic Events.

Section 2 - Policy

Strategic Events

(6) All Strategic Events must be managed, produced, and executed under the University's centralised events support framework, overseen by the EDP Unit.

(7) An event must meet the following requirements to be deemed a Strategic Event:

- a. engage one or more of the University's six "key groups" (funders, alumni, academic staff, professional staff, current students, future students, or industry partners); and
- b. meet at least one of the following Strategic Event Criteria:
 - i. be revenue generating, significant to the University's reputation, or a unique institutional event likely to attract public or media interest or high participation;
 - ii. be a University-wide or cross-faculty event;
 - iii. be a faculty-wide event;
 - iv. focused on student engagement or recognition; and/or
 - v. be classified as a special case such as a memorial service for staff or students, approved by the Vice-Chancellor; and
- c. be approved as a part of the Annual Events Calendar.

Event Tier Categorisation and Service Model

(8) Strategic Events are categorised into the following Event Tiers based on purpose, audience and institutional priority: Flagship, Tier 1, Tier 2, and Tier 3. These Tiers determine the scope and level of support provided by the EDP Unit outlined in the [Event Tier Categorisation Model](#).

Flagship and Tier 1 Events

(9) Flagship and Tier 1 Events are high-profile events critical to the University's reputation, recruitment, engagement, or fundraising. These events receive full event management support from the EDP Unit, including but not limited to strategic planning, logistics, protocol, communications, creative services, and onsite operations.

(10) Flagship Events are high-reputation, large-scale recurring events key to branding and institutional success. They are mandatory and critical events as part of business-as-usual operations.

(11) Flagship Events include cross-functional events synonymous with the University's brand and considered signature programs executed year-on-year.

(12) Tier 1 Events are events that drive revenue, recruitment, or donor-driven events. They include:

- a. Global and Domestic Student Recruitment events;
- b. Alumni events;
- c. Philanthropy events;
- d. Events targeting donors and where donors attend;
- e. Welcome events for future students and parents; and
- f. University-wide staff and current student events.

Tier 2 and Tier 3 Events

(13) Tier 2 and Tier 3 Events are focused on academic, community, industry, or internal engagement, typically self-managed by faculties, departments, or offices. These events receive limited EDP support, such as registration platforms, advisory guidance, and technology tools (e.g., EDP Zoom licenses, subject to availability).

(14) Tier 2 Events are knowledge-sharing or community engagement events, supported primarily with technology and advisory services. They include:

- a. Industry events (ticketed and non-ticketed);
- b. Academic-led conferences;
- c. Business events;
- d. Community events (ticketed and non-ticketed);
- e. Macquarie University Art Gallery events; and
- f. Webinars

(15) Tier 3 Events are internal or departmental events, generally self-managed with minimal advisory support. They include:

- a. Faculty/office-specific internal staff events;
- b. Faculty/office-specific current student events;
- c. Research updates; and
- d. Webinars

(16) Regardless of the Tier, all events must meet the Strategic Event Criteria and be included in the Annual Events Calendar to receive support.

Reputational Risk Considerations

(17) Any event identified as posing reputational risk to the University must involve consultation with the EDP Unit.

(18) Events with reputational risks include (but are not limited to):

- a. attendance by University Council, Executives, government representatives, or VIPs;
- b. generation of public or media attention;
- c. potential significant attendee numbers;
- d. security concerns; and/or
- e. high or excessive event production costs.

Other Events

(19) Activities not classified as Strategic Events will be managed independently by faculties, departments, or offices (i.e., without EDP Unit production support). Examples include:

- a. internal meetings or operational updates (e.g., staff training);
- b. informal gatherings or individual staff recognition (e.g., birthdays, retirements); and
- c. student-run activities or club-driven initiatives.

Budget Responsibilities

(20) Event Owners remain responsible for all allocated event budgets, including development, monitoring, and expenditure.

(21) For Flagship and Tier 1 Events, the Events and Domestic Protocol Unit will:

- a. seek cost approval from Event Owners before incurring expenses;
- b. maintain a real time budget report and owners will be advised of any budget impacts; and
- c. reconcile event budgets post-event with an actual versus estimated breakdown.

Timeline

(22) The EDP Unit will provide support only for events submitted in adherence to the planning deadlines outlined in the [Event Content and Technology Guide](#).

(23) Where deadlines are missed, the Director, Events and Domestic Protocol, will determine the level of support provided, and this may include additional costs or alternative arrangements (e.g., external event contractors, self-service models, or postponement).

Section 3 - Procedures

(24) Refer to the [University Strategic Events Procedure](#).

Section 4 - Guidelines

(25) Nil.

Section 5 - Definitions

(26) The following definitions apply for the purpose of this Policy:

- a. Annual Events Calendar means a comprehensive list of approved Strategic Events submitted by faculties and departments and scheduled for EDP Unit support in the following year.
- b. Event Owners means University staff members responsible for planning and managing individual events in consultation with the EDP Unit as required.
- c. Other Event means an event of localised value to individual faculties or departments that does not meet the Strategic Event Criteria.
- d. Strategic Event means a planned, institutionally significant event that meets the Strategic Event Criteria outlined in this Policy.
- e. University Event means an organised activity representing the University to an internal or external audience.

Status and Details

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Responsible Executive	Eric Knight Deputy Vice-Chancellor (People and Operations)
Responsible Officer	Samantha Hassan Director, Events and Domestic Protocol
Enquiries Contact	Samantha Hassan Director, Events and Domestic Protocol