

Engagement Blueprint

Purpose + scope

Engagement is entrenched in CQUniversity's purpose, vision, values, strategic plan and organisational structure. Good engagement is integral to our operations and allows us to identify opportunities and deliver impactful outcomes for stakeholders.

Engagement in the CQUniversity context covers the ways in which we interact, develop and maintain mutually beneficial relationships with internal and external audiences. CQUniversity defines engagement as developing and maintaining relationships and working in collaboration with our stakeholders, including staff, students, communities, governments and industries, to improve social, environmental and economic outcomes for all Australians.

This Engagement Blueprint is a strategic document that articulates CQUniversity's approach and commitment to fostering meaningful relationships with key stakeholders. It serves as a framework to ensure best practice in managing the diverse interactions between CQUniversity representatives and their stakeholders.



Engagement goal

To meaningfully and authentically engage with all internal and external stakeholders, whether in-person or online, and to consistently reinforce our university's purpose, vision and values through every engagement.

PURPOSE

To provide world-class, inclusive education, training and research opportunities to our students, partners and communities across Australia and internationally.

VISION

To be Australia's most accessible and supportive university, connecting our regions to the world through innovative education, training and research excellence.

VALUES

ENGAGEMENT

We recognise that authentic engagement with our communities, industries, stakeholders and students is an inseparable feature of our social purpose.

CAN DO

We have the skills, vision and courage to achieve anything. We support one another to seize opportunities and overcome challenges.

OPENNESS

As individuals and as a university, we build trust by acting with integrity and embracing open and honest dialogue.

LEADERSHIP

We value leadership as a quality embedded within every role at CQUniversity, and recognise that initiative, collaboration, accountability and daring to be different define our success as leaders.

INCLUSIVENESS

We value accessible education as an undeniable human right afforded to any person who aspires to it, anchored by a shared sense of equity, kindness and humanity.

Why we engage

Good engagement is linked to all of the University's strategic pillars and priorities as part of the Strategic Plan 2024–2028, *We Change Lives*.

WE ENGAGE TO:

- › Live by our university value statements.
- › Realise mutually beneficial outcomes between the University and our stakeholders.
- › Elevate institutional reputation.
- › Achieve strategic priorities.
- › Advance, grow and maintain our partnerships and operations.
- › Deliver impactful outcomes for communities and industries.
- › Create and realise opportunities for staff, students and alumni.

- › Amplify our efforts and outcomes through partnership principles.
- › Share our stories and celebrate our achievements.
- › Create positive change in the communities we serve (and beyond).
- › Promote the transformational power of training, education and research.

Principles of engagement

As one of CQUniversity's core values, engagement supports all operations and activities carried out by the organisation. To effectively engage with stakeholders, engagement at CQUniversity should be:

- › **Authentic:** engagement is genuine, honest and meaningful.
- › **Considered:** strategic priorities are considered, and key messages and reputation points are reinforced and repeated.
- › **Organised:** engagements are outcomes focused, delivered with purpose, and structured so action items and next steps are determined.
- › **Professional:** whether internal or external, interactions are positive, constructive, consistent and convey our organisational values. Information is always presented in line with brand and style guidelines. Every effort is made to deliver exceptional service and experiences, and our people present professionally, follow-up and interact expertly.
- › **Transparent:** expectations are clear and realistic, and interactions conducted openly and honestly.
- › **Inclusive:** stakeholder needs are considered and included in relevant engagements. Content accessibility principles are applied wherever possible.
- › **Relevant:** engagements are timely and aligned to the University's vision, values and strategic plan.
- › **Consistent:** stakeholders will receive consistent experiences when engaging with representatives from CQUniversity, regardless of the representative's role, operational area or the nature of the interaction. Representatives will act professionally, endeavour to provide answers, deliver outcomes and reflect university values.
- › **Sustainable:** engagements are undertaken in such a way that they provide value to all parties involved, over and above investment of resources, time and effort. Engagement activities should also be underpinned by the ability to sustain the organisational relationship outside individual people or relationships.

Engagement guidelines

This Engagement Blueprint serves as a critical tool in connecting all areas of the University, ensuring that our focus remains on meeting the needs of our internal and external stakeholder groups. Through this, we will strengthen our reputation and fulfill our civic responsibility as a regional, dual-sector university by ensuring meaningful and impactful engagement with our stakeholders.

The guidelines for engagement within this blueprint are modelled off the IAP2 Public Participation Spectrum, which offers a structured framework for the University to strategically approach stakeholder engagement. It guides us in evaluating not only the reasons for engaging with stakeholders but also the depth of their involvement in various engagement activities. The spectrum can be used to assess the appropriate level of engagement based on specific factors, including the goals of the engagement, timelines, resources and intended outcomes.

Beyond clarifying the mechanics of engagement, the IAP2 framework articulates the commitments we make to stakeholders at each level of participation. This well-established framework is widely recognised and referenced in community engagement best practice, ensuring our approach aligns with industry standards.

SPOT Culture

These guidelines directly align with CQUniversity's existing SPOT (Solution, Personalise, One University, Trust) Culture program that aims to drive a consistent service excellence mindset, behaviours and practices across the University. The SPOT Culture philosophy was developed to ensure all CQUniversity staff put customers (or stakeholders) at the forefront, providing a consistent and excellent experience everytime.

Internally, a strong service excellence culture helps to break down silos, build cross-team collaboration and innovation, empower employees to take responsibility, and improve employee engagement and satisfaction. Externally, a strong service excellence culture that prioritises the experience of all stakeholders will build our reputation, increase our repeat customers and lower attrition, and set us apart from other providers in a highly competitive market.

Goal		Promise
INFORM	Provide stakeholders with open, honest and clear information that will help them to understand and act.	We will keep stakeholders informed.
CONSULT	Encourage, invite and accept feedback and apply this to activities and projects where possible.	We will listen and consult genuinely. Decisions and actions will be clearly communicated.
INCLUDE	Include all relevant stakeholders in engagement and decision-making activities, and ensure stakeholders have no accessibility barriers in place.	We will not intentionally exclude stakeholders and we will apply best practice accessibility standards to the ways in which we deliver messages and communicate.
COLLABORATE	Partner with stakeholders to reach agreement, identify and deliver plans, and apply alternatives where necessary.	We will acknowledge and embrace alternative views and work with stakeholders to reach an understanding and agree on the way forward.
EMPOWER	Provide stakeholders with the information, tools and resources they need to understand information and situations and take action when needed.	We will provide stakeholders with what they need to make decisions and take actions.
DELIVER	Communicate clearly during decision-making processes and the delivery of activities and projects. Be clear, realistic and honest about expectations.	We will act with purpose and keep stakeholders informed about the progress and status of deliverables and their outcomes.

Messaging

Key messages

- › As a leading regional university, CQUniversity's strategic mission is driven by the needs of the communities and industries where our campuses and students are located, ensuring access to world-class education, training and research.
- › CQUniversity is Australia's most inclusive university, serving one of the highest percentages of students from underrepresented backgrounds including low-socioeconomic, first in family, regional and remote, mature age and First Nations.
- › As a dual-sector university, CQUniversity proudly celebrates student success at every level, from Certificate I to PhD.
- › CQUniversity's research is recognised as world-class, making a significant impact locally, nationally and globally.
- › CQUniversity sets the benchmark for university engagement and collaboration with communities and industry.
- › CQUniversity pioneered distance and online education in Australia. With half a century of experience in this space, we provide access to education for students regardless of their background or location.

Employee value proposition

At CQUniversity Australia, we have an unbreakable belief that quality education, training and research should be available to everyone – regardless of background, location or life circumstances. If you share our ethos, you will be inspired, challenged and rewarded on a daily basis. We will provide you with genuine flexibility, generous benefits, professional development and practical resources so you can do what you do best. You will play a part in transforming people's lives in ways that many of them have only dreamed of – that's a priceless reward in itself.

Summarised simply, we believe that as employees of CQUniversity, our jobs change lives.

This statement embodies our culture and forms the basis for how we promote ourselves as an employer to prospective staff.

Strategic messages

PEOPLE

- › Our people are our purpose, and their success is the University's legacy. We recognise that we need to create transformative opportunities, foster the talents and enhance the potential of staff, students, alumni and communities.
- › CQUniversity is committed to creating an environment of lifelong learning where people feel empowered and proud to learn, work and grow.

PLANET

- › We recognise that the planet is in our hands and that we need to contribute positively to our world by embedding sustainability, enhancing our digital and physical campus footprint and driving research and innovation to address the challenges of our time.
- › We are committed to advancing our stewardship to ensure a sustainable future for the University and, in turn, build sustainable regions through our presence and research that aligns with societal needs. We are focused on striking the right balance with our investment decisions to ensure a positive impact on the planet.

PARTNERSHIPS

- › CQUniversity recognises that we need to actively connect and collaborate to share knowledge and ideas that drive impact with mutual and wider benefit for our regions and the world.
- › CQUniversity is committed to collaborating with stakeholders to build strong and thriving regions.
- › CQUniversity is dedicated to listening to, and working with, Australia's First Nations Peoples to strengthen our relationships with the custodians of the lands and communities we serve.



External engagement

CQUniversity's reputation

CQUniversity ranks among some of the world's best universities in several well-recognised and trusted university ranking systems. Our belief that higher education should be accessible has influenced our reputation as one of Australia's most accessible and engaged universities. Through the application of this blueprint, we seek not only to manage and maintain the University's reputation but to elevate and magnify success stories, impact and a point of difference.

CQUniversity's key points of difference and reputational highlights include:

- › A long history of distance and online education delivery.
- › A national reach with established campuses and several delivery site partnerships.
- › Queensland's first and only dual sector university.
- › Consistently high results when it comes to student support and graduate outcomes.
- › A commitment to, and focus on, sustainability and social innovation.
- › Flexible and supportive learning environments.
- › An applied research agenda with a focus on delivering solutions and outcomes to the communities and industries in the regions we serve.
- › A deep respect of First Nations Peoples, history and knowledge and a commitment to reconciliation.

CQUniversity's social licence

As a regional university, CQUniversity holds a strong obligation to provide access to high-quality training, education and research to the communities it serves. Meaningful, authentic and outcome-driven engagement with communities and industry is fundamental to the University's social licence and ensuring sustainable and effective operations. The core elements of CQUniversity's social licence are:

- 1. Collaboration and impact:** CQUniversity is committed to actively engaging with local communities, understanding their needs and incorporating their feedback into university policies, programs and initiatives. Regular consultation with students, staff, industry partners and community members, along with partnerships with businesses, government agencies and educational institutions, ensures alignment with community needs and strengthens the University's reputation as a cooperative and responsible institution.
- 2. Transparency and accountability:** Open and clear communication about CQUniversity's decision-making processes, financial management and strategic vision is crucial for building trust and understanding among stakeholders. Transparent reporting on achievements, challenges and areas for improvement fosters credibility and long-term trust.
- 3. Sustainability and ethical practice:** CQUniversity operates with integrity, prioritising environmental sustainability, financial responsibility, cultural sensitivity and social inclusion. The University is committed to ethical practices that support the wellbeing of the community and the environment.

4. Learning and respect: The University's operations are grounded in a strong commitment to learning and respect. This includes honouring Indigenous knowledge, embracing diversity and equity and fostering partnerships that support lifelong learning and research.

5. Social impact and innovation: CQUniversity demonstrates its value to the broader community through innovative strategies and programs that address local, national and global challenges, driving positive social impact and fostering a culture of innovation.

CQUniversity's commitment to accessibility

As part of our commitment to engagement, CQUniversity will ensure that its resources, content and messages are accessible to all audiences, regardless of background or ability. CQUniversity is dedicated to best practice by:

- › Adopting inclusive content design that considers the diverse needs of all users.
- › Delivering communication through a multi-modal approach to reach different audiences.
- › Continuously engaging with users to understand their needs and improve accessibility.
- › Adhering to established accessibility standards to ensure compliance and inclusivity.
- › Applying a continuous improvement approach to communication, equipping those involved with the tools, knowledge and skills needed to meet and exceed best practice standards.

Cultural competency

Cultural competency encompasses cultural awareness and cultural safety, along with a set of acquired skills and strategies for working confidently with First Nations stakeholders. For culturally competent learning and teaching, staff and students need to engage at the individual level, which involves more than just displaying tolerance towards First Nations peoples. It requires reflexive practice and critical evaluation of individual values and beliefs, as well as challenging the broader norms and values of society that relate to equality, discrimination and social justice. Cultural competent engagement requires individuals to listen, learn so that they can behave in a way that meaningfully includes and respects First Nations and cultural diverse stakeholders. At an institutional level this is reliant on three inter-related dimensions, including:

- › Individual: acquiring the knowledge, skills and attributes that enable individuals to work and communicate with diverse colleagues and stakeholders.
- › Professional: continuous learning and professional development supported by standards that inform workplace behaviour and strong performance management.
- › Organisational: building capabilities and resources to meet client diversity, and an environment that values and instils cultural competency as integral to business.

Engagement leaders should continuously aim to grow their knowledge and be open to new learnings and ideas.

Process of engagement

Best practice engagement at CQUniversity is informed by our university values, strong communication and internal collaboration. Before we can engage with external stakeholders we must consider, include and respect our peers and colleagues. As members of the CQUniversity community we will engage internally by:

- › Breaking down institutional silos by reaching out and collaborating with experts in different operational areas.
- › Proactively seeking out information and advice.
- › Communicating clearly and transparently.
- › Setting realistic expectations for outcomes.
- › Working together to develop and realise shared goals.
- › Asking questions and sharing ideas.
- › Applying a solutions-focused approach to all challenges and barriers.
- › Working within our Communications Charter.

When engaging with external stakeholders, CQUniversity representatives must consider the following:

- › The purpose and objectives of the engagement.
- › Past or current interactions with the stakeholder.
- › Existing engagement priorities with the stakeholder.
- › The designated university engagement leader for the stakeholder.
- › How to collaborate with the current engagement leader or leverage existing relationships.
- › The method and tone of communication with the stakeholder.
- › How engagement progress will be measured and tracked.
- › How the engagement aligns with the University's strategic engagement priorities.

Before initiating any engagement with external stakeholders, it is crucial to consult the engagement leaders for the relevant stakeholder group to develop and implement an effective engagement plan.

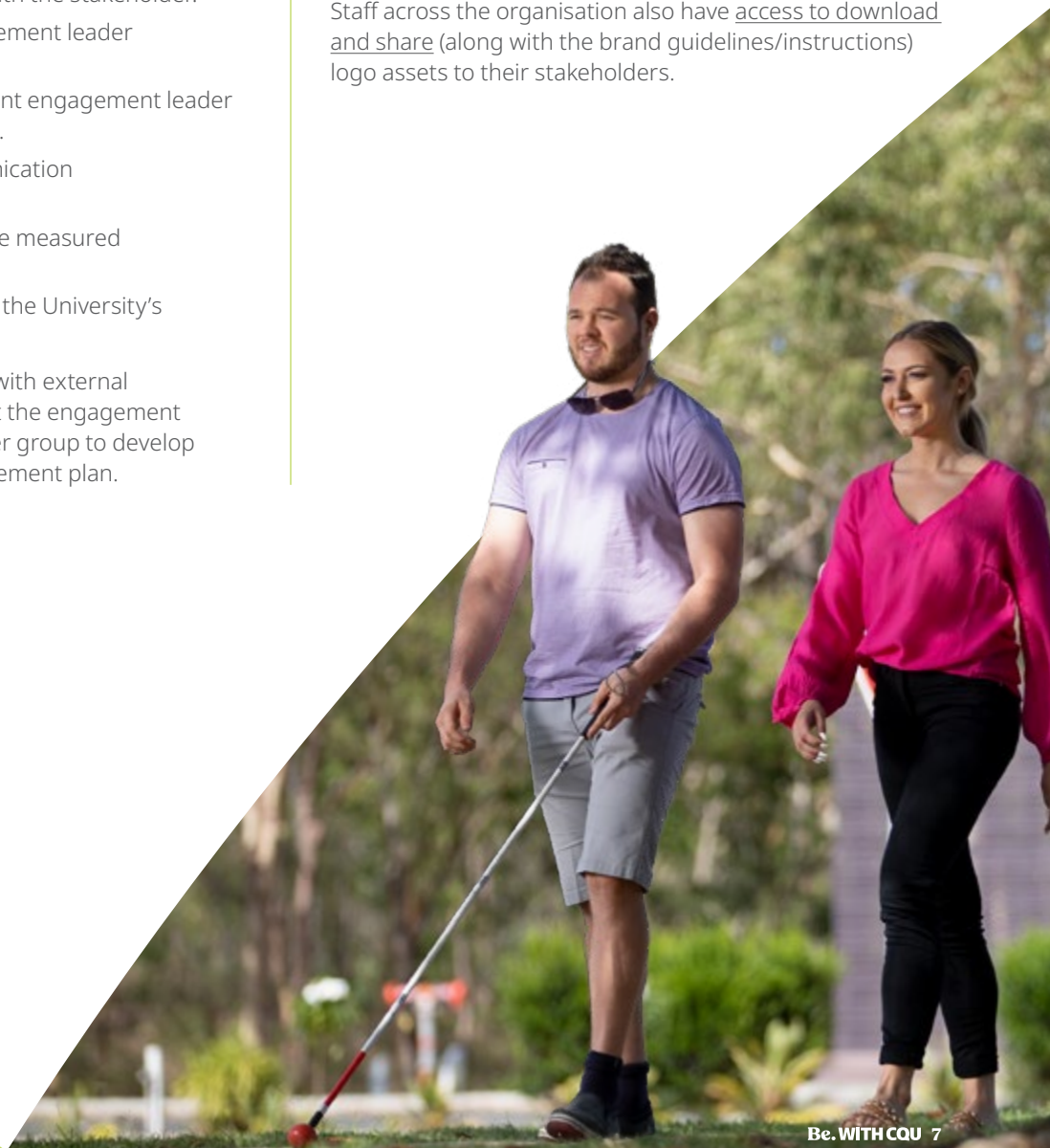
Institutional brand application

CQUniversity's brand

What 'brand image' means: it's the culmination of a brand's logo, colours, fonts, graphics, imagery and messaging. It's how a brand is perceived by its audience and because of this, cultivating a distinctive and positive brand image is critical.

The University has a clear strategic charter set out in our vision to be 'Australia's most accessible and supportive university'. The way we apply our brand across our promotions, communications and various administrative assets and the scalability and legibility at which we do this must ensure that our design applications help to deliver on the strategic charter and brand promise.

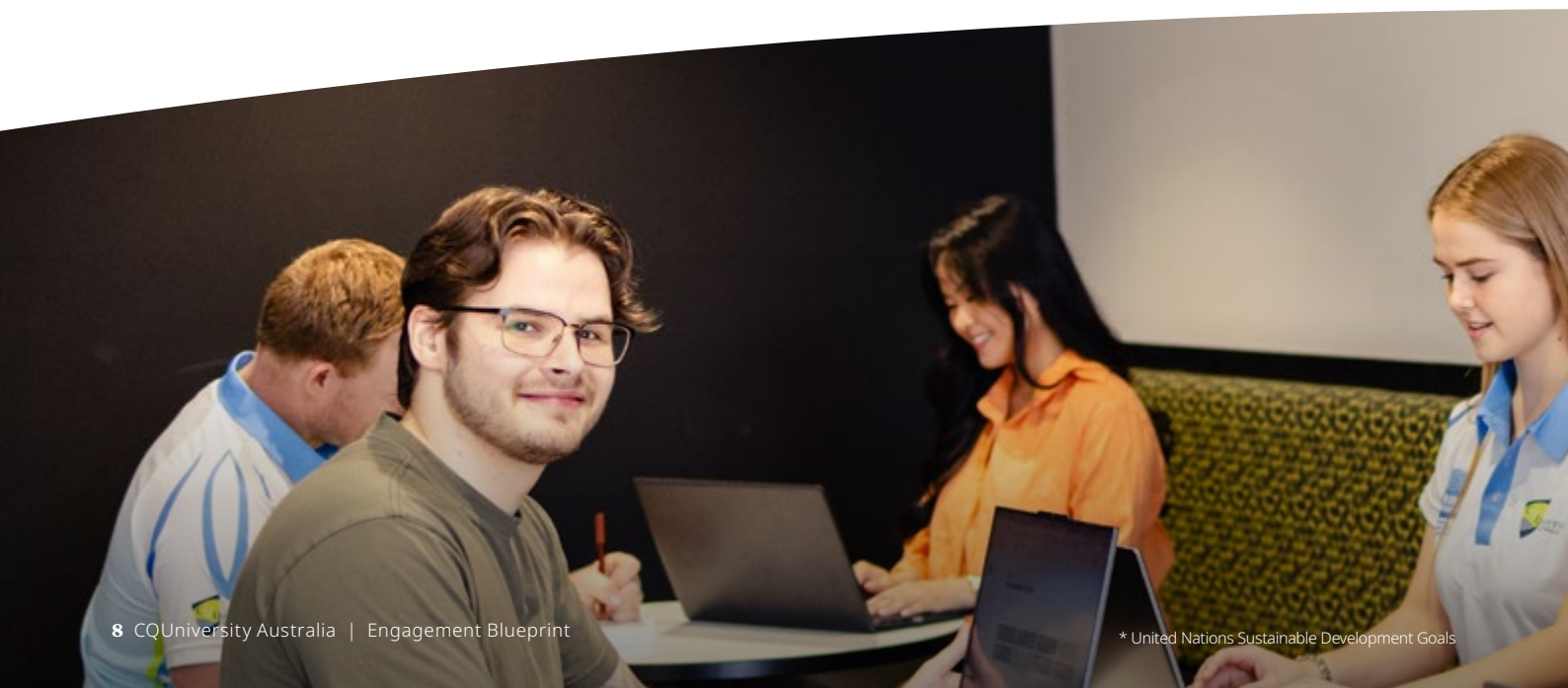
From an engagement perspective, where appropriate, the University needs to ensure that its relationship with external stakeholder groups and commercial arrangements are clearly identified and communicated as part of our wider brand and marketing efforts. To ensure the quality and consistency of this approach, the University maintains clear and easy to apply [brand guidelines](#), which provide excellent instruction on how to apply our brand when co-branding. Staff across the organisation also have [access to download and share](#) (along with the brand guidelines/instructions) logo assets to their stakeholders.



Key audience engagement

Internal engagement

Audiences	› Current staff › Past staff › Prospective talent › Adjunct staff › Council members › External committee members
Core commitment	› We recognise that we need to create transformative opportunities, foster the talents and enhance the potential of staff. › We aspire to recruit and retain exceptional talent who are committed to the vision and values of the University.
Engagement objectives	› Increase staff satisfaction and retention. › Improve staff engagement and collaboration across operational areas. › Improve the flow of information and sharing of expertise between operational areas. › Empower people to share information. › Increase prospective talent pools and responses to recruitment opportunities. › Increase First Nations employment and retention. › Foster a culture of recognition and appreciation for staff achievements. › Promote continuous professional development and upskilling opportunities. › Attract and retain exceptional talent who possess diverse skill sets and knowledge. › Create a supportive culture that values innovation, service excellence, and health and wellbeing.
Engagement leader/s	› Vice-Chancellor and President › Vice-Presidents › Executive Director, People and Culture › Chief of Staff › University supervisors
Strategic alignment	PEOPLE PLANET PARTNERSHIPS
Related policies and processes	› Council Charter › Communications Charter › CQUniversity Strategic Plan 2024–2028, We Change Lives › Code of Conduct
SDG* alignment	5 GENDER EQUALITY 8 DECENT WORK AND ECONOMIC GROWTH 16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Key audience engagement

Student engagement

Audiences	› Prospective students › Higher education students (UG / PG) › Pathway students › VET students › RHD students
Core commitment	› CQUniversity is committed to creating an environment of lifelong learning where people feel empowered and proud to learn, and where every student has the same opportunity and resources to succeed.
Engagement objectives	› Better segmentation and targeting of student communication and initiatives to drive engagement and personalisation. › Increase student engagement with learning and teaching. › Improve student experience, retention and success outcomes. › Increase student numbers. › Improve student connection and affinity with the University and the brand. › Promote student wellbeing and mental health support services. › Foster student leadership and extracurricular participation. › Support the success of First Nations students. › Support the success of equity and under represented students.
Engagement leader/s	› Vice-President, Student Success › Vice-President, Academic › Director, Global Brand and Marketing › Director, Student Central › Deans of Schools Manager › Student Communications
Strategic alignment	PEOPLE PARTNERSHIPS
Related policies and processes	› Student Communications Policy and Procedure › Student Charter › Social Media Policy and Procedure
SDG⁺ alignment	4 QUALITY EDUCATION 5 GENDER EQUALITY 8 DECENT WORK AND ECONOMIC GROWTH 10 REDUCED INEQUALITIES 16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Key audience engagement

Indigenous engagement

Audiences	› First Nations staff › First Nations students and prospective students › First Nations alumni › First Nations community members and families › Indigenous organisations › Indigenous local governments › Indigenous-specific government departments › Indigenous leaders and change-makers
Core commitment	› CQUniversity is dedicated to listening to and working with Australia's First Nations Peoples to build and strengthen our relationships with the custodians of the lands where our campuses are located, ensuring that our education and research activities contribute positively to Aboriginal and Torres Strait Islander communities.
Engagement objectives	› Increase First Nations staff representation. › Increase the opportunity for prospective Indigenous students and their support networks to engage with CQUniversity. › Foster deeper and more authentic collaboration with First Nations Peoples, communities and organisations to drive meaningful outcomes. › Develop methods to embed Indigenous knowledges and perspectives into curriculum and research. › Enhance First Nations cultural intelligence and competency across the University community. › Undertake world-class impactful research in collaboration with First Nations communities.
Engagement leader/s	› Vice-Chancellor and President › Vice-President, Indigenous Engagement › Chief of Staff › Research organisation directors › Associate Vice-Presidents
Strategic alignment	PEOPLE PARTNERSHIPS
Related policies and processes	› First Nations Community Engagement: Industry Guide Phase I › First Nations Research Strategy › First Nations Workforce Strategy › Reconciliation Action Plan › First Nations Cultural Competency Framework › First Nations Education and Student Success Strategy (draft) › First Nations Curriculum Framework (draft) › First Nations Engagement Strategy (pending)
SDG* alignment	4 QUALITY EDUCATION 8 DECENT WORK AND ECONOMIC GROWTH 10 REDUCED INEQUALITIES 16 PEACE, JUSTICE AND STRONG INSTITUTIONS 17 PARTNERSHIPS FOR THE GOALS

Key audience engagement

Regional engagement

Audiences

- › Local education providers
- › Community and business organisations
- › Local government
- › Government agencies
- › Local political members and candidates
- › Commercial service providers (on-campus)

Core commitment

- › CQUniversity seeks to deliver courses and research that create a positive impact within the regions we serve.

Engagement objectives

- › Increase collaboration and engagement opportunities with local organisations.
- › Enhance partnerships with local schools and RTO's to support educational pathways.
- › Drive community interactions with campuses.
- › Increase opportunities for prospective students to engage with CQU.
- › Foster local economic development through targeted initiatives.
- › Build partnerships with local governments and agencies to align educational and research activities with regional priorities.
- › Realise and enact opportunities for campus activation and co-location with regional partners.

Engagement leader/s

- › Vice-Chancellor and President
- › Vice-Presidents
- › Chief of Staff
- › Director, Global Brand and Marketing
- › Associate Vice-Presidents
- › Deans of School

Strategic alignment

PEOPLE

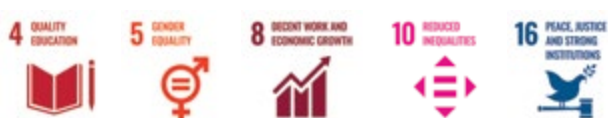
PLANET

PARTNERSHIPS

Related policies and processes

- › Media Relations Procedure
- › Partnerships Policy and Procedure
- › Sponsorship Policy and Procedure

SDG* alignment



Key audience engagement

Research engagement

Audiences	› Research staff › RHD students › Prospective RHD students › Industry partners › Government partners › Funding bodies › Rankings organisations › Media
Core commitment	› CQUniversity's focus on practical, applied research sees it deliver real-world solutions that make a difference to our communities both locally and globally.
Engagement objectives	› Increase global rankings results. › Increase research collaboration opportunities. › Increase RHD student opportunities. › Strengthen research partnerships with industry and community organisations to drive innovation. › Increase media engagement to showcase research achievements and impact. › Secure additional funding and grants for research initiatives. › Promote interdisciplinary research efforts that address key global challenges.
Engagement leader/s	› Vice-President, Research › Director, Research Office › Dean, School of Graduate Research › Research organisation directors › Deputy Director, Corporate Communications
Strategic alignment	PEOPLE PLANET PARTNERSHIPS
Related policies and processes	› Code of Conduct for Research › Open Access for Research Outputs › Media Relations Procedure
SDG* alignment	ALL SUSTAINABLE DEVELOPMENT GOALS



Key audience engagement

Political engagement

Audiences

- › Local, State and Federal Government politicians
- › Local political members and candidates (and staff)
- › Government departments and agencies

Core commitment

- › CQUniversity is committed to working with government at all levels to deliver positive outcomes and opportunities within the communities we serve.

Engagement objectives

- › Increase government funding commitments for CQUniversity projects.
- › Strengthen the University's reputation and political capital through our power of place.
- › Build and maintain strong relationships with key political figures and government agencies.
- › Advocate for policies and initiatives that align with the University's strategic priorities.
- › Elevate the profile of CQUniversity as a leader in education, research and community engagement.
- › Ensure consistent and transparent communication with political stakeholders about the University's contributions and needs.

Engagement leader/s

- › Vice-Chancellor and President
- › Vice-Presidents
- › Chief of Staff
- › Political Relations Advisor
- › Associate Vice-Presidents

Strategic alignment

PARTNERSHIPS

Related policies and processes

- › Code of Conduct
- › Partnerships Policy and Procedure

SDG* alignment



Key audience engagement

Industry engagement

Audiences	› Industry bodies › Work integrated learning providers › Regional businesses and service providers › Government departments and agencies › Suppliers and vendors › Industry professionals
Core commitment	› CQUniversity works closely with industry partners across our national footprint to deliver skilled professionals and find solutions for regional challenges.
Engagement objectives	› Strengthen partnerships with industry to co-design programs and ensure industry relevance. › Expand work-integrated learning opportunities for students across all disciplines. › Increase collaboration on research projects that address key industry challenges. › Facilitate the transfer of knowledge between the University and industry partners. › Drive on-campus integration to support a truly engaged campus footprint. › Support local and regional businesses in addressing skill shortages through targeted VET, higher education, short course and bespoke programs.
Engagement leader/s	› Vice-Chancellor and President › Vice-Presidents › Chief of Staff › Director, Facilities Management › Associate Vice-Presidents › Directors, Research Organisations › Deputy Vice-President, VET Operations and Corporate Training Solutions › Deans of Schools
Strategic alignment	PLANET PARTNERSHIPS
Related policies and processes	› Procurement Policy and Procedure › Partnerships Policy and Procedure
SDG* alignment	8 DECENT WORK AND ECONOMIC GROWTH 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 10 REDUCED INEQUALITIES 11 SUSTAINABLE CITIES AND COMMUNITIES 17 PARTNERSHIPS FOR THE GOALS



Key audience engagement

Alumni engagement

Audiences	› Alumni from all course levels offered at CQUniversity.
Core commitment	› CQUniversity is proud of the achievements of its more than 130 000 global alumni and the impact they are making in their careers, industries and communities. › We are committed to staying connected with our alumni and supporting their continued growth and success.
Engagement objectives	› Increase levels of post-graduation engagement and study with CQUniversity. › Inform development of appropriate and meaningful alumni content and programs to drive engagement outcomes. › Improve alumni connection and affinity with the University and the brand. › Increase opportunities to engage with CQUniCares. › Foster ongoing professional development and lifelong learning opportunities for alumni. › Cultivate a global alumni network that supports mentorship, industry connections and reputational advancement.
Engagement leader/s	› Vice-President, Student Success › Director, Global Brand and Marketing › Deputy Director, Alumni Relations and Advancement Services
Strategic alignment	PEOPLE PARTNERSHIPS
Related policies and processes	› Alumni Communication Policy › Alumni Awards Procedure › CQUniCares Alumni Development Fund Procedure
SDG* alignment	4 QUALITY EDUCATION 8 DECENT WORK AND ECONOMIC GROWTH 16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Key audience engagement

Philanthropic engagement

Audiences	› Current and perspective individual donors › Current and perspective industry donors
Core commitment	› By giving to CQUniversity, you are partnering with Australia's most engaged university. Through your donation, you are building our shared regions and enabling life-changing education, research, social innovation and growth.
Engagement objectives	› Increase awareness around the benefits of 'giving back', and/or 'paying it forward'. › Strengthen philanthropic activity through the cultivation of long-term relationships with supporters. › Expand opportunities for workplace giving participation and support. › Enhance philanthropic opportunities to support University priorities. › Showcase the transformative impact of philanthropy on students, research and communities through engaging and transparent communication.
Engagement leader/s	› Chancellor › Vice-Chancellor and President › Chief of Staff › Deputy Director, Philanthropy › Associate Vice-Presidents › Research organisation directors
Strategic alignment	PEOPLE PLANET PARTNERSHIPS
Related policies and processes	› Partnerships Policy and Procedure › CQUniCares Academic Prices Procedure › CQUniCares Alumni Development Fund Procedure › Fundraising and Acceptance of Donations Policy and Procedure
SDG* alignment	1 NO POVERTY 4 QUALITY EDUCATION 8 DECENT WORK AND ECONOMIC GROWTH 10 REDUCED INEQUALITIES 16 PEACE, JUSTICE AND STRONG INSTITUTIONS 17 PARTNERSHIPS FOR THE GOALS



Key audience engagement

International engagement

Audiences

- › International students
- › Prospective international students
- › International agents
- › International university partners
- › International research partners

Core commitment

- › CQUniversity is committed to fostering a diverse and globally connected community by providing high-quality education and research opportunities to students and partners worldwide. Our international collaborations drive innovation, cultural exchange and global impact.

Engagement objectives

- › Increase CQUniversity's appeal as a university of choice for international students.
- › Strengthen partnerships with international universities to enhance global research collaboration and student exchange programs.
- › Expand the network of international agents to better reach diverse markets.
- › Improve support services for international students to ensure a seamless transition to university life.
- › Enhance the global reputation of CQUniversity through international rankings and partnerships.

Engagement leader/s

- › Vice-Chancellor and President
- › Vice-Presidents
- › Director, International
- › Director, Global Brand and Marketing

Strategic alignment

PEOPLE

PLANET

PARTNERSHIPS

Related policies and processes

- › Hosting International Delegations Guideline
- › Partnerships Policy and Procedure
- › Sponsorship Policy and Procedure
- › Foreign Interference Policy and Procedure

SDG* alignment



Key audience engagement

Sector engagement

Audiences	› Sector representative bodies › Accreditation bodies › Universities › RTOs
Core commitment	› CQUniversity actively engages with sector representative bodies and accreditation agencies to ensure our programs meet the highest industry standards and contribute to the advancement of the education and training sector in Australia and globally.
Engagement objectives	› Strengthen relationships with sector peak bodies to influence policy and practice within the higher education and VET sectors. › Ensure all programs meet accreditation standards. › Collaborate with other universities and TAFEs to drive innovation in education and training. › Lead sector-wide initiatives that promote excellence in teaching, learning and research. › Advocate for the needs of regional and remote universities within the sector.
Engagement leader/s	› Vice-Chancellor and President › Vice-Presidents › Chief of Staff › Deputy Vice-President, VET and Business Development › Deputy Vice-President (EQID) › Deans of Schools
Strategic alignment	PEOPLE PLANET PARTNERSHIPS
SDG⁺ alignment	4 QUALITY EDUCATION 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Key audience engagement

Media engagement

Audiences	› Australian and international media organisations and contacts
Core commitment	› CQUniversity values transparent and proactive communication with the media to enhance public understanding of the University's achievements, initiatives and contributions to education, research and community development.
Engagement objectives	› Strengthen relationships with local, national and international media to increase positive coverage of CQUniversity's achievements and initiatives. › Position CQUniversity and appropriate staff as thought leaders and as trusted sources on education and research topics. › Increase the visibility of CQUniversity's research impact and student success stories in the media. › Enhance media engagement during major university events and announcements. › Build media literacy and capacity among university staff to effectively engage with journalists. › Utilise social media to amplify and elevate university stories and messages.
Engagement leader/s	› Vice-Chancellor and President › Chief of Staff › Deputy Director, Corporate Communications
Strategic alignment	PEOPLE PLANET PARTNERSHIPS
Related policies and processes	› Media Relations Procedure › Social Media Policy and Procedure
SDG* alignment	17 PARTNERSHIPS FOR THE GOALS 



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Published by CQUniversity Australia
(Released January 2025).

CRICOS: 00219C | TEQSA: PRV12073 | RTO: 40939 | J_BK_25240