

UNIVERSITY OF MELBOURNE
UNIVERSITY RELATIONS COMMITTEE

Meeting No. 1/2006 (31 May 2006)

REPORT TO COUNCIL – 5 June 2006

A. RECOMMENDATIONS

Nil.

B. REPORTS

1 Terms of Reference and Composition of the University Relations Committee

As this was the Committee's first meeting, the Committee noted its terms of reference and composition. It was noted that the Vice-Chancellor (after consulting the Chancellor) had nominated Mrs Maria Myers to join the Committee and she has accepted such appointment. He has invited another potential nominee to join the Committee but is awaiting a response. The Committee endorsed that approach and also agreed on a third nominee to be approached if the Vice-Chancellor concurs.

2 *Growing Esteem* – Knowledge Transfer

The Committee received a report on the implementation of the *Growing Esteem* Strategic Plan and in particular on the Knowledge Transfer elements of it. The Committee was advised of the work being carried out by the Knowledge Transfer Task Force, which has been established to address ways in which the University can develop a closer relationship with the non-academic world, primarily the community and industry. Consideration is being given to ways in which the capacity for those outside the University to search the University's web-site for expertise on particular matters can be extended. The Curriculum Commission is addressing Knowledge Transfer in its planning for the implementation of the Melbourne Model. Issues of ethics and of liability in relation to Knowledge Transfer are also under consideration.

The Committee also received a report on the University's marketing strategy.

3 Alumni Relations Strategy 2006

The Committee considered a report on the University's Alumni Relations Strategy. Matters being addressed include the definition of an alumnus, the evolving profile of the University's alumni, ways of improving communication with alumni, and the reinvigoration and extension of overseas and local alumni branches. The development of alumni interest groups is also being considered as a potential focal point for future activities. Benchmarking data on alumni management will be considered.

4 Proposed Advancement Strategy 2007 - 2011

The Committee considered the University's Advancement Strategy 2007 – 2011. The Committee also received a new brochure outlining the nature and purposes of the University Fund and the uses to which philanthropic gifts might be put. The Committee noted plans for

identifying and attracting potential donors. There are plans to develop stewardship and to improve relations with sponsors and donors.

The fund-raising benchmark is 7 – 8% of annual budget, which, at the University of Melbourne, is equivalent to a target of \$120m. The cost of fund-raising is substantial and is estimated at approximately 13.2% of the fund-raising revenue target. The present policy for the naming of buildings and facilities in response to donations (as reflected in Council Standing Resolution 3.27) is to be reviewed in conjunction with the Buildings and Estates Committee. The Committee will consider how the donation of cultural objects or other non-cash donations might be managed.

5 Cultural Policy Statement

The Committee discussed the University's draft Cultural Policy Statement. The University has the potential to be a leader in the area of cultural collections, and there needs to be an overall policy and strategy for managing cultural collections. Draft principles for the management of collections have been discussed with the managers of the various collections. The present range of the University's sponsorship activities is being reviewed and this may lead to the changing or discontinuation of the University's sponsorship of some external events or organizations. This would enable the diversion of funds to cultural collections that are short of funds.