

UNIVERSITY EVENTS PLANNING AND MANAGEMENT POLICY 2021

The Vice-Principal, External Relations, as delegate of the Senate of the University of Sydney, adopts the following policy.

Dated: 12 October 2021

Last amended:

Signature:

Name: Tania Rhodes-Taylor

Policy approver: Vice-Principal, External Relations

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1 Name of policy

This is the University Events Planning and Management Policy 2021.

2 Commencement

This policy commences on 1 November 2021.

3 Policy is binding

Except to the extent that a contrary intention is expressed, this policy binds the University, staff, students and affiliates.

4 Statement of intent

- (1) This policy:
 - (a) specifies requirements for planning and holding a University event;
 - (b) establishes approval arrangements for a University event;
 - (c) prohibits University events that are inconsistent with University policies or procedures; and
 - (d) supports the University's:
 - (i) [Strategic Plan](#); and
 - (ii) values of diversity and inclusion, openness and engagement, courage and creativity, and respect and integrity.

5 Application

- (1) This policy applies to:
 - (a) the University, staff, students and affiliates;
 - (b) affiliated entities and associated entities; and
 - (c) controlled entities.
- (2) This policy does not apply to:
 - (a) events held by external parties on University lands;
 - (b) events held by students associations;
 - (c) teaching or study activities;
 - (d) examinations; or
 - (e) internal business meetings that are attended by employees, contractors or subcontractors.

6 Definitions

affiliate has the meaning given in the [Code of Conduct – Staff and Affiliates](#), which at the date of this policy is:

means a clinical title holder, an adjunct, conjoint and honorary appointee, a consultant or contractor to the University, an office holder in a University entity, a member of any University Committee and any other person appointed or engaged by the University to perform duties or functions on its behalf.

- affiliated entity** has the meaning given in the [Associated and Affiliated Entities Policy](#), which at the date of this policy is:
- an entity in which the University has equal to or less than 20% representation on the entity's governing body or of its voting membership.
- associated entity** has the meaning given in the [Associated and Affiliated Entities Policy](#), which at the date of this policy is:
- an entity in which the University has equal to or less than 50% representation on the entity's governing body or of its voting membership.
- conference** means a formal meeting which:
- consists of multiple sessions, some of which may be concurrent;
 - is managed at faculty level or higher; and
 - includes external guests and speakers.
- controlled entity** has the meaning given in the [Controlled Entity Policy 2020](#) which at the date of this policy is:
- a person, group of persons or body over which the University has control.
- debrief meeting** means a meeting held after each event, where minutes are recorded, to discuss:
- the achievements of the event;
 - an assessment of the event against its aims and objectives;
 - whether any further actions are required; and
 - recommendations for future events.
- delegate** has the meaning given in the [University of Sydney \(Delegations of Authority\) Rule 2020](#), which at the date of this policy is
- means any person or entity to whom, or to which, a delegation has been made by Senate.
- event** means an occasion where people are gathered for a particular purpose, including, but not limited to:
- functions or hosting visitors;
 - ceremonies, launches or exhibitions;
 - conferences or meetings;
 - public lectures;
 - performances, concerts or other cultural or recreational activities;
 - festivals or celebrations;
 - markets; or
 - sporting events.

event approval	means approval to hold a proposed University event, as provided in clause 9.
event lead	means a person from an organisational unit who: <ul style="list-style-type: none">• is responsible for day-to-day contact with the Events Office;• creates records about an event as required by the Recordkeeping Policy 2017; and• performs the functions provided in subclause 13(8).
event manager	means a person or group of persons responsible for managing and delivering an event, who will perform the functions provided in subclause 13(7).
event sponsor	means a University organisational unit holding or proposing to hold a Hallmark or Signature University event, that will perform the functions and discharge the responsibilities provided in subclause 13(6).
Events Office	means the organisational unit within the portfolio of the Vice-Principal (External Relations) that has responsibility for managing: <ul style="list-style-type: none">• Hallmark and Signature Events;• University conferences, in accordance with subclause 8(19); and• local events, in accordance with subclauses 8(16) and (17).
external event	means an event held on University lands exclusively by a party or parties external to the University e.g. a marriage ceremony or private or corporate function for which University lands are hired.
Hallmark Event	has the meaning provided in subclause 8(2).
important visitor	means a visitor who holds or held a significant position in one of the following environments: <ul style="list-style-type: none">• political;• social;• diplomatic;• religious;• cultural;• philanthropic; or• commercial.
local event	means an event held by an organisational unit which is not a Hallmark or Signature Event.

- Major Student Event** means an annual University-wide event which is essential to the student experience and has its own annual account codes with specific funding, e.g.:
- Open day;
 - Info day; and
 - Graduation ceremonies.
- organisational unit** means, as appropriate:
- a faculty;
 - University school;
 - professional services unit or other equivalent administrative unit; or
 - a centre established under the [Centres and Collaborative Networks Policy 2017](#).
- Principal Officer** has the meaning given in the [University of Sydney \(Delegations of Authority\) Rule 2020](#), which at the date of this policy:
- means any of:
- Vice-Chancellor and Principal;
 - Senior Deputy Vice-Chancellor;
 - Deputy Vice-Chancellor;
 - Vice-Principal;
 - General Counsel.
- Signature Event** has the meaning provided in subclause 8(8).
- student association** has the meaning provided in the [Student Associations Policy 2020](#), which at the date of this policy is:
- means any student representative organisation, student club, or student society (regardless of how they are named).
- Note:** Student representative organisations include:
- Sydney University Postgraduate Representative Association (SUPRA);
 - Sydney University Sport and Fitness Limited (SUSF);
 - University of Sydney Students' Representative Council (SRC); and
 - University of Sydney Union (USU).
- University event** means an event planned and managed by or in association with the University:
- whether or not on University lands; and
 - whether or not the University is publicly identified as a host.



University facilities means all areas on University lands which are available for events. This includes, but is not limited to:

- teaching spaces;
- meeting spaces;
- foyers;
- corridors; and
- outdoor areas.

University lands has the meaning given in the [University of Sydney \(Campus Access\) Rule 2009](#), which at the date of this policy is:

includes any land or roads occupied or used in connection with the University including the whole or part of any building or structure and any land or roads occupied or used in connection with the whole or part of any building or structure.

7 Principles

(1) A University event must:

- (a) have a clear objective;
- (b) be relevant to the University's strategic plan;

Note: See the [Strategic Plan](#)

- (c) align with the University's values;
- (d) have sufficient funding;
- (e) be approved in accordance with clause 9 of this policy;
- (f) have appropriate security services and emergency procedures;

Note: See [University emergencies and personal safety; University Emergency Response Plan](#).

- (g) meet health and safety requirements;

Note: See [Work Health & Safety Policy 2016; Alcohol Policy; Smoke-Free Environment Policy 2019](#)

- (h) not disrupt teaching or research activities;
- (i) not be illegal or bring the University into disrepute; and
- (j) comply with relevant University policies and procedures.

Note: See [Brand Policy 2015; Advertising on Campus policy; Traffic and Parking Policy 2012; Code of Conduct – Staff and Affiliates; Charter of Freedom of Speech and Academic Freedom; Sponsorship Policy 2018; Procurement Policy 2019](#).

- (2) The Vice-Chancellor may, by written determination, impose restrictions on the use of University facilities or lands for University or external events, including:
- (a) the types of proposed activities which may be undertaken;
 - (b) the purpose of an event; and
 - (c) the sponsor of an event; or
 - (d) the holder of a proposed external party event.

Note: See the [Sponsorship Policy 2018](#).

- (3) The Vice-Chancellor must exercise their discretion to restrict an event in 7(2) in accordance with the [Charter of Freedom of Speech and Academic Freedom](#).

8 Event types

- (1) The University classifies events as follows.

- (a) University events:
- (i) Hallmark Events;
 - (ii) Signature Events;
 - (iii) Major Student Events;
 - (iv) University conferences; or
 - (v) local events;
- or

- (b) external events.

Note: See subclause 5(2)(a). This policy does not apply to events held by external parties on University lands.

- (2) **Hallmark Events** are high profile events, which:

- (a) are University-wide in focus;
- (b) are aligned with multiple University strategies;
- (c) have a high public profile, including likely media attention;
- (d) have the potential to impact the University's reputation (either positively or negatively);
- (e) have a large and diverse target audience; and
- (f) are of sufficient size and complexity to warrant professional event management and delivery.

Note: See the [Events](#) webpage for more information.

- (3) For all events approved with Hallmark status, the Vice-Chancellor's Office becomes the official event sponsor, and will provide all final approvals associated with delivering the event, including, but not limited to:

- (a) the event content and speakers;
- (b) the invitation;

- (c) invitation lists; and
 - (d) budget.
- (4) For any Hallmark Event, the Vice-Chancellor may nominate a representative, usually from the event sponsor's area, to undertake the responsibilities specified in subclause 13(6). The nominated representative must seek the Vice-Chancellor's approval on items specified in subclauses 8(3)(a)-(d).
- Note:** See the [University of Sydney \(Delegations of Authority\) Rule 2020](#).
- (5) The Vice-Chancellor will publish an [annual program](#) of approved Hallmark and Signature Events.
- (6) The Events Office is the event manager of all approved Hallmark Events. It is responsible for managing the event, free of charge, including:
- (a) planning;
 - (b) delivery;
 - (c) co-ordination; and
 - (d) managing external suppliers.
- Note:** See subclause 13(7) for responsibilities of an event manager and clause 9 for how to obtain approval for a Hallmark Event.
- (7) On a case-by-case basis, the Vice-Chancellor's Office may provide supplementary funding for a Hallmark Event but, generally, the event sponsor is responsible for all costs of the event.
- (8) **Signature Events** recognise the achievements of an organisational unit's core objectives. They:
- (a) highlight the organisational unit's achievements;
 - (b) have the potential to impact the University's reputation (either positively or negatively);
 - (c) have a target audience which includes one or more of the following groups:
 - (i) individuals identified by the organisational unit as important to the organisational unit's core objectives, e.g. Members of Parliament;
 - (ii) significant contributors to the University e.g. significant donors, Fellows of Senate;
 - (iii) senior University staff e.g. school managers, heads of organisational units; and
 - (d) are of sufficient size and complexity to warrant the Events Office providing event management and delivery.
- Note:** See the [Events](#) webpage for more information.
- (9) The relevant organisational unit is the event sponsor of an approved Signature Event.
- Note:** See subclause 13(6) for responsibilities of an event sponsor.

- (10) The Events Office is the event manager of an approved Signature Event and will manage the event, free of charge, including:
- (a) planning;
 - (b) delivery;
 - (c) co-ordination; and
 - (d) managing external suppliers.
- Note:** See subclause 13(7) for responsibilities of an event manager and subclause 9 for how to obtain approval for a Signature Event.
- (11) **Major Student Events:**
- (a) engage potential and existing students;
 - (b) are essential to the student experience;
 - (c) have their own dedicated account codes; and
 - (d) are budgeted for on an annual basis.
- (12) **University conferences:**
- (a) engage external and internal audiences;
 - (b) may include an attendance or registration charge;
 - (c) use University resources or facilities free of charge;
 - (d) use the University's brand, including, but not limited to, its name or logo; and
- Note:** See the [Brand Policy 2015](#).
- (e) may be convened jointly with an external party, which may be an associated or affiliated entity.
- (13) University conferences which are not to be held on University lands must still be approved under this policy.
- (14) **Local events** are smaller events that are held by organisational units.
- (15) The relevant organisational unit is, usually, the event manager and event sponsor for all local events.
- (16) The Events Office may provide event management services for local events, including:
- (a) planning;
 - (b) delivery;
 - (c) co-ordination; and
 - (d) managing external suppliers.
- (17) The Events Office will assess each request to provide local event management services based on:
- (a) the relevance of the event to the University's strategic priorities; and
- Note:** See the [Strategic Plan](#).
- (b) the available resources within the Events Office.

- (18) The Vice-Principal (External Relations), may direct the Events Office to manage a local event if they are of the opinion that this is necessary to:
- (a) protect the University's brand or reputation;
 - (b) protect the amenity of the University and surrounding communities; or
 - (c) administer effective planning, management and delivery of the event.
- (19) The Events Office provide event management services for conferences which have been granted Hallmark or Signature Event status.
- (20) **External events** are events held by external parties who hire a University venue.
- (a) The hirer, together with the University's Central Operations Services unit, are responsible for the event's management.

9 Approving events

- (1) All events must be approved consistently with the requirements of this policy.
- (a) Event approval does not of itself constitute approval for:
 - (i) the expenditure of funds, or use of the University's branding, which must be approved separately by the relevant delegates; or
- Note:** See [University of Sydney \(Delegations of Authority\) Rule 2020](#)
- (ii) the use of University venues, which must be approved separately by the relevant delegate.
- Note:** See [Venue hire procedures](#).
- (2) **Hallmark Events** must be approved by the Vice-Chancellor.
- (3) **Signature Events** must be approved by the Vice-Chancellor.
- (4) **University conferences** must be approved by:
- (a) the relevant Executive Dean, Dean, Head of School and Dean, or Principal Officer for conferences held by or on behalf of a faculty or University school;
 - (b) the relevant Principal Officer, for conferences held by or on behalf of other organisational units.
- (5) In determining whether to approve a University conference, the decision maker must consider:
- (a) the University's express commitment to promote and support freedom of speech and academic freedom;
- Note:** See [Charter of Freedom of Speech and Academic Freedom](#).
- (b) the aims, objectives, proposed outcomes and target audiences of the conference;
 - (c) whether the conference will be administered by an external entity and, if so, the identity and appropriateness of that entity;
 - (d) details of the parties convening the conference;
 - (e) the extent of support required from the University, e.g. available funding, human resources or use of a venue or equipment;

- (f) arrangements for distribution of profits or losses from the conference;
- (g) arrangements for publishing the proceedings of the conference; and
- (h) known or anticipated sponsorship from other sources.

Note: See the [Sponsorship Policy 2018](#).

- (6) **Major Student Events** are endorsed by the University Executive and do not require approval in accordance with this policy.
 - (a) The University Executive must endorse any significant change made to a Major Student Events:
 - (i) existing program;
 - (ii) strategy; or
 - (iii) delivery method.
 - (7) **Local events** must be approved by the head of the relevant organisational unit.
 - (8) In determining whether to approve a local event, the relevant decision maker must consider:
 - (a) whether the aims, proposed outcomes and target audiences of the proposed event are consistent with:
 - (i) the University's object, vision, values or strategic objectives;
 - (ii) the University's brand and reputation; and
- Note:** See the [Brand Policy 2015](#) and the [Strategic Plan](#).
- (b) whether the event will be disruptive to the University's teaching, research or operational activities.
- (9) For an event to be considered as part of the annual Hallmark and Signature Event Program, a representative of the event sponsor must submit an application to the Events Office in the manner specified.

Note: See the [Hallmark and Signature Events webpage](#).
- (10) **External events** will be approved and managed by Central Operations Services in accordance with their [venue hire procedures](#).

10 Recordkeeping

- (1) Decision makers must create and retain records of all approvals given under this policy.
- (2) Event leads must create and retain records of all Hallmark and Signature Events and conferences, including:
 - (a) a final report on achievements assessed against the aims, objectives and outcomes specified in the proposal; and
 - (b) a list of all attendees and their contact details; and



- (c) the adopted minutes of the debrief meeting; and
- (d) a financial statement detailing:
 - (i) all transactions;
 - (ii) the operating profit or loss; and
 - (iii) where those monies have been directed.

Note: See the [Recordkeeping Policy 2017](#).

- (3) Where an event is subject to Fringe Benefit Tax (FBT), records must be kept of:
 - (a) attendee numbers, separated into staff and non-staff; and
 - (b) financial records separated into meal and entertainment expenses for staff and non-staff.
 - (i) For staff, FBT must be applied.
 - (ii) For non-staff, FBT is not applied.

Note: See the [Finance FBT page](#) for more information.

11 Important visitors

- (1) The relevant Vice Principal, Executive Dean, Dean, Head of School and Dean, Principal Officer should be consulted before important visitors are invited to an event.
- (2) The Director, Government Relations in the Office of the Vice-Chancellor must:
 - (a) be consulted before any approach is made to any of:
 - (i) a Vice-Regal person; and
 - (ii) a Commonwealth or NSW state politician;
 - (b) be kept informed of:
 - (i) any response; and
 - (ii) the details of any agreed engagement and attendance.
- (3) The event manager must inform Central Operations Services as soon as possible after an invitation is accepted and liaise with them about the support required to provide an orderly, dignified and safe event, including:
 - (a) security;
 - (b) traffic management; and
 - (c) other operational teams as appropriate to the visit.

Note: See the [Campus services intranet page to log a service request](#) for Campus Operation Services.

- (4) The event manager must consult the Director, Media and Public Relations as soon as possible after an invitation is accepted, to:
 - (a) identify and plan to manage any potential risks; and
 - (b) plan how to promote, record and publicise the event in the University and through wider media opportunities.

12 Event income

- (1) Where the University is the sole convenor of the event, the event lead must:
 - (a) if required, establish a separate account code within the University's chart of accounts to record income (e.g. from registrations, sponsorships) and expenses (e.g. catering, audio visual support) related to the event; and
 - (b) issue formal University tax invoices for all income received consistently with the electronic finance invoicing process.

Note: See the [Chart of Accounts](#) for the creation of account codes to enable the University to consistently record and report its financial activities.
- (2) Where the University convenes an event together with another party, the University and other party's event leads must jointly agree and record in writing arrangements and responsibility for:
 - (a) the manner in which event income (e.g. registrations, sponsorships) and associated event costs (e.g. catering, audio visual support) will be receipted and the accounts from which they will be paid;
 - (b) how and where income and expenses will be recorded; and
 - (c) what receipts will be issued and by whom.

13 Roles and responsibilities

- (1) **The Vice-Chancellor** is responsible for:
 - (a) approving the annual Hallmark and Signature Events program;
 - (b) determining any restrictions to be imposed on events under subclause 7(2) of this policy; and
 - (c) publishing the annual program of approved Hallmark and Signature Events.
- (2) **The Vice-Principal (External Relations)** is responsible for:
 - (a) considering and advising on policies and procedures relating to events and event management;
 - (b) considering applications for, and proposing an annual program of Hallmark and Signature Events in conjunction with the Events Office;
 - (c) directing the Events Office to manage local events in appropriate circumstances;
 - (d) identifying and developing opportunities for Hallmark Events in conjunction with the Events Office; and
 - (e) directing the Events Office to manage local events in appropriate circumstances.
- (3) **Executive Deans, Deans or Heads of School and Deans**, are responsible for approving University conferences held by or on behalf of their faculty or University school.
- (4) **Principal Officers** are responsible for approving University conferences held by or on behalf of the portfolios and organisational units for which they are responsible.

- (5) **The Events Office** is responsible for:
- (a) considering applications for, and proposing an annual program of, Hallmark and Signature Events in conjunction with the Vice-Principal (External Relations);
 - (b) identifying and developing opportunities for Hallmark Events in conjunction with the Vice-Principal (External Relations);
 - (c) reviewing the delivery of Hallmark and Signature Events;
 - (d) providing event management services for Hallmark and Signature Events;
 - (e) providing event management services for local events in accordance with subclauses 8(16) to (18);
 - (f) providing event management services for University conferences, in accordance with subclause 8(19); and
 - (g) providing advice and assistance to the University community about planning, managing and delivering local events.
- (6) **Event sponsors** are responsible for:
- (a) defining an event's objectives;
 - (b) identifying target audiences;
 - (c) if required, obtaining approvals for an event in accordance with clause 9;
 - (d) regularly briefing event stakeholders on planning progress, including the Vice-Chancellor for all Hallmark and Signature Events;
 - (e) funding the event production budget;
 - (f) developing the event content, ensuring diverse representation of speakers and imagery;
 - (g) following up on any outstanding actions from the event debrief meeting; and
 - (h) nominating an event lead for each event.
- (7) **Event managers** are responsible for:
- (a) organising the venue;
 - (b) requiring that all elements of the event meet the accessibility requirements of all guests;
Note: Contact the [Diversity and Inclusion team](#). See also the [Disability Inclusion Action Plan](#) and the [Meetings and Events Australia Accessible Events Guide](#).
 - (c) assisting with planning the delivery of the event content, including an appropriate Acknowledgement of, or Welcome to Country;
Note: See the [Guidelines for Aboriginal and Torres Strait Islander communication](#).
 - (d) refining and managing an event budget;
 - (e) obtaining all necessary statutory or regulatory approvals;
Note: This will vary depending on each event. It may include obtaining a licence to film, use a drone or play music. Contact events.rsvp@sydney.edu.au for more information or advice.



- (f) liaising with all relevant internal University stakeholders;
- (g) engaging external suppliers of goods and services required for the delivery of the event consistently with the [Procurement Policy 2019](#) and related procedures;

Note: See the [Unibuy Procurement Procedures 2019; Supplier and Payment Procedures 2019](#) and [Non-Allowable Expense Procedures 2018](#).

- (h) managing compliance with any conditions of the event management approval;
- (i) delivering the event; and
- (j) scheduling, chairing and minuting a debrief meeting with all relevant stakeholders after the event.

(8) **The event lead** is responsible for:

- (a) being the main point of contact about event delivery;
- (b) attending meetings to discuss the planning and progress of an event;
- (c) interpreting the objectives of the event sponsor and making day-to-day decisions;
- (d) escalating key decisions or approvals to the event sponsor as appropriate;
- (e) approving budget line changes within the overall event budget;
- (f) reporting to the event sponsor regarding event planning and progress;
- (g) arranging with the Finance Services Team for the costs of the event to be receipted and paid from the University's main bank account;

Note: Contact finance.enquiries@sydney.edu.au

- (h) attending the debrief meeting after the event and communicating any further actions to the event sponsor; and
- (i) creating records about the event as required by the [Recordkeeping Policy 2017](#).

Note: See the [Events intranet page](#) for more information.

14 Rescissions and replacements

This document replaces the following, which are rescinded as from the date of commencement of this document:

- (a) *VIP Policy*; and
- (b) *Convening of Conferences Policy*.

NOTES

University Events Planning and Management Policy 2021

Date adopted: 12 October 2021

Date commenced: 1 November 2021

Policy owner: Jocie Evison, Head of Events, External Relations

Review date: 1 November 2026

Rescinded documents: *VIP Policy*

Convening of Conference Policy

Related documents: [University of Sydney \(Campus Access\) Rule 2009](#)

[University of Sydney \(Delegations of Authority\) Rule 2020](#)

[Advertising on Campus Policy](#)

[Alcohol Policy](#)

[Associated and Affiliated Entities Policy](#)

[Brand Policy 2015](#)

[Centres and Collaborative Networks Policy 2017](#)

[Charter of Freedom of Speech and Academic Freedom](#)

[Code of Conduct – Staff and Affiliates](#)

[Controlled Entity Policy 2020](#)

[Recordkeeping Policy 2017](#)

[Smoke-Free Environment Policy 2019](#)

[Sponsorship Policy 2018](#)

[Traffic and Parking Policy 2012](#)

[Work Health & Safety Policy 2016](#)

[Disability Inclusion Action Plan](#)

[Strategic Plan](#)

AMENDMENT HISTORY

Provision Amendment

Commencing