Overview of the Regulatory Framework

The following short video, presented by Julie Wells, Vice-Principal Policy & Projects, provides an overview of the University of Melbourne Regulatory Framework, including:

- The University of Melbourne Act
- University Statute and University Regulations
- Delegations Framework
- University Policy and the Policy Framework
- University Process and the Process Management Framework.

Access the video via the following hyperlink: https://www.youtube.com/watch?v=dzlJaH-onLM

Engagement Policies

Engagement is one of the nine categories of University Policy. Currently, the Engagement suite of policies consists of the following policies:

- Aboriginal and Torres Strait Islander Cultural Heritage Policy (MPF1289)
- Advancement Policy (MPF1133)
- Branding Policy (MPF1193)
- Collections Policy (MPF1309)
- Human Remains and Burial Artefacts Policy (MPF1226)
- University Honours and Recognition Policy (MPF1235)
- University Naming Policy (MPF1201)
Key messages from the Policy Stewards for the Engagement category are:

- The **Aboriginal and Torres Strait Islander Cultural Heritage Policy** ensures that the university manages Aboriginal and Torres Strait Islander cultural heritage materials in a respectful and sensitive manner in partnership with the relevant communities, in compliance with legislation and following museology best practice.

- The **Advancement Policy** has been converted to the new template and consolidated with the Matching Philanthropic Income Policy. There are no changes to the policy principle or practice.

- The **Branding Policy** has the following key messages:
  - The University of Melbourne brand is our greatest asset – its equity can be measured in the billions of dollars. To this end, it is important that we manage our brand in a consistent and unified way to ensure we maintain and continue to build strong brand recognition across all markets and audiences.
  - The updated policy supports all staff and stakeholders in managing and protecting the equity of our brand, by providing clear guidance on its application and use.
  - It is the responsibility of all staff, students and stakeholders to ensure we manage and protect the University’s brand, by complying with guidelines and processes as defined in the branding policy.
  - The updated policy provides greater clarity around roles and responsibilities and how to access further information, tools and advice in ensuring we protect our brand effectively.

- The **Collections Policy** ensures that the university manages collections of scholarly information and cultural assets in order to protect and maintain their value and strategic importance to the University’s mission and objectives.

- The **Human Remains and Burial Artefacts Policy** ensures that the university handles human remains and burial artefacts sensitively.

- The **University Naming Policy** is being comprehensively reviewed to incorporate more culturally appropriate practices for naming and renaming.
Policy Breakdown

**Aboriginal and Torres Strait Islander Cultural Heritage Policy (MPF1289)**  
*Policy Steward: Adrian Collette*

The objectives of this policy are to articulate and provide access to the Aboriginal and Torres Strait Islander Cultural Heritage Policy of the University and its subordinate procedures, and to provide ready access to the plan for the implementation of this policy.

**Advancement Policy (MPF1133)**  
*Policy Steward: Nick Blinco*

The objectives of this policy are to provide for:
- a) gift acceptance
- b) fundraising conduct and principles
- c) the use of University and other types of funds to match philanthropic income
- d) donor stewardship.

**Branding Policy (MPF1193)**  
*Policy Steward: Lara McKay*

The objective of this policy is to protect and enhance the University’s reputation by establishing and promoting correct and consistent use of the University brand.

**Collections Policy**  
*Policy Steward: Phillip Kent*

The objective of this policy is to articulate a framework for developing and managing collections.

**Human Remains and Burial Artefacts Policy (MPF1226)**  
*Policy Steward: Adrian Collette*

The objective of this policy is to articulate how the University accepts, cares for and manages human remains and burial artefacts.

**University Honours and Recognition Policy (MPF1235)**  
*Policy Steward: Gioconda Di Lorenzo*

The objective of this policy is to guide the recognition of outstanding contributions, distinguished service, and exceptional generosity and support to the University by individuals or communities engaged with the University.
University Naming Policy (MPF1201)
Policy Steward: Gioconda Di Lorenzo

The objective of this policy is to articulate the principles for naming University indicia, such as academic positions, scholarships, prizes, facilities and academic entities.

Key Contacts for Engagement

Policy Stewards
Adrian Collette, Vice-Principal, Engagement
Nick Blinco, Vice-Principal, Advancement
Gioconda Di Lorenzo, University Secretary
Lara McKay, Executive Director, Marketing and Communications
Philip Kent, University Librarian and Executive Director, Collections

Process Group Champions:
Catherine Lee, Brand and Advertising Officer
Maheshika De Alwis, Advancement Business Services Coordinator

Key Resources

For all your policy development, review and approval resources head to: http://www.policy.unimelb.edu.au/

For all regulatory Mapping documents head to: http://unimelb.edu.au/governance/regulatory-framework

Policy Library
https://policy.unimelb.edu.au/

Processes
https://au.promapp.com/unimelb/Process/Group/Engagement