BRINGING THE UQ ADVANTAGE TO LIFE

OFFICE OF MARKETING AND COMMUNICATIONS PLAN 2013

YOUR UQ. YOUR ADVANTAGE.
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This plan has been developed to provide an overview of the major activities and programs of work to be delivered by the Office of Marketing and Communications (OMC), on behalf of the University overall, in 2013.

The plan starts with a description of the anchoring idea that will underpin the work of OMC in 2013: ‘Your UQ. Your Advantage.’ This creative positioning, based on the UQ Strategic Plan, personalises our approach and enables us to tailor messages to particular audiences or market segments.

Our goal in 2013 is to bring the UQ Advantage to life.

The intention is to provide the University community, in particular members of the Marketing and Communications Network at UQ, with a clear understanding of the work being delivered by OMC in the year ahead.

By clearly communicating the activities, dates and deliverables of OMC, we will enable Faculties, Schools, Institutes and other units to focus their resources on targeted marketing and communications activities, avoiding unnecessary duplication or competing messages. The activities undertaken by OMC also provide many opportunities for leveraging or combining resources, to increase their impact.

Whilst the vast majority of our work is delivered by cross-functional teams, drawing on expertise from within OMC and across the broader University community, for simplicity the plan is structured in terms of the six operational teams within OMC.

We look forward to working with you in the year ahead.

Graham Bethune
Director, OMC.
A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.

Seth Godin, Author and agent of change.

A brand is not a logo. It is your personality, your reputation. It is what people say about you when you’re not in the room.

At the heart of every successful brand is a mission or brand essence – a reason for being. The brand essence of The University of Queensland is exceptional opportunities. This brand essence should drive the way we think, act, interact and communicate.

Every interaction with The University of Queensland is a brand experience. That is why every expression of the brand should be true to its essence. When any aspect deviates from demonstrating that essence, it diminishes the overall standing of the brand. It is important to be consistent in the way we act, and to speak with one voice to maximise the power of our brand at every touch point.
The UQ Strategic Plan 2012 - 2016 sets out our strategic priorities for the next five years and our vision for the longer term to 2020.

The University of Queensland today has a well-deserved reputation for excellence. We are nationally recognised for our leadership in learning and teaching, we have a strong and internationally focused research culture, and we have an enviable track record in research translation and commercialisation. We are distinguished by the set of opportunities that we can offer our students, staff and alumni – the UQ Advantage.

The UQ Advantage is the rich and cohesive set of opportunities that we offer our staff, students and alumni.

OFFICE OF MARKETING AND COMMUNICATIONS PLAN 2013
Our organisational units may be distinct and varied, but one thing remains at the core. One focus which we all share. Each day, 6,500 people set off to work with one purpose in mind – to create exceptional opportunities. The exceptional opportunities that combine to create the UQ Advantage.

The UQ Advantage enables human potential and helps protect human life through groundbreaking research. It allows us to excel as individuals and inspire others around us. It’s the advantage recognised by students, staff, business leaders, philanthropists, the community and our global network of 210,000 alumni. It’s the reason UQ ranks in the world’s top 100, and the reason we can make a world of difference to those we educate. It differentiates and guides how we think, act and communicate, but also how others think, act and communicate about UQ.

You can see it under a microscope, inside the grandeur of the Great Court, on the face of a first year student, and in the eyes of a proud parent at graduation. It’s everything that makes UQ such an exceptional place to study, work and play.
Demonstrating **THE UQ ADVANTAGE**
BRAND ELEMENTS and CONSISTENCY

Demonstrating the UQ Advantage through use of key icons, imagery, tone and messaging.

Key message: Reinforcing Global Ranking

Headline statements in confident, capital letters.
Classic typeface Bodoni MT.

Tone: Clear language tells the story, without superlatives or puffery.

Strong and inspirational call to action
Reinforce leadership stance through use of U21 and GO8 logos

Iconography:
Sandstone and the Great Court; rich campus life

GOING TO A UNI IN THE WORLD’S TOP 100 HAS ITS ADVANTAGES

Key message: Reinforcing outstanding research and access to world leaders.

Headline statements in confident, capital letters.
Classic typeface Bodoni MT.

Tone: Clear language tells the story, without superlatives or puffery.

Strong and inspirational call to action
Reinforce leadership stance through use of U21 and GO8 logos

Iconography:
Cutting edge research; solutions to important questions

WE FOUGHT CERVICAL CANCER AND WON.

Key message: Reinforcing outstanding research and access to world leaders.

Headline statements in confident, capital letters.
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Tone: Clear language tells the story, without superlatives or puffery.

Strong and inspirational call to action
Reinforce leadership stance through use of U21 and GO8 logos

Iconography:
Cutting edge research; solutions to important questions

YOUR UQ, YOUR ADVANTAGE.

OFFICE OF MARKETING AND COMMUNICATIONS PLAN 2013
The Marketing team will bring the UQ Advantage to life through advertising campaigns, digital and social media in ways that provide rich and compelling evidence of UQ’s strengths in learning, discovery and engagement.

The team will also deliver a range of flagship recruitment events, providing opportunities for prospective students to find out more about the many advantages of studying at UQ.

Key Deliverables

- Build on the main university brand platform and unifying concept of ‘Your UQ. Your Advantage.’ to develop concepts and campaigns that maintain and leverage UQ’s reputation and demonstrate excellence
- Manage flagship student recruitment events, as summarised in the table below:

<table>
<thead>
<tr>
<th>EVENT</th>
<th>TARGET</th>
<th>PURPOSE</th>
<th>2012 ATTENDEES</th>
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<tbody>
<tr>
<td>Careers That Shape The World</td>
<td>Year 10 and 11 students</td>
<td>Enables students to discover career opportunities available through studying at UQ</td>
<td>1,043 (Year 11 and 12)</td>
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<tr>
<td>UQ Open Day, St Lucia</td>
<td>Prospective students and influencers</td>
<td>Showcases UQ’s campus, facilities and wide range of programs</td>
<td>18,003</td>
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<tr>
<td>UQ Postgraduate Advice Night, St Lucia</td>
<td>Prospective postgraduate students</td>
<td>Enables prospective postgraduate coursework and research students to visit UQ and find out more information</td>
<td>536</td>
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<tr>
<td>UQ Options Evening, St Lucia</td>
<td>School leavers</td>
<td>Allows prospective undergraduate students to reassess their QTAC preferences after receiving their OP result</td>
<td>To be held Wednesday 19th December</td>
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</table>

- Continue to manage the corporate UQ Facebook page to ensure its use as an effective branding, content and engagement tool
- Digital content
  - Produce 28 episodes of UQ News TV that reflect the broad range of exceptional opportunities available to students, staff and the community
  - Produce video content that supports a variety of activities and initiatives, such as the advertising campaigns, publications, applications, the senior executive and other corporate requirements in annual brand tracking research.
- Provide strategic advice and support to help schools, faculties and institutes bring the UQ Advantage to life
- Manage a market research brand and advertising tracking program that is used to assess key brand metrics and to inform decisions and content of advertising campaigns
- Provide an advertising service for the university community, including design, placement, booking and despatch of advertisements
- Provide training in the overall context of marketing and communications at UQ, the UQ brand and related policies (3 sessions).
### Objectives

- Achieve total brand awareness of above 90% in South-East Queensland in annual brand tracking research (91% achieved in 2012)
- Achieve 45% in advertising recognition in annual brand tracking research (43% achieved in 2012)
- Achieve at least 70% favourable ratings for corporate reputation overall in annual brand tracking research (70% achieved in 2012)
- Achieve highest brand advocacy rating in local market for both undergraduate and postgraduate study in annual brand tracking research

- To maintain the largest % of market share for QTAC first preferences
- Grow the number of likes on the UQ Facebook page to over 20,000
- Ensure the content schedule for UQ News TV reflects the UQ Advantage
- Increase UQ News TV subscribers to 200 and achieve an average of 500 views per episode.

### CAMPAIGNS and associated EVENTS

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<td>UQ Open Day - campaign</td>
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<td>St Lucia Open Day event</td>
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### NON-CAMPAIGN EVENTS

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### DIGITAL CONTENT

- UQ News TV (28 ep) | March-April | | | | | | | | | | | | |
- UQ Open Day itinerary | | | | | | | | | | | | |
UQ NEWS TV

UQ News TV is an exciting partnership between OMC and the School of Journalism and Communication. Each episode is produced to showcase just some of the many exceptional opportunities available at UQ.
UQ BRAND TVC

The main University brand campaign is delivered each year through a range of traditional and new media. The 45 second TVC is a central component of the campaign.
Manager: **Prue McMillan**

The Corporate Publications team will bring the UQ Advantage to life by producing and distributing a range of outstanding corporate publications through multiple platforms that fulfill UQ's objectives in learning, discovery and engagement.

A particular area of focus in 2013 will be the production of a range of targeted digital publications. This is designed to enhance distribution strategies, provide a richer reader experience and meet sustainability objectives. Publications are produced on behalf of a range of stakeholders at UQ.

**Key Deliverables**

- Annual Report (3 volumes) – records performance and meets governance and accountability requirements
- Discovery at UQ – annual showcase of many of UQ's outstanding research activities
- Learning at UQ – annual showcase of the learning, teaching and environment advantages of an education at UQ as well as profiling awards, grants and fellowships bestowed on our teaching staff
- Global Strategy and Internationalisation - communicates and celebrates a comprehensive approach to internationalisation at UQ
- UQ Guides – annual publications for prospective students:
  - Domestic undergraduate
  - Domestic postgraduate
  - International undergraduate (including app)
  - International postgraduate (including app)
- UQ News – 2 editions (print, online, and app) reporting on a wide range of UQ news and activities
- UQ Contact – 2 editions (print, online, and app) distributed internationally to UQ alumni and the community
- The Network – monthly e-newsletter for UQ’s marketing and communications network
- UQ Update – weekly e-newsletter to UQ staff to keep them informed and engaged on UQ news and activities
- UQ Experts – annual listing of contact details for UQ academic experts willing to offer media comment
- Study Abroad and Incoming Exchange Guide – highlights the study options available to students coming to UQ from an accredited institution outside Australia
- Imagery services:
  - Manage UQ Images to ensure all parts of UQ have access to a range of high quality imagery (stills and video) that will enable them to bring the UQ Advantage to life
  - Management of recommended photographers.
Objectives

- Increase downloads of the UQ News app to 1,000
- Achieve downloads of 5,000 for UQ Contact by the end of 2013
- Ensure the Annual Report meets all statutory requirements
- Achieve 100% rollout of UQ Images to major organisational units
- Establish metrics for UQ Update once the new distribution platform is available
- Meet client requirements and expectations.

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Key: Planning/Development | In Market/Active

*Dates are subject to change.
COMMUNICATIONS

Manager: Lesley Whittleker (acting)

The Communications team will bring the UQ Advantage to life through a dedicated media and communications strategy to identify, write, edit and distribute a wide variety of stories that profile and support UQ’s key objectives in learning, discovery and engagement.

A key focus for 2013 will be to ensure a timely, responsive and proactive approach to issues management.

Key Deliverables

- Proactive identification, writing and editing of relevant and salient news stories with an emphasis on supporting the strategic pillars
- Improved and enhanced media release distribution through new technology and pitching of key stories
- Implement an issues management program that is focused on the early identification of emerging issues, preparation and coordination of responses and use of the issues management protocol to meet all stakeholder requirements (internal and external)
- Revamp and manage UQ News Online using the new Content Management System, ensuring a broad range of news formats (e.g. video, opinion pieces) and better targeting of segments
- Proactively identify a timely, integrated communications approach for key universities rankings announcements, and communicate to a range of audiences nationally and internationally using owned and paid assets, in conjunction with VC office
  - QS World Rankings (August/September)
  - Academic Rankings (formerly Shanghai Jiao tong – August)
  - Times Higher Education Rankings (October)
- Identify and deliver a timely, integrated communications approach on key NHMRC and ARC grant funding announcements, in conjunction with DVC(R) and Research Management Office including:
  - ARC Linkage project grants, late June
  - ARC Future Fellowships, late July
  - ARC Discovery projects, Discovery Early Career Researchers Australia, and Linkage Infrastructure Equipment & Facilities, November
- NHMRC Project, Fellowships and Career Development Awards; and Centres for Clinical Research Excellence (CORE), Capacity Building and Enabling Grants, October
- NHMRC Program Grants, Development Grants and Post-Graduate Scholarships, December
- Identify and deliver integrated communications widely on key Federal Government Office of Learning and Teaching grants in conjunction with DVC(A) - October
- Identify and deliver integrated communications widely on Queensland Government Science grants, and grants and donations from industry and private donors including ACRF
- Identify and deliver integrated communications widely on other key data relevant to UQ including AGS Graduate Employment data, industry and university partnerships
- Deliver internal communications requirements and support VC and Senior Executive requirements including speeches, Senate and Academic Board Statements and key initiatives such as the Reform Program
- Media monitoring and reporting
- Use appropriate social media to further distribute news, especially Twitter
- Provide training in media awareness and media release training.
COMMUNICATIONS

Objectives

• Achieve a 5% increase in advertising value equivalent activity ($60.6M for 2011/2012)
• Increase the number of online news mentions to 30,000 (baseline 2011/2012 was 27,000)
• Maintain the quality assurance and distribution services of media releases on behalf of UQ (800 per annum)

• Provide appropriate daily monitoring services that meet stakeholders’ expectations
• Maintain an issues management register and provide timely and proactive support on issues management matters.

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<tr>
<td>KEY DATES</td>
<td>New Year's Day - 3</td>
<td>QTAC Major Offer Round - 17</td>
<td>Orientation Week: 18 - 22</td>
<td>Market Day - 23</td>
<td>Good Friday - 29</td>
<td>Easter Monday - 1</td>
<td>Anzac Day - 26</td>
<td>Labour Day - 6</td>
<td>Orientation Week: 15 - 19</td>
<td>Market Day - 24</td>
<td>Ekka Holiday - 14</td>
<td>Queen's Birthday - 7</td>
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GRANT FUNDING ANNOUNCEMENTS

ARC Linkage Project Grants
ARC Future Fellowships
Federal Government Office of Learning and Teaching Grants
NHMRC Project / Fellowships and Career Development Awards /Centres for Clinical Research Excellence (CCRE) /Capacity Building and Enabling Grants
ARC Discovery Projects / Discovery Early Career Researchers Australia / Linkage Infrastructure Equipment and Facilities
NHMRC Program Grants / Development Grants and Postgraduate Scholarships

RANKING ANNOUNCEMENTS

QS World Rankings
Academic Rankings
Times Higher Education Rankings

OTHER COMMUNICATIONS

AGS Graduate Employment Data
Industry and University Partnerships
Issues Management
UQ News Online

Key: Planning/Development | In Market/Active

*Dates are subject to change.
Manager: Justine Greig

The Protocol team will bring the UQ Advantage to life through a strategic engagement program that provides the opportunity for UQ senior staff to connect with key external stakeholders. The Protocol team will also support a small number of internal engagement opportunities.

In 2012, the Protocol team delivered 160 events. A key focus in 2013 will be to implement the recommendations of the audit of university events.

Key Deliverables

- Plan and develop an annual calendar of events
- Plan and manage the key university weeks:
  - Research Week – including the public lecture, awards, and industry engagement dinner
  - Teaching and Learning Week awards
  - Diversity Week – including the Equity and Diversity awards
- Assist in the management of 30 graduation ceremonies in July and December
- Oversee events and visits by Regal, Vice-Regal, Federal and State Ministers, members of Diplomatic corps and foreign government dignitaries to ensure UQ’s reputation is protected and enhanced (25 in 2012)
- Manage events and visits by other VIPs as required such as presidents of international education and research institutions
- Manage the logistics of events involving UQ senior executive as required
- Deliver training to increase understanding of Protocol’s role, the Vice-Chancellor’s Protocol guidelines and provide advice on how to manage high quality events.

Objectives

- Ensure events are delivered on time, to budget and to the satisfaction of the internal client and key stakeholders.

<table>
<thead>
<tr>
<th>EVENT DATE</th>
<th>EVENT TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday 20th - Friday 24th May 2013</td>
<td>Diversity Week</td>
</tr>
<tr>
<td>Thursday 23rd May 2013</td>
<td>VC’s Equity &amp; Diversity Awards</td>
</tr>
<tr>
<td>Friday 12th - Saturday 20th July 2013 (Date TBC)</td>
<td>Graduation Ceremonies</td>
</tr>
<tr>
<td>Monday 16th - Friday 20th September 2013</td>
<td>Research Week</td>
</tr>
<tr>
<td>Monday 28th October - Friday 1st November 2013</td>
<td>Teaching &amp; Learning Week</td>
</tr>
<tr>
<td>Friday 29th November - Saturday 21st December 2013 (Date TBC)</td>
<td>Graduation Ceremonies</td>
</tr>
</tbody>
</table>

Protocol

The Protocol team will bring the UQ Advantage to life through a strategic engagement program that provides the opportunity for UQ senior staff to connect with key external stakeholders. The Protocol team will also support a small number of internal engagement opportunities.

In 2012, the Protocol team delivered 160 events. A key focus in 2013 will be to implement the recommendations of the audit of university events.
Manager: Danilo Gutierrez

The Web Services team will bring the UQ Advantage to life through an enhanced university web presence overall by developing policy and guidelines aimed at maintaining best practice in usability, branding and accessibility.

The Web Services team can work with individual units to design and develop websites that assist those areas to bring their own unique aspects of the UQ Advantage to life.

In 2012, the Web Services team responded on average to more than 400 routine service requests per month and 30 projects per month. With limited resources in 2013, the team will need to assess and prioritise requests based on capacity and strategic alignment.

Key Deliverables
- Content Management System (CMS) Replacement Project
- Provide support to more than 400 University websites
- Build and develop new websites
- Work on the delivery of new technologies and initiatives
- Provide user training for the University’s CMS
- Day-to-day management of top level UQ corporate and marketing websites
- Provide quarterly reporting on the performance of websites of strategic importance
- Prepare a strategy regarding accessibility to ensure UQ’s compliance with the Federal Government’s Web Content Accessibility Guidelines
- Ensure that all marquee, high profile sites are displayed effectively across desktop, tablet and mobile devices and key platforms
- Establish a preferred supplier arrangement
- Implement a customer feedback process.

Objectives
- Maintain UQ’s position at the top of our competitor set and best in our industry in the Global Reviews international consumer benchmark
- Review the number of UQ sites that achieve the necessary A and AA accessibility standards and action as appropriate
- Successful delivery of the CMS Replacement Project in partnership with Information Technology Services
- Respond to service requests in a timely and customer-focused manner.

The Web Services team will bring the UQ Advantage to life through an enhanced university web presence overall by developing policy and guidelines aimed at maintaining best practice in usability, branding and accessibility.

The Web Services team can work with individual units to design and develop websites that assist those areas to bring their own unique aspects of the UQ Advantage to life.

In 2012, the Web Services team responded on average to more than 400 routine service requests per month and 30 projects per month. With limited resources in 2013, the team will need to assess and prioritise requests based on capacity and strategic alignment.
Manager: Craig Oddy

The Design team will bring the UQ Advantage to life through the application of the UQ corporate identity across a range of materials. The team also delivers desktop publishing services across a range of platforms to internal clients to meet strategic objectives.

In 2012, the Design team was involved with the delivery of on average 57 design projects per month, including a major support role for the flagship publications such as the Annual Report, Learning at UQ, Discovery at UQ, UQ Guides, UQ News and Contact. Other collateral included event invitations, bookmarks, banners and catalogues. The team also responded to on average 45 corporate identity related requests per month.

Key Deliverables

- Ensure compliance with the corporate identity guidelines
- Deliver innovative and creative design that meets client expectations
- Ensure brand alignment and integration across internally produced materials
- Provide a timely and responsive service to university clients
- Manage the printing process for design jobs on behalf of clients
- Lead the review of the corporate identity guidelines
- Implement a customer feedback process.

Objectives

- Respond to requests in a timely and customer-focused manner
- Ensure increased compliance with the corporate identity guidelines.

View a copy of the UQ Corporate Identity Guidelines
## 2013 at a Glance

### Key Dates
- **New Year's Day** - 3 January
- **QTAC Major Offer Round 1** - February
- **Australia Day** - 26 January
- **Orientation Week 1** and **Market Day** - 18 and 22 February
- **Easter Monday** - 1 April
- **Labour Day** - 6 April
- **Good Friday** - 29 March
- **Anzac Day** - 25 April
- **Easter Monday** - 1 April
- **Queen’s Birthday** - 7 June
- **Christmas** - 25 December
- **Boxing Day** - 26 December

### Campaigns and Associated Events

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand</strong></td>
<td>TBC</td>
</tr>
<tr>
<td><strong>Mid-Year entry (website only)</strong></td>
<td>April/May</td>
</tr>
<tr>
<td><strong>UQ Open Day - campaign</strong></td>
<td>July/August</td>
</tr>
<tr>
<td><strong>St Lucia Open Day event</strong></td>
<td>4/08/13</td>
</tr>
<tr>
<td><strong>Spaich Open Day event</strong></td>
<td>7/08/13</td>
</tr>
<tr>
<td><strong>Gatton Open Day event</strong></td>
<td>15/08/13</td>
</tr>
<tr>
<td><strong>QTAC</strong></td>
<td>September</td>
</tr>
<tr>
<td><strong>QTAC preference direct mail</strong></td>
<td>October</td>
</tr>
<tr>
<td><strong>Scholarships</strong></td>
<td>4/08/13</td>
</tr>
<tr>
<td><strong>UQ Open Day holiday</strong></td>
<td>14/08/13</td>
</tr>
<tr>
<td><strong>UQ Open Day event</strong></td>
<td>4/08/13</td>
</tr>
</tbody>
</table>

### Non-Campaign Events

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Careers that Shape the World</strong></td>
<td>TBC</td>
</tr>
<tr>
<td><strong>UQ News TV (28 eps)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>UQ Open Day itinerary</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Energy/Sustainability series</strong></td>
<td>March/April</td>
</tr>
<tr>
<td><strong>Equity/Diversity</strong></td>
<td>Feb</td>
</tr>
</tbody>
</table>

### Social Media

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook page management</strong></td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Twitter account management</strong></td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

### Protocol Events

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Diversity Week</strong></td>
<td>20-24</td>
</tr>
<tr>
<td><strong>Diversity Week Awards Night</strong></td>
<td>23</td>
</tr>
<tr>
<td><strong>Graduations (1)</strong></td>
<td>16-26</td>
</tr>
<tr>
<td><strong>Research Week</strong></td>
<td>17</td>
</tr>
<tr>
<td><strong>Research Week Awards Ceremony</strong></td>
<td>17</td>
</tr>
<tr>
<td><strong>Teaching &amp; Learning Week</strong></td>
<td>6-25</td>
</tr>
<tr>
<td><strong>Teaching &amp; Learning Week Awards Ceremony</strong></td>
<td>28</td>
</tr>
<tr>
<td><strong>Teaching &amp; Learning Week Reception</strong></td>
<td>30</td>
</tr>
</tbody>
</table>

### Corporate Publications

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td><strong>UQ News</strong></td>
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<tr>
<td><strong>UQ News App</strong></td>
<td></td>
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<tr>
<td><strong>UQ Contact</strong></td>
<td></td>
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<tr>
<td><strong>UQ Contact App</strong></td>
<td></td>
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<tr>
<td><strong>Discovery@UQ</strong></td>
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<tr>
<td><strong>Learning@UQ</strong></td>
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<tr>
<td><strong>UQ Annual Report</strong></td>
<td></td>
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<tr>
<td><strong>UQ Update</strong></td>
<td></td>
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<tr>
<td><strong>The Network</strong></td>
<td>18-29</td>
</tr>
<tr>
<td><strong>UQ Experts</strong></td>
<td>18-29</td>
</tr>
<tr>
<td><strong>UQ UG Guide - Domestic</strong></td>
<td></td>
</tr>
<tr>
<td><strong>UQ UG Guide - International</strong></td>
<td></td>
</tr>
<tr>
<td><strong>UQ PG Guide - Domestic</strong></td>
<td></td>
</tr>
<tr>
<td><strong>UQ PG Guide - International</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Study Abroad &amp; Incoming Exchange</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Global Strategy &amp; Internationalisation</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Dates are subject to change.*
## 2013 AT A glance.

### Key Dates
- New Year's Day: 1st January
- Australia Day: 26th January
- Easter Monday: 1st April
- Anzac Day: 25th April
- Labour Day: 6th May
- Queen's Birthday: 7th June
- Christmas: 25th December
- Boxing Day: 26th December

### Grant Funding Announcements
- ARC Linkage Project Grants
- ARC Future Fellowships
- Federal Government Office of Learning and Teaching Grants
- NHMRC Project / Fellowships and Career Development Awards
- Centre for Clinical Research Excellence (CCRE) / Capacity Building and Enabling Grants
- ARC Discovery Projects / Discovery Early Career Researchers Australia / Linkage Infrastructure Equipment and Facilities
- NHMRC Program Grants / Development Grants and Postgraduate Scholarships

### Ranking Announcements
- QS World Rankings
- Academic Rankings
- Times Higher Education Rankings

### Other Communications
- AGS Graduate Employment Data
- Industry and University Partnerships
- Issues Management
- UQ News Online

### ACTIVITY JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

#### JAN
- Orientation: 17
- Australia Day: 26
- Good Friday: 29
- Easter: 1

#### FEB
- Orientation: 18
- Market Day: 23
- Easter: 1

#### MAR
- Orientation: 15
- Market Day: 24
- Good Friday: 29
- Easter: 1

#### APR
- Orientation: 15
- Market Day: 24
- Good Friday: 29
- Easter: 1

#### MAY
- Orientation: 15
- Market Day: 24
- Good Friday: 29
- Easter: 1

#### JUN
- Orientation: 15
- Market Day: 24
- Good Friday: 29
- Easter: 1

#### JUL
- Orientation: 15
- Market Day: 24
- Good Friday: 29
- Easter: 1

#### AUG
- Orientation: 15
- Market Day: 24
- Good Friday: 29
- Easter: 1

#### SEP
- Orientation: 15
- Market Day: 24
- Good Friday: 29
- Easter: 1

#### OCT
- Orientation: 15
- Market Day: 24
- Good Friday: 29
- Easter: 1

#### NOV
- Orientation: 15
- Market Day: 24
- Good Friday: 29
- Easter: 1

#### DEC
- Orientation: 15
- Market Day: 24
- Good Friday: 29
- Easter: 1

**Key:** Planning/Development: In Market/Active: Planning/Development

*Dates are subject to change.*
We welcome your ideas and feedback about how we can work together to bring the UQ Advantage to life.

**Phone**  07 3365 3367  
**Email**  omc@uq.edu.au  
**Website**  uq.edu.au/omc

**YOUR UQ. YOUR ADVANTAGE.**