The University of Western Australia

University Policy on: Community Partnerships

Purpose of the policy and summary of issues it addresses:
A community partnership agreement is an arrangement between The University of Western Australia (UWA) and any participating organisation for up to three years that is a mutually beneficial exchange whereby the partner organisation receives usage of UWA brand marks and reputation in return for cash or goods, or services-in-kind.

Policy statement:
The policy covers community partnerships valued from $1,000 to $20,000 to ensure:
1.1 Alignment of community partnerships with the University’s strategic goals;
1.2 Assessment of potential association or alliance;
1.3 Coordinated approach to managing UWA’s branded partnership activities;
1.4 Defined measurable and reportable outcomes.

2. Guidelines
The following guidelines apply.
2.1 The partnership should:
2.1.1 be aligned to and support the University’s strategic priorities;
2.1.2 contribute to the University’s profile and enhance its reputation;
2.1.3 create opportunities in line with the University’s strategic priorities;
2.1.4 reinforce UWA’s position as a leading teaching and research University;
2.1.5 foster and develop relations with the community and/or organisations; and
2.1.6 deliver clearly identified benefits and returns to the University.
2.2 The University will endeavour to enter into partnerships over a wide range of disciplines and interests that are within the University’s purview.
2.3 The University will generally not consider partnerships in the following categories:
2.3.1 Activities that may be reasonably judged to be denigrating or offensive to individuals or community groups and/or which may bring adverse publicity to UWA;
2.3.2 Requests from individuals or teams raising money or seeking support, including for academic studies, sporting support, travel or accommodation;
2.3.3 Any other activities deemed inappropriate or compromising the reputation of the University.
2.4 The policy excludes gifts and donations whereby the University provides an unrequested gift of money or in-kind support, where there is no expectation of benefits in return.
2.5 Applications for financial support by students (individuals and teams) to assist with sporting, study or research costs will be referred to the relevant Faculty and/or the Deputy Vice-Chancellor (Education) for consideration.

3. Types of community partnership arrangements
Two broad categories of community partnership include:
3.1 Financial support: a monetary amount for which the University is invoiced.
3.2 In-kind support: the provision of venues, university merchandise, publication of content on the University’s website, promotion through UWA’s communication channels, staffing or as negotiated.
4. Procedures
4.1 Application process
Organisations should complete the online form outlining the project and partner benefits.

4.2 Submission dates
Applications are received at all times and assessed monthly.

5. Assessment and approval process
Applications will be assessed according to the criteria below.
5.1 Assessment criteria
Partnerships must reflect the University’s core priorities of leadership in education, internationally renowned research, and community and global engagement, as well as provide measurable benefits to the University.

5.2 UWA Community Partnership review panel
The UWA community partnership review panel will evaluate and approve partnership proposals. The panel membership comprises of:
- Deputy Vice-Chancellor, Community and Engagement;
- Chief Marketing Officer;
- A faculty representative (academic); and
- A UWA Marketing and Communications representative (partnerships);

5.3 Faculty/department funded programs
Applications assessed as having greater benefit to, or aligning more strategically with, an individual faculty or area will be forwarded to the relevant area/s for consideration and approval at its discretion. All partnership activities must be lodged with the Deputy Vice-Chancellor (Community and Engagement) for audit trail purposes.

5.4 Outcome
Written notification informing status of partnership application will be provided to the requesting organisation within 30 days.

6. Monitoring and Evaluation
All partnerships will be monitored to ensure the terms specified in the partnership agreement are adhered to. The University reserves the right to review its commitment should there be any changes to the original proposal or concerns.

A formal evaluation of the partnership must be undertaken at the conclusion of the agreement and sent to the Deputy Vice-Chancellor (Community and Engagement) within six weeks. Failure to do so will result in an automatic denial of future requests. The evaluation report should outline whether objectives were met, the total cost and benefits to the University.

Ongoing partnerships will be evaluated annually.