

Engagement Plan

2018-2020



Engagement Plan 2018–2020

This plan outlines the strategy for the University to engage with the key external partners and communities that we serve. The plan aims to improve the revenue from, the recruitment to, and the reputation of, our research and teaching and learning activities. The plan is linked to the overarching goals of the *Strategic Plan 2018–2019*.

The diversity of engagement at Griffith

Our Academic Groups practise engagement across our campuses in many different ways. In Arts, Education and Law (AEL) our engagement with local, national and global arts and cultural partners is befitting of a premier Conservatorium, College of Art, and Film School. Our work in criminology and integrity reflects world class legal study focused on contemporary legal issues and a deep partnership with global leaders of practice.

In Business, our leadership of new thinking in sustainable business practices and tourism and entrepreneurship is based on partnerships and engagement with both the corporate and organisational business worlds. And our reputation as a leader in public policy is based on engagements with state and federal governments, and international partnerships focused on the Asia–Pacific.

In Sciences, our water and environmental sciences and planning programs engage with partners from research, government and business and our expertise in Artificial Intelligence and Big Data is being brought to bear on a variety of problems ranging from intelligent agriculture through to the application of social media data for environmental management. These illustrate our influence on policy at the heart of grand global challenges such as climate change, and the growth of our cities.

In Health, our engagement with local, national, and global healthcare providers gives our students a range of opportunities and clinical placements ensuring they are work ready, as well as facilitating research partnerships that improve the health and well being of individuals and communities.

Our reach

Our context is rich and diverse by virtue of our six campuses. Our scope to influence the cultural, government, business, and professional communities of Brisbane through our footprint on South Bank is a gift. Our setting in Nathan offers opportunity to address educational, legal, environmental, health, sports, science, and social sustainability matters.

Logan campus blends our research, teaching and engagement strengths into meaningful impact and influence within the community as a true example of a civic university. And with the Gold Coast Health and Knowledge Precinct, a focus on health, sport, and related business, engineering, and professional activities, offer engagement opportunities befitting the fastest growing university precinct in Australia.



Building on existing engagement

Our Engagement Plan allows us to connect all parts of the University; to focus on the needs of external customers; to build our reputation; raise funds; and to recruit students. Our engagement is focused on seven internal and external areas of activity:

1. Student engagement
2. Staff engagement
3. Industry and policy engagement
4. Community engagement
5. Schools and future students engagement
6. Alumni engagement
7. Donor engagement

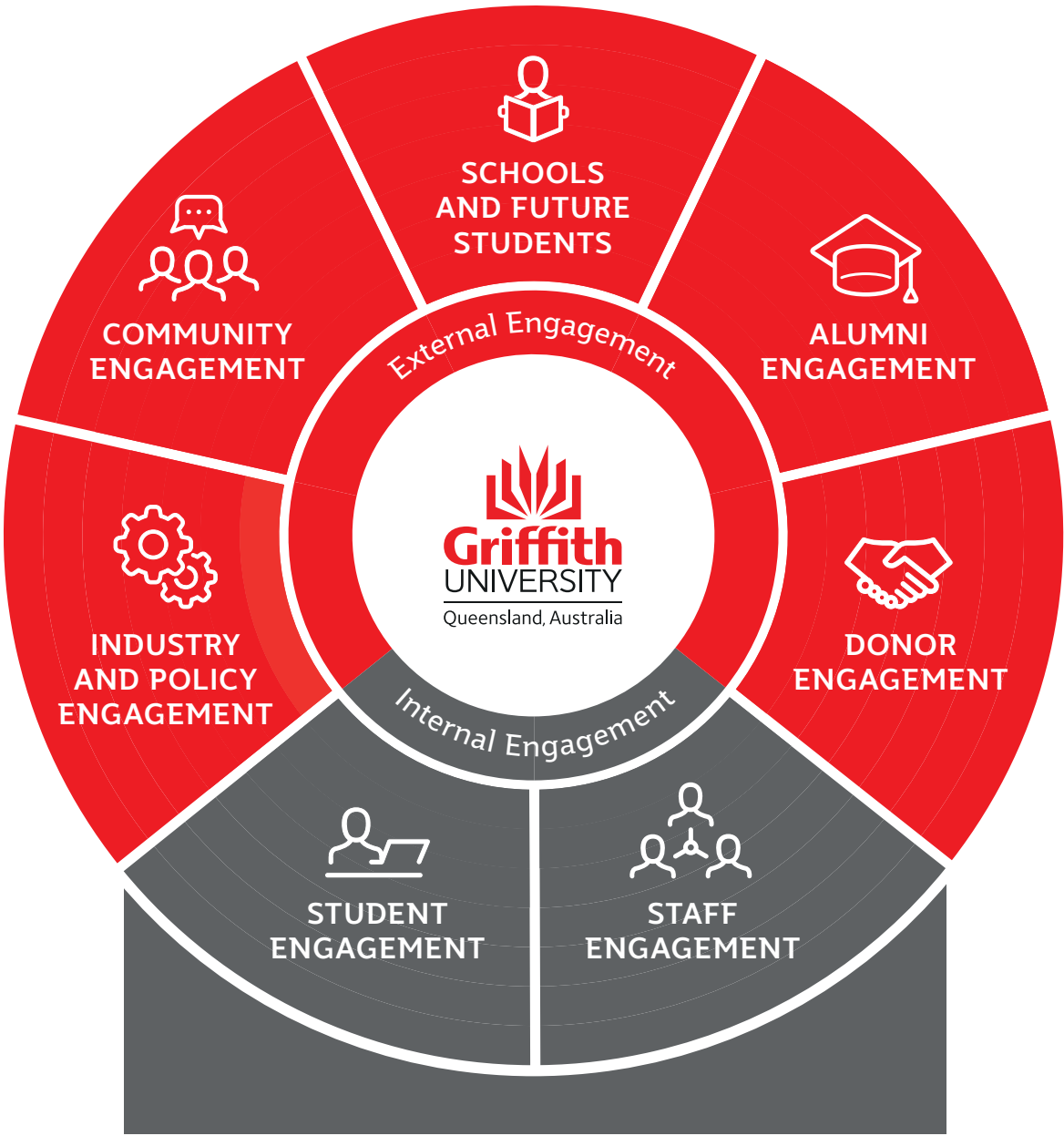
The pages that follow celebrate the work we do in these areas. They identify the steps we are taking to grow this important work further, and the principles we are following in doing so.

Professor Martin Betts

Deputy Vice Chancellor (Engagement)



Griffith University engagement in action – staff and students participate in an award-winning arts-based service learning program in Tennant Creek, Northern Territory (top); the LEAF Festival (Logan Eco Action Festival) at the Logan campus (middle); and the annual Riverfire event at South Bank acknowledges the valuable contributions of University donors (bottom).



Staff engagement



Rainbow flags are raised across Griffith University campuses to mark the 2018 International Day Against Homophobia, Biphobia, Intersexism, and Transphobia (IDAHOBIT). The events were planned by the Griffith University Ally Network.



The *Our People Plan 2017–2020* details the University's vision to attract, retain, develop, and value academic and professional staff. Pictured are staff from the Office of Human Resources.



Staff join with students at the Gold Coast campus to participate in the Walk and Talk event held each year during National Reconciliation Week. A companion event is held between the Mt Gravatt and Nathan campuses.

Priorities

- The development of managers, supervisors and academic leaders.
- Recognise the remarkable achievements and contributions of our staff and celebrate our culture.
- Continued enhancement of professional learning programs to support the emergence of a digital campus, change and growth.
- More opportunities for staff to provide feedback, and engage with and learn from University leaders.
- Create a strong alignment to University positioning, vision and values, through enhanced staff communications aligned with the culture of Remarkable.



Student engagement



Peer Assisted Study Sessions (PASS) mentor and Bachelor of Arts student Emily Smith. PASS is a free program that offers structured and fun group learning sessions for some of the courses that students find to be more challenging.



Journalism and communication students created a special newsroom during the Gold Coast 2018 Commonwealth Games, working alongside lecturers and Fairfax Media to create the official newspaper for the Athletes' Village.



Students from the Griffith Racing Team work with local industry sponsors to design, develop, and test their car ahead of the annual Formula SAE-Australasia competition in Melbourne. They showcase their work at public events and as part of the University's schools engagement program.

Priorities

- Embed employability through enhanced and extended partnerships for work integrated learning, mentoring, and the building of innovation and entrepreneurship skills.
- Continue to focus on digital engagement of students as part of a digitally engaged university.
- Invite student participation in University governance committees, and engage their expertise in student-to-student support such as peer mentoring.
- Enlist student ambassadors as role models for our schools engagement program.
- Promote active service learning by completing volunteering activities.



Industry and policy engagement



Pro Vice Chancellor AEL Professor Paul Mazerolle with QPS Commissioner Steve Gollschewski, Commissioner Ian Stewart, and Deputy Commissioner Peter Martin at the Mt Gravatt campus.

The Griffith Criminology Institute (GCI) works closely with the Queensland Police Service (QPS), other institutions, and leading academics from around the world.



The University's major partnership with the Gold Coast 2018 Commonwealth Games provided 240 students with a once-in-a-lifetime internship opportunity. Following their internship experience, more than 60 Griffith University students were offered full-time employment with the Gold Coast 2018 Commonwealth Games Corporation (GOLDOC).

Priorities

- Use insights and areas of expertise to partner with industry and policy partners.
- Co-create and refresh programs of study to address workforce needs and skills development.
- Align the emerging digital campus with opportunities to engage with industry and policy partners.
- Build upon existing Group strategies to develop holistic industry engagement across the University.



Community engagement



The Centre for Interfaith and Cultural Dialogue at the Nathan campus runs a year-long program of public events, including an Iftar Dinner during the holy fasting month of Ramadan.



The Queensland Conservatorium Griffith University at South Bank attracts tens of thousands of patrons each year to its diverse concert program. In 2017, a special gala celebrated 60 years of QCGU success.



BeachCare and CoastEd are award-winning programs created by the Griffith Centre for Coastal Management. In partnership with the City of Gold Coast, the programs provide an opportunity for community members of all ages, including school groups, to learn about and help care for their local coastal environments through hands-on information sessions, and the planting of native dune species, weed removal, and litter collection and auditing.

Priorities

- Engage community partners in University goals, research and program delivery.
- Target an increase in external income for community engagement outcomes.
- Use expertise to engage with community groups, and become a thought-leader in community development activities.
- Actively seek opportunities to extend and open University campuses and activities to community partners.



Schools and future students engagement



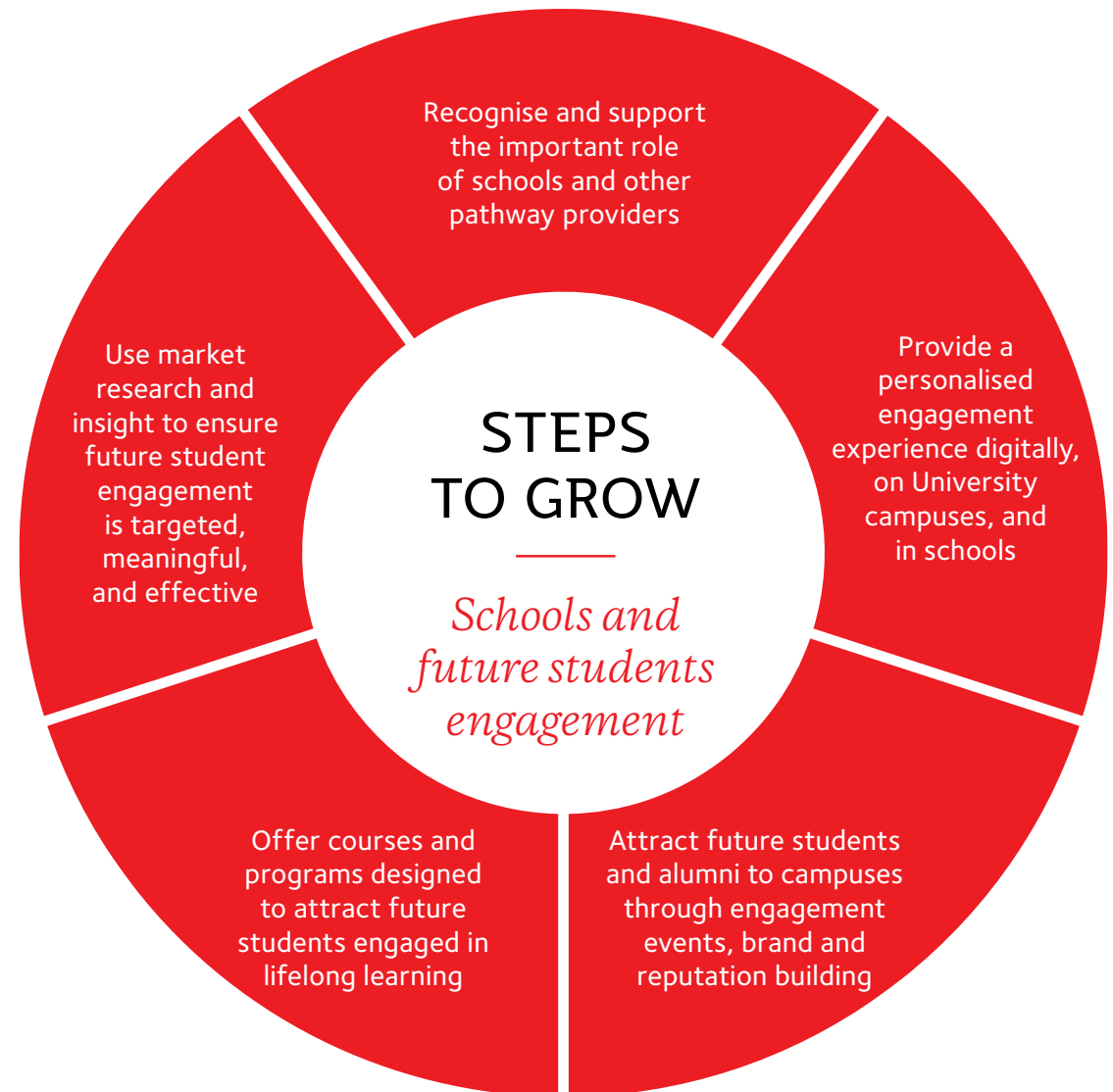
High-achieving year 12 students from across Queensland and northern New South Wales participate in the three-day, residential Future Leaders Retreat at the Gold Coast campus ahead of their senior year of schooling.



Interactive Griffith University sites at Broadbeach and the Aquatics Centre at Southport welcomed thousands of people during the Gold Coast 2018 Commonwealth Games. Virtual reality technology allowed visitors to see through the eyes of Griffith's elite student athletes. Experiential activations using different technologies are used on and off campus to promote the breadth of Griffith disciplines and activities.

Priorities

- Engage future students and partners digitally in personalised ways to reflect their interests.
- Work closely with schools and other partners to develop a suite of available Griffith tools and services.
- Engage external partners in the Remarkable brand positioning.
- Align Griffith Connect with school outreach programs of Academic Groups.



Alumni engagement



Griffith alumnus Frank Byrne (B Commerce 1991) is the longest-serving member of the Griffith Industry Mentoring Program. Since its inception in 1994, the program has involved thousands of alumni, and played a significant role in student learning and employability outcomes.



Hong Kong-based graduates join the Chancellor, Vice Chancellor, and Pro Vice Chancellor (Business) at an alumni event in 2017.



Journalist and television personality Harry Harding (B Languages and Linguistics 2011), winner of the 2017 Young Australia China Alumni of the Year Award.

Priorities

- Build strong alumni lifelong engagement relationships for mutual benefit.
- Support alumni lifetime learning and make Griffith front of mind for future education needs.
- Facilitate alumni peer engagement to strengthen relationships among alumni and with the University.
- Showcase University-wide and Group-level alumni outcomes for engagement, reputation and student recruitment purposes.



Donor engagement



The Griffith University Staff Giving network has grown exponentially in recent years. Funds raised by members support the Griffith Futures Scholarships program.



Anne Jamieson-Abedian and Dr Soheil Abedian join with scholarship recipients, Angus Burkitt and Rebecca Silman, Chancellor Henry Smerdon AM, and Director of the Development and Alumni Office Gillian French. The Abedian Foundation Griffith Futures Scholarships are awarded to students who have experienced financial or other hardship, to help them achieve to their potential. Dr Abedian was named the QCF 2018 Higher Education Philanthropist of the Year.



The Queensland Conservatorium of Music is the beneficiary of a new bequest from the family of the late Emily Reinhardt. This generous donation will fund a new scholarship for an outstanding student of piano, and will be offered in perpetuity.

Priorities

- Build awareness about the impact philanthropic giving can make and the role of Griffith University in the philanthropic ecosystem.
- Support future generations to achieve their potential despite personal circumstances.
- Pursue our research goals with greater resource certainty.
- Leverage donations to attract greater industry and government funding.



Engagement in action

Swimming Australia partnership

Griffith University's partnership with Swimming Australia is an example of a cross-disciplinary and multi-dimensional sports engagement model.

The Aquatic Centre on the Gold Coast campus houses a Swimming Australia high-performance program that is under the direction and expertise of the nation's top-ranked swimming coach, Michael Bohl.

Swimming Australia chose to partner with the University due to the remarkable facilities, service, expertise and knowledge available to enhance their program. For a sports organisation and athletes, a one-stop-shop for training, testing, treatment, and education is a very attractive option.

Griffith University and Swimming Australia also collaborate with research projects that inform better performance. Student placement and internships within both the administration and high performance areas of the organisation are another valuable part of the partnership.



Griffith Sports College student and Commonwealth Games bronze medallist Kiah Melverton (Bachelor of Exercise Science).



PhD researcher in biomechanics Bec Pahl. Ms Pahl's research is supported by Swimming Australia and the Queensland Academy of Sport.

Contemporary Australian Indigenous Art

The Bachelor of Contemporary Australian Indigenous Art (CAIA) program began at the Queensland College of Art (QCA) in 1994. It was established by the Aboriginal and Torres Strait Islander arts community after discussions held at the 1993 Woorabinda Aboriginal Art Conference identified a need for an Indigenous-specific art degree program. It is the only program of its kind in Australia—designed and taught by Aboriginal and Torres Strait Islander artists for emerging Aboriginal and Torres Strait Islander artists.

CAIA students and staff regularly engage with the wider community through commissions to create public art. A large-scale (90m) mural has recently been delivered for Queensland Rail's Positive pARTnerships Program. Conceived and painted by CAIA students, it is inspired by Indigenous song lines which represent "pathways" (not unlike the branches of a train network). Tens of thousands of motorists pass by this prominent artwork each day (a section is pictured below right). All CAIA students research their family and community connections to inform their art, and are supported by the University to visit Country to meet with community members and Elders. These Back to Country experiences have proven invaluable to the development of students as artists and future leaders.



CAIA staff and students.



Sustainability commitment

Since inception, Griffith University has led the way and had an ongoing commitment to the environment and sustainability.

We recognise the critical role that universities have in achieving the United Nations 17 Sustainable Development Goals, adopted in September 2015.

Our teaching, research and engagement programs link with the Sustainable Development Goals to equip the next generation of leaders, innovators and decision makers with the knowledge and skills to tackle global challenges.

Griffith University is a signatory to the UN Global Compact, and has signed up to the Sustainable Development Solutions Network – Universities Commitment to the Sustainable Development Goals.

A website articulates how Griffith University teaching, research, and engagement is contributing to each of the 17 Sustainable Development Goals.



Professor Catherine Pickering and students promote the award-winning GrowsAtGriffith app, a resource that allows users to learn more about common plants found on the University's campuses.

Asia-Pacific leadership

Griffith University has partnered and led many programs, events and engagements within the Asia-Pacific region. As part of the Gold Coast 2018 Commonwealth Games, we had the unique opportunity to partner with the Commonwealth Games Federation in a development and research program focused on the Pacific region.

The University worked with the 12 Commonwealth nations to deliver four high-performance training camps in the 18 months prior to the Gold Coast 2018 Commonwealth Games. The GAPS camps were designed around Gathering information, Adapting athletes and their behaviours and training habits, and Preparing athletes for performance in a Sustainable manner. Five sports were covered, with participants including para-athletes.

The GAPS program directly resulted in two nations winning medals at the Commonwealth Games for the first time in their nation's history. Vanuatu won bronze medals in women's beach volleyball, and women's F46 javelin, while the Cook Islands took bronze in the men's lawn bowls pairs event.



GAPS program participants at the Gold Coast campus.



GAPS participant Friana Kwevira (right) with her bronze medal in the F46 javelin at the Gold Coast 2018 Commonwealth Games.

Planning framework



OUR ENGAGEMENT AT A GLANCE



133 student scholarships

provided in 2018 directly funded by the Annual Appeal, Staff Giving, and the Abedian Foundation (a **400% INCREASE** since 2014)



1,931,634

total number of **EXTERNAL PLACEMENT HOURS** completed in 2017 by Griffith Health students (working within 934 partner organisations)



102,444 hours

service provided by the 239 students who completed the Griffith University-exclusive **GOLD COAST 2018 COMMONWEALTH GAMES INTERNSHIP PROGRAM**



400 participants

at the **2018 WALK AND TALK EVENTS** held during National Reconciliation Week

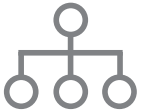
18 years

continuous recognition of Griffith University as an **EMPLOYER OF CHOICE FOR WOMEN** (2001–2013) and **GENDER EQUALITY** (2014–present)



17,500+

ACTIVE EMPLOYERS registered with Careers and Employment Service



1638

number of essays, reportage, and works of fiction **PUBLISHED BY GRIFFITH REVIEW** since 2003



\$185 million

the value of **COMMERCIAL ENGAGEMENT CONTRACTS** brokered by Griffith Enterprise



65+ countries

that engage with the Griffith University Centre for **INTERFAITH AND CULTURAL DIALOGUE**



3897

number of plants Griffith University **BEACHCARE VOLUNTEERS** PLANTED on the Gold Coast in 2017



216,000+

attendees

to the more than 800 public performances by the Queensland Conservatorium Griffith University in 2017



200,000

ALUMNI located around the globe



130+

nominations received in **2018 FOR THE INAUGURAL OUTSTANDING ALUMNI AWARDS**



649

number of high-achieving **SECONDARY STUDENTS** enrolled in the **GUESTS-AT-SCHOOL PROGRAM**



77,396

total students reached during **2017 SCHOOLS ENGAGEMENT ACTIVITIES**

STUDENT

STAFF

INDUSTRY

COMMUNITY

ALUMNI

SCHOOLS & FUTURE STUDENTS

DONOR

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Section of the 90 metre-long mural near Eagle Junction
created by CAIA students as part of the Queensland Rail
Positive pARTnerships Program.