The University and its Alumni Communities

Each year, the University welcomes significant numbers of students from interstate and overseas, many of whom return to their home state or country after the completion of their courses.

Former students, or alumni, are important members of the University of Melbourne community. Any individual who has successfully completed a degree, a full year of study, study abroad/exchange program of one semester of study at the University of Melbourne is automatically a member of the University’s alumni community. There are no joining fees, nor any need to ‘sign up’. Unless the University is advised otherwise, all alumni who keep their contact details up-to-date with the University will be treated as active members of the University’s alumni community.

There are more than 330,000 alumni of the University living and working in over 150 countries around the world. The largest groups of Melbourne alumni outside Australia are located in the United States of America, Malaysia, Singapore, Hong Kong and People’s Republic of China.

Alumni Groups

The University has many alumni who wish to volunteer to support fellow alumni and remain connected with the active life of the University. This support may come in the form of welcoming alumni returning or relocating to their region upon graduation, assisting with logistics for University events, establishing social and business connections for fellow alumni and offering professional mentoring. The widespread geographic distribution of alumni combined with the increasing mobility of new graduates, place great importance on the University’s need for a strategic approach to the management of its alumni groups.

Alumni groups may be organised based on:
- Region (focusing on alumni in a given city, country or region)
- Faculty or academic discipline
- Extra-curricular interests

Alumni groups serving a large alumni community (over 1,000 alumni), may wish to formalise their connection to the University by becoming Alumni Associations. To find out more about Alumni Associations, please refer to the Alumni Associations Guidelines.

More informal groups may also exist to serve smaller communities. To advise the University of an network or to find out if there is one operating in your area, or please contact Alumni Relations Manager, Advocacy and Recognition via alumni-office@unimelb.edu.au or call +61 3 8344 1746.
Alumni Association Guidelines

These guidelines have been developed to support alumni volunteers wishing to establish a formally affiliated Alumni Association. The University recognises the value of these networks and aims to provide alumni volunteers with the resources, support and guidance required to successfully execute their programs.

As entities independent to the University, Alumni Associations are ultimately responsible for the conduct and management of their programs. These guidelines provide a framework that Alumni Associations can use to better understand their roles and responsibilities. Individuals should seek independent legal advice in relation to the specific requirements of their association such as liability and registration. For more information, please contact the Advancement Office.

The University of Melbourne Advancement Office (UOMA)

Some Alumni Associations work closely with the Faculty or department with which they are affiliated. Others, grouped by region or interest, are more likely to work with staff from UOMA.

Charged with the management and implementation of the University’s Advancement strategy, UOMA provides a network of professionals dedicated to enhancing the relationship between the University and its alumni. Part of this work involves the facilitation of relationships between Alumni Associations and the University and supports alumni volunteers making contributions to the active life of the University.

The first point of contact for alumni wishing to form an Alumni Association is UOMA. Alumni Relations staff are best placed to provide assistance in identifying the appropriate contacts within the University and will, to the best of their ability, assist individuals in the formation and ongoing management of Alumni Associations.

Alumni are encouraged to contact UOMA with any questions, comments or suggestions.

Post:
The Advancement Office
University of Melbourne
Victoria 3010
Australia

Email: alumni-office@unimelb.edu.au
Phone: +61 3 8344 1751
Fax: +61 3 9348 0013
Alumni Associations

Alumni Associations are valuable groups of University of Melbourne alumni whose activities offer regular opportunities for alumni to stay involved and active in the life of the University. Run by volunteers, these formally affiliated groups assist the University by extending its connection with alumni on a global scale and enable its graduates to connect with one another for personal and professional reasons.

+ Criteria
In order to best service the University’s alumni community, UoMA requests that formally affiliated Alumni Associations meet the following criteria:

- The group serves an alumni community of more than 1,000 alumni
- There group serves a community that is not currently being served by another Alumni Association
- The group is governed by a formal committee structure comprising (at minimum) an executive Committee comprising a President, Secretary and Treasurer

+ Purpose
The University works with its Alumni Associations to deliver beneficial outcomes for the global alumni community and strengthen a lifelong affiliation with the University. Alumni volunteers involved in leading Alumni Associations are important in that they:

- Represent the views, needs and interests of their alumni communities
  Act as trusted advocates for the University

- Foster a culture of contribution among alumni in support of the University and its by becoming volunteers, contributing to scholarships or supporting other philanthropic activities

- Design and deliver opportunities for the alumni community to engage with each other and the University

- Offer voluntary assistance to the University in the organisation of events including reunions, interstate and overseas functions

+ Benefits
In return volunteers engaged in the management of Alumni Associations stand to gain a number of benefits including:

- Developing new leadership and personal development skills
- Expanding personal and professional connections
- Understanding how to plan, promote and execute events
- Gaining experience in team work and advocacy

The University respects that its Alumni Associations will have varied expectations and modes of operation, however it encourages these groups to maintain a close relationship with the University, sharing ideas, comments and suggestions, co-hosting events and communicating with University departments on a regular basis.
Forming an Alumni Association

Alumni Associations can be initiated by a member of the alumni community, University staff member, Faculty or department. To apply, groups are asked to submit a completed Alumni Association Application following the steps set out below. In order to best service the University’s alumni community, UoMA requests that formally affiliated Alumni Associations meet the following criteria:

- The group serves an alumni community of more than 1,000 alumni
- There group serves a community that is not currently being served by another Alumni Association
- The group is governed by a formal committee structure comprising (at minimum) an executive Committee comprising a President, Secretary and Treasurer

Steps for Forming an Association:

1. Thoroughly read this guidelines document
2. Contact UOMA to discuss the proposed Alumni Association
3. Gauge the feasibility and level of interest in the target group in consultation with UOMA. Please note: Alumni Associations in areas that meet the strategic objectives of the University by adding value to Alumni Relations, Recruitment and Marketing activities will be prioritised
4. Discuss possible models with UOMA
5. Consider and decide the best structure for the Association and seek professional advice if necessary
6. Apply to be registered as a formally Alumni Association by submitting an Alumni Association Application outlining:
   - **Key Purpose**
     The alumni group’s key purpose and how it aims to meet serve the needs of its alumni community.
   - **Key Market**
     The alumni group the Alumni Association aims to serve whether by region or discipline
   - **Committee Structure**
     A system of governance that enables the efficient and transparent running of the alumni group. This includes the nomination of an Executive Committee comprising a President, Secretary and Treasurer. The Association must provide a list of the names and contact details of its committee members to the University on an annual basis.
   - **Financial status**
     Information on accumulated funds and any membership fees that may apply to the Alumni Association
   - **Proposed activities**
     A draft overview of the Alumni Associations proposed annual activity program
7. Work with UOMA to receive approval from the University

8. Launch the Alumni Association

**Alumni Association Agreement**

Alumni groups are required to sign an *Alumni Association Agreement* which establishes the affiliation between the alumni group and the University (these groups are then known as Alumni Associations). Once signed by two members of the association’s Executive Committee, this agreement confirms that the Alumni Association agrees to adhere to the University’s terms particularly in regard to the correct use of the University of Melbourne name, University logo, funding applications and access to alumni data. The agreement officially recognises the Alumni Association and ensures that it is covered by the University’s insurance provisions.

**The University’s Expectations of Alumni Associations**

The University asks that all Alumni Associations:

- Provide valuable advocacy on behalf of the University by sending communications **at least 2 times annually** either in print or online with local alumni communities providing updates on University news and alumni related activities and opportunities;
- Organise a program of **at least 4 activities** per year at which alumni can connect with one another in person;
- Actively seek new committee members and encourage members to take up leadership positions on the executive committee and exercise succession planning particularly in the lead up to Annual General Meetings and periods of leadership transition;
- Encourage alumni to update their details via the In Touch alumni website; and
- Maintain clear lines of communication with the University Advancement office through the provision of an annual activity report.

**Structuring Alumni Associations**

Choosing the right structure for an association is important. Most Alumni Associations are unincorporated associations– meaning they are not legal entities, but rather a group of people who come together to promote a common interest or group activity.

An incorporated association is a legal entity which is created under the appropriate legislation of the state, territory or country in which the association is formed.

Within Australia, there is no legal requirement to incorporate an Alumni Association, although it may be a good idea to do so if membership fees are charged and the association’s volunteer management committee is responsible for members’ funds. UOMA staff can assist volunteers in making a decision regarding incorporation.
In some countries there are legal requirements that any kind of association must be formally established and registered with the appropriate authorities. Alumni who wish to establish a new association overseas are advised to seek professional advice specific to their region.

University of Melbourne Alumni Associations are required to formally elect office bearers including a President, Secretary and Treasurer. Other elected roles may include a Vice-President and/or Patrons - usually distinguished alumni who can offer advice but are not involved in the ‘hands-on’ management of the association. It is also recommended that volunteers are assigned particular areas of responsibility such as written communications, event coordination and the management of online networks.

Specific roles and responsibilities of volunteer committee members are further outlined in the **Alumni Association Volunteer Committee Member Role Description**.

It is a requirement of the University of Melbourne that all members of the Alumni Association’s Executive Committee (President, Secretary and Treasurer) complete an **Alumni Volunteer Agreement** and return it to UOMA.

**Volunteers**

The most successful and long standing Alumni Associations rely on the time, energy, interest, organisational skills and practical help of its volunteer members. The volunteers who drive and manage an association are invaluable to the ongoing success and survival of the group.

These volunteers are usually responsible for:

- Organising communications and events
- Managing finances and administration
- Communicating regularly with the University
- Recruiting and supporting new volunteers
- Increasing membership
- Meeting mutual obligation requirements with the University

The organisation and structure of volunteer roles will depend on the structure and formality of the association. However it is important to note that generally volunteering requires commitment and time. It is a good idea to involve enough volunteers so that the workload can be shared and to ensure the long term sustainability of an association, applying a limited term for Executive Committee members is recommended.

Alumni Associations are asked to provide UOMA with an updated list of its Executive Committee and other volunteer members on an annual basis and are required to advise of changes in a timely manner. It is important that UOMA is aware of the volunteer contribution made by Affiliated Alumni Association committee members so that appropriate recognition is communicated.

It is also important that current volunteers consider how to recruit and support new volunteers in order to ensure the ongoing success of the association. UOMA can offer advice on methods of recruiting and supporting volunteers.

It is recommended to ensure that the workload is shared. For some volunteers, it is also important that they see future opportunities for more senior roles.
Advocacy
The University places great importance on maintaining effective working relationships with its Affiliated Alumni Association volunteers through the provision of regular and clear communications that:

- Enhance Alumni Association’s knowledge and understanding of the University, the Campaign, academic achievements, alumni opportunities and strategic direction
- Build capacity in Alumni Association committee members to act as spokespeople on behalf of the University and when engaging with members of the alumni community
- Highlight to Alumni Association committee members the benefits of remaining engaged as alumni volunteers and inspire them to actively support the expansion of the group within University of Melbourne alumni network

These communications empower Alumni Association committee members to act as advocates for the University and assist in the delivery of key messages to the wider alumni.

The University will nominate one permanent staff member as a relationship manager to be available to answer questions and discuss the strategic direction of the Alumni Association. The staff member will endeavour to coordinate the following to be sent:

- Notification of any funding opportunities (if available) including proposal submission dates and announcement dates
- Campaign updates
- Alumni segment reports

To ensure the University is kept informed about the management of its alumni groups, Alumni Associations are required to nominate at least one representative with whom the University can communicate directly, who will coordinate:

- On an annual basis, an updated list of the Alumni Association Volunteer Committee members and each time there is a change to be sent to the nominated relationship manager
- On an annual basis, an indicative program of events for the coming year, including the date of flagship activities and Annual General Meeting to the Alumni Relations Office.
- On an annually basis, the sending of a report outlining the association’s activities, suggestions and feedback including any additional self-managed engagement figures as appropriate.
- On a needs basis, the completion and submission of grant application and funding outcome forms

Elections
In times of leadership transition, Alumni Associations are required to contact UOMA to discuss their proposed election process. UOMA encourages associations to develop a succession plan when transitioning Executive Committee members and can provide significant support in identifying new candidates for Committee membership.
Constitution
Some associations wish to develop a constitution, whereas others feel it is unnecessary. This decision should be made by the Executive Committee with consultation from its Committee members. If an association wishes to develop a constitution, UOMA can provide advice and support including a range of sample documents.

Membership
Associations may choose to charge membership fees, and to ‘sign-up’ members. However most Alumni Associations choose to keep membership informal and do not charge membership fees. Please note that administering membership fees can be a time-consuming process for volunteers. UOMA

Funding
All alumni groups, whether affiliated or not, are expected to be largely self-funding, but Alumni Associations may on occasion apply to the University for additional funds. UOMA has a limited budget available to help resource some activities undertaken by Alumni Associations. As outlined in the Alumni Association Grant Guidelines, these funds are distributed equitably based on the needs and resources of each group and the strategic outcomes of the proposed purpose. Funding opportunities will be communicated to all Alumni Associations in a timely manner and applications will be assessed on a case-by-case basis, and are subject to funding availability.

Alumni Associations may apply to the University for grants up to a limit of AUD$1,500 per calendar year.

Funding from UOMA is offered under two categories; Organisational Grants and Activity Grants.

- Activity Grants are designed to subsidise or cover the costs of venue hire, catering, promotional material or other expensed associated with particular alumni activities or events
- Organisational Grants are designed to cover the extraordinary administrative fees including business registrations fees, website domain names, accounting and auditing costs that may apply to Alumni Associations in particular regions

Pre-requisites of grant funding are:

- The Alumni Association must have signed an Alumni Association Agreement.
- The Alumni Association must have accurately completed the Grant Application Form. The Alumni Association must agree to complete and return the Grant Outcome Report.

Priority will be given to applications that:

- Promote or raise the profile of the alumni association
- Provide sustainable and innovative ways for alumni to connect with each other;
- Have not benefited from University-managed activities in their location/region in the same calendar year;

It is compulsory for Alumni Associations in receipt of University grants to complete and return a Grant Outcome Report. Full criteria and conditions of University grants and an outline of the application process can be found on the Grant Application form.
In addition to funding sourced from UOMA, Alumni Associations may choose to fund their activities by:

- Charging annual membership fees and/or event registration fees
- Seeking cash sponsorship from third parties to cover or subsidise event cost
- Negotiating a funding arrangement with a particular University Faculty based on the purpose and outcomes of a particular activity

Please contact UOMA to discuss the best funding model for the proposed activity.

Events and Activities
The University organises numerous events around Australia and internationally, many of which involve the alumni community. One of the key roles of Alumni Associations is organising and executing events for alumni. The University often calls upon its Alumni Association volunteers for advice and assistance in the coordination of such events. The timing and type of these activities will depend on the interests of the alumni cohort, as well as practical issues of numbers and geographic distribution.

UOMA can assist Alumni Associations in promoting their flagship events and activities. This service is strictly available at the discretion of UOMA. Please refer to Communications Support section for more details.

Please note that Alumni Associations using the University name should not organise events or activities that might bring the University into disrepute. Legitimate activities or events include anything that enhances the relationship between the University and alumni, the association and alumni, or between alumni.

Communications Support
Alumni Associations are invited to submit articles, invitations and opportunities for publication in University alumni communications. UOMA communicates regularly with its extensive alumni networks and may provide promotion and support of Affiliated Alumni Associations and their events by offering:

General Promotions:

- An Alumni Association presence featuring contact details for the group’s key representative, relevant website URLs and social media links on the In Touch alumni website (an online resource offering University news, alumni benefits and event listings http://alumni.unimelb.edu.au)
- Opportunities to suggest stories for 3010 – a print and online publication for alumni and friends of the University of Melbourne (sent twice annually to all contactable alumni) – please be advised that articles featured in 3010 are subject to approval by an Editorial Board.
- Opportunities to suggest stories for Melbourne Alumni E-news (a free electronic newsletter sent 8 times per year to around 36,000 alumni worldwide)
- Provision of a personalised “@alumni.unimelb” email address used to forward messages to a specific existing email account (eg: malaysia@alumni.unimelb.edu.au)

Events and Activities:

- Approved event listings on the In Touch alumni website.
• UOMA may provide distribution of personalised emails/invitations promoting Alumni Association events to alumni segments in its database, according to region/interest group. Alumni Associations are required to notify UOMA at least four weeks prior to the event to discuss the content, timelines and event requirements. The University reserves the right not to distribute invitations to events with less than two weeks’ notice.

• Targeted posts, shares, likes via University of Melbourne alumni social media channels including LinkedIn, Facebook, Twitter and Flickr where relevant

• Access to Faculty newsletters where relevant

Some Alumni Associations publish a newsletter and maintain their own website, social media pages and/or LinkedIn profile. UOMA can offer guidance with these activities.

Please note that any use of the University of Melbourne name and/or logo, must be negotiated in consultation with UOMA and strictly adhere to the University of Melbourne Logo Guidelines http://marketing.unimelb.edu.au/branding/index.html

Social and Online Media

Communicating to alumni through social media is encouraged as a means for Alumni Associations to inform and connect with their specific alumni cohorts. Assistance in establishing these online networks can be provided by UOMA.

When considering its social and online media presence, Alumni Associations are asked to consider the following:

• All alumni are encouraged to sign up to the University of Melbourne Alumni LinkedIn groups; the official Twitter (@uomalumni) account and the Facebook account (https://www.facebook.com/melbourneunialumni)

• Establishing social media accounts which refer to the University of Melbourne are permitted provided they do not claim to be “official” University of Melbourne channels. This is because these groups are not monitored and reported on by the University and may not follow specific online communications guidelines.

• If managing social media account for alumni, the manager of that account should regularly post and monitor the account to ensure relevance and mitigation of risk to reputation. Please ensure that copy and posts comply with the code of conduct relevant to each social media channel. Please also refer to the Social Media Playbook – Alumni Associations, for tone, responses and escalation (included in the Appendix section of this Guidelines document)

• Use of the logo for social groups will be reviewed on an individual basis
University Policies
By entering into a formally affiliation with the University, Alumni Associations must adhere to a number of University policies.

Alumni Personal Information
UOMA maintains a database of all University of Melbourne alumni.

Due to privacy restrictions in force under the Privacy and Data Protection Act 2014 (Vic), the University is not permitted to provide Alumni Associations with the names, mailing addresses, email addresses or telephone numbers of its specific alumni cohort.

Alumni Associations may maintain an independent list of contact details for their alumni cohort and obtain consent from each member to provide those details to the University for the purposes of the University maintaining and updating its alumni database, fostering alumni relations and promoting University activities.

Alumni Associations should not use the data obtained from its alumni cohort for personal profit or gain.

If Alumni Associations offer personal data from their independent list of contact details to the University, then the University can only use the alumni data for the purposes specified by the Alumni Association when the data was collected.

The University’s privacy policy can be found on the University’s website.
http://policy.unimelb.edu.au/MPF1104

Use of the University Logo
The University of Melbourne logo is the foremost visual expression of the University of Melbourne brand. The logo is a formally registered trademark of the University of Melbourne both in Australia and overseas. Use of the logo projects a consistent image of the University.

Alumni Associations who have signed the Alumni Association Agreement will be provided with and permitted to use the University logo, however they must agree to adhere to the University Brand Guidelines. The University of Melbourne logo will not be distributed contrary to the purposes of the Affiliated Alumni Associations nor will it be misused, stored, copied or manipulated;

The Alumni Association will be held responsible for any loss, demand, claim or expense arising as a result of use or misuse of the University of Melbourne logo contrary to the Agreement and must indemnify the University against any such claim or loss. For further details see:


Use of the University Name
Alumni Associations who have signed the Alumni Association Agreement will be permitted to use the University of Melbourne name.

Like the logo, the University of Melbourne name is a formally registered trademark both in Australia and overseas and it is key expression of the University’s brand. The manner in which the name is used and the actions of groups and individuals who use the University of Melbourne name, all contribute to
the ongoing reputation of the University.

The University name may be used alongside that of an Affiliated Alumni Association based on the following grounds:

- That the Alumni Association agrees that the University of Melbourne name will not be used for purposes other than that of enhancing the relationship between the University of Melbourne and its alumni, and building the relationships between alumni of the University of Melbourne.

- That the Alumni Association must not act in a manner that will bring the University into disrepute, including financially; and

- That the Alumni Association will be held responsible for any loss, demand, claim or expense arising as a result of use or misuse of the University of Melbourne name contrary to this letter and must indemnify the University against any such claim or loss.

**Insurance**

The University of Melbourne's insurance program is designed to cover any enrolled student or other registered person in the capacity of a member or office bearer of any Alumni Association formed, which function with the consent of and are registered with, the University of Melbourne.

The insurance cover applies to official alumni events and activities managed & controlled run by Alumni Associations, provided they fall under the commonly held understanding of what an alumni event or activity is, which is approved by the University such as social functions; networking activities; careers events etc. High risk activities, such as sky-diving, mountain climbing and training for, or participating in any professional sports, would not be covered by the University’s insurance policy.

Accordingly, this insurance cover only applies to those recognised and registered University of Melbourne Alumni Associations which have signed the approved Alumni Association Agreement and have no outstanding breaches.

To ensure your Alumni Association is covered by the University of Melbourne’s insurance program, the name of your Alumni Association and a list of all its official activities and events need to be registered for inclusion under will be added to the University’s insurance policy. Therefore it is important to advise the University if your name changes, or if you are organising an unusual event or activity.