CORPORATE RELATIONS
A quick guide

Make tomorrow better.
Corporate Relations is responsible for promoting Curtin’s brand and reputation within the broader community, engaging with external audiences such as prospective students and influencers, alumni, partner organisations, government and corporate stakeholders, philanthropic donors and media organisations. We also manage the University’s key internal communications channels for staff.

This document provides an overview of our teams and key contacts and a quick guide to the range of services we offer.

**DIRECTORATE**

The Directorate provides direct support to the Vice-President Corporate Relations, Val Raubenheimer.

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Vice-President  
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Executive Assistant  
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Information current as at September 2018.
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PUBLIC RELATIONS

Public Relations provides a University-wide media relations service, including advice and support on proactive and reactive engagement, media training, and the management of media communications related to critical issues. It also provides a comprehensive corporate events management service to the University and manages the Curtin St Georges Terrace venue and activities.

Julia Nicol
Director, Public Relations
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MEDIA RELATIONS

The Media Relations team facilitates proactive and reactive media for the University locally, nationally and internationally. This includes the writing and issuing of media releases that promote research and other achievements, filming and distributing international broadcast interviews, facilitating enquiries from the media including expert comment, and running media training programs. The team welcomes staff advising them of potential stories and appreciates advance notice of any issues that may result in media coverage.

Yasmine Phillips
Media Relations Manager
Tel: +61 8 9266 9085
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CORPORATE EVENTS

The Corporate Events team manages a range of key corporate, faculty and alumni events from the opening of new campuses, institutes and facilities, investitures of Chancellors and Vice-Chancellors to public lectures and book launches. The team provides comprehensive proposals, budgets, orders of proceedings, briefing notes, and advice on event protocols in relation to dignitaries, flags and gifts. If you require assistance with an event, the team appreciates at least three months notice.

Anthony Mackaiser
Corporate Events Manager
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CURTIN ST GEORGES TERRACE

Curtin St Georges Terrace (CSGT) is situated within Brookfield Place in the city and was originally known as the Old Perth Boys’ School. The refurbished, heritage-listed building provides a unique location for seminars, public lectures, workshops, events and meetings. It has a boardroom capacity of 16, a main hall capacity of up to 80, and has the latest technology installed. There are also a number of workstations available for short-term use for staff having meetings in the city. Public Relations manages bookings for CSGT and provides support for these activities, and manages corporate events held in the venue.

Melissa Byrne
CSGT Venue Manager
Tel: +61 8 9266 5444
Email: Melissa.Byrne@curtin.edu.au
STRATEGIC COMMUNICATIONS

The Strategic Communications area provides communications support for the Vice-Chancellor’s office and for key strategic projects of the University. It is also involved in the management of communications issues, oversees University-wide internal communications and the operations of the John Curtin Gallery and Curtin FM100.1, two key community engagement channels for Curtin.

Ann Paterson
Director, Strategic Communications
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Claire Bradshaw
Strategic Communications Consultant
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Email: Claire.Bradshaw@curtin.edu.au

INTERNAL COMMUNICATIONS

The Internal Communications team manages the Vice-Chancellor’s Note to Staff and Curtin Weekly and provides communication support to key Curtin projects and senior staff. More information about the services available can be found in the Brand Toolkit. While our primary audience is staff, we work with other areas of the University to also communicate with students.

Kelly Darbyshire     Jessica Morrison
Internal Communications Officer    Internal Communications Officer
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CURTIN FM

Curtin FM is the University’s community radio station, with an audience of more than 240,000 regular listeners. We produce and broadcast promotional items for faculties and schools and interview academics to promote their work. Our newsroom is a unique training base for students, with graduates often recruited by networks across the country.

Quinn Glasson
Station Manager, Curtin FM
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JOHN CURTIN GALLERY

The John Curtin Gallery is one of the largest and most respected university art galleries in Australia. Fostering critical dialogue, our innovative exhibition program complements the international perspective of the University, and contributes to the dynamic and changing culture of Australia and our region. We enliven the intellectual and cultural life of Curtin and its broader communities through exhibitions, events and public programs. We are also the custodian of the Curtin University Art Collection and manage the loan and display of artworks to staffed areas at Bentley and Technology Park.

Chris Malcolm
Associate Director, John Curtin Gallery
Tel: +61 8 9266 4060
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STRATEGIC ENGAGEMENT
The role of the Office of Strategic Engagement is to develop projects and partnerships that support Curtin’s strategic priorities, drawing on the University’s extensive corporate and government networks and its growing city presence.

Evan Nichols
Director, Office of Strategic Engagement
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UNIVERSITY ADVANCEMENT
University Advancement is responsible for the University’s philanthropy and alumni and community relations activities.

ALUMNI AND COMMUNITY RELATIONS TEAM
The Alumni and Community Relations team works to establish and maintain positive relationships between the University, its alumni and other community members, such as former staff, to encourage lifelong connections. We aim to enhance Curtin’s reputation and encourage all alumni and friends to support the University to strengthen its future. We engage with alumni and the community globally through events, multi-channel communications and the alumni benefits program.

Erika Beazley
Director, Alumni and Advancement Services
Tel: + 61 8 9266 1869
Email: E.Beazley@curtin.edu.au

DEVELOPMENT TEAM
The Development team is responsible for all aspects of the University’s philanthropic relationships, engagement opportunities and activities. We engage with alumni, businesses, community organisations, trusts and foundations and individual philanthropists to generate philanthropic support for University projects and initiatives, both locally and internationally. We are also responsible for managing the Curtin University Foundation, the philanthropic fund established to enhance and support Curtin’s strategic vision.

Natasha Allchurch
Director, Development
Tel: + 61 8 9266 3080
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ADVANCEMENT SERVICES TEAM
The Advancement Services team maintains and enhances the stakeholder database (Raiser’s Edge) and associated systems, researches alumni, donors and other stakeholders, provides briefings for meetings and events and works to enhance knowledge and understanding of our alumni, community and other supporters. We also provide advice and support to the University community regarding capturing and using data relating to key stakeholders.

Genelle De Petra
Manager, Advancement Support
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UNIVERSITY MARKETING

University Marketing supports Curtin’s strategic vision to be a recognised international leader in research and education. To achieve this, our marketing and engagement strategies and initiatives are built around three areas of focus: brand and reputation, student recruitment and engagement. The team works closely with stakeholders and partners to help the University achieve its goals and targets and to inspire people to choose Curtin.

All requests and enquiries relating to University Marketing may be submitted via a request form on the brand website: brand.curtin.edu.au.

Ty Hayes
Chief Marketing Officer
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MARKETING ANALYTICS, DIGITAL AND ENGAGEMENT TEAM

The Marketing Analytics, Digital and Engagement team drives digital marketing innovation and student recruitment activities at Curtin to keep pace with the market, improve effectiveness and meet changing customer expectations. The team is responsible for the creation and management of a seamless digital marketing experience, marketing insights and account-based marketing including future student outreach and recruitment strategies.

Sarah Moffat
Director, Marketing Analytics, Digital and Engagement
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BRAND AND MARKETING

The Brand and Marketing team is responsible for strategic brand management ensuring Curtin’s reputation is enhanced and that our strategies contribute effectively to the University’s recruitment and reputation objectives. The team is responsible for delivering high-quality brand and faculty marketing programs including prospective student events, advertising and content and creative production.

Kate Jennings
Director, Brand and Marketing
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FACULTY SUPPORT TEAMS

Many of the services provided by Corporate Relations are extended to the Faculties via a hub and spoke model, whereby members of University Marketing are embedded in the faculties and representatives of the other Corporate Relations areas are assigned to the faculties to assist where needed.

You can find details of the teams available to support the individual faculties at: cr.curtin.edu.au/faculty-support.

WEBSITE INFORMATION

Advertising, publications and web requests
brand.curtin.edu.au

Alumni relations
alumni.curtin.edu.au

CurtinFM 100.1
curtinfm.com.au

John Curtin Gallery
jcg.curtin.edu.au

Latest news, media releases and publications
news.curtin.edu.au

Open Day
openday.curtin.edu.au

University style guide
brand.curtin.edu.au/working/style-guide/

Brand Toolkit
brand.curtin.edu.au