

## Community Partnership Governance and Activation Matrix

<b>Duration</b>          <b>Impact</b>	<b>Long</b> 3-5 year strategic partnership with defined benefits across research, student experience and community/industry engagement.	<b>Medium</b> 1-2 year multi-event partnership with defined benefits in either research, student experience or community/industry engagement.	<b>Short</b> One-off event partnership with defined benefits in either research, student experience or community/industry engagement.
<b>Big</b> National/international audience Major, multi-channel engagement	\$50-100k pa per partnership Plus equivalent pa in-house activation costs <ul style="list-style-type: none"> <li>• Community Partnerships Committee endorsement</li> <li>• Centrally funded and managed as part of agreed partnership plan</li> </ul>	\$50-100k pa per partnership Plus equivalent pa in-house activation costs <ul style="list-style-type: none"> <li>• Community Partnerships Committee endorsement</li> <li>• Centrally funded and managed as part of agreed partnership plan, or</li> <li>• College/Division funded and managed</li> </ul>	<\$50k per event Plus equivalent in-house activation costs <ul style="list-style-type: none"> <li>• Community Partnerships Committee endorsement</li> <li>• Centrally funded and managed as part of agreed partnership plan, or</li> <li>• College/Division funded and managed</li> </ul>
<b>Medium</b> National/regional audience Minor, multi-channel engagement	\$30-50k pa per partnership Plus equivalent pa in-house activation costs <ul style="list-style-type: none"> <li>• Community Partnerships Committee endorsement</li> <li>• Centrally funded and managed as part of agreed partnership plan, or</li> <li>• College/Division funded and managed</li> </ul>	\$30-50k pa per partnership Plus equivalent pa in-house activation costs <ul style="list-style-type: none"> <li>• Community Partnerships Committee endorsement</li> <li>• College/Division funded and managed</li> </ul>	<\$30k pa per partnership Plus equivalent pa in-house activation costs <ul style="list-style-type: none"> <li>• Community Partnerships Committee endorsement</li> <li>• College/Division funded and managed</li> </ul>
<b>Small</b> Regional/local audience Limited channel engagement (eg Face to face event)	\$10-30k pa per partnership Plus equivalent in-house activation costs <ul style="list-style-type: none"> <li>• Community Partnerships Committee endorsement</li> <li>• Centrally funded and managed as part of agreed partnership plan, or</li> <li>• College/Division funded and managed</li> </ul>	\$10-30k spend per event Plus equivalent in-house activation costs <ul style="list-style-type: none"> <li>• Delegated authority approval (VC/DVC/Director of Communications and Engagement)</li> <li>• College/Division funded and managed</li> </ul>	<\$10k spend per event Plus equivalent in-house activation costs <ul style="list-style-type: none"> <li>• Delegated authority approval (VC/DVC/Director of Communications and Engagement)</li> <li>• College/Division funded and managed</li> </ul>