

Media and Public Comment Procedures

1. COMPLIANCE OBLIGATION SUPPORTED

[Brand Communications Policy](#)

2. PROCEDURAL DETAILS

These procedures establish the processes and authorisations for making public comment and issuing media releases on behalf of Curtin University.

They define who may speak on behalf of the University, outline the required approvals for official communications, and ensure that any public commentary is accurate, responsible and aligned with Curtin's values, regulatory obligations, and its policies and procedures.

These procedures do not limit academic freedom and/or freedom of speech of any person and to the extent of any inconsistency, the University's [Academic Freedom and Freedom of Speech Policy](#) will prevail.

2.1 Media and Public Comment

2.1.1 The following members of the Curtin Community may make media or public comment in accordance with this clause:

- (a) **The Chancellor**
Only the Chancellor may make media or public comment on behalf of the University on Council matters.
- (b) **The Vice-Chancellor or authorised representative**
Only the Vice-Chancellor or authorised representative may make media or public comment on behalf of the University on topics or issues relating to Curtin University as a whole, including operational matters and University policies. The Vice-Chancellor may seek Chancellor approval where appropriate.
- (c) **Appropriately qualified employees and Adjunct Professors**
May use their Curtin title when making media or public comment provided their comments are not held out as or purport to represent an official view of the University and relate to their specific area of expertise. They will not use their Curtin title when communicating outside their specific area of expertise and should:
 - (i) complete the Introductory Media Training provided by Corporate Communications before making media or public comment. Information can be found at the [Media Centre](#) on the Curtin website; and
 - (ii) contact their relevant Head of School or Executive Manager and consult with Corporate Communications for advice and assistance if they have any questions regarding making media or public comment.
- (d) **Doctoral students**
May make media or public comment, with the specific approval of their supervisor, as long as their comments relate to their specific area of research and are not portrayed to be or purport to represent an official view of the University.
- (e) **Representatives of the Curtin Student Guild**
May make media or public comment on behalf of students but not on behalf of the University.

2.1.2 If a member of the Curtin Community makes media or public comment outside their specific area of expertise, or where not authorised by these procedures, they:

- (a) will not represent their view as an official view of the University; and
- (b) will not use their University title; and
- (c) will not make the University's name or branding visible.

2.2 Media releases

- 2.2.1 Only Curtin's Corporate Communications team is authorised to write, obtain approvals for and issue media releases on behalf of the University, including those related to Curtin-led research and institutional announcements, achievements and partnerships. No other individual, team or partner organisation will issue a media release under Curtin's name or about Curtin-led work without the express approval of Corporate Communications.
- 2.2.2 Corporate Communications will facilitate approval of media releases in consultation with each Faculty or Area, as required. This includes liaison with designated public relations staff from external organisations and partners of the University in relation to joint media releases.
- 2.2.3 Corporate Communications will request Faculties or Areas to verify statistics and claims of fact contained in media releases. Approval of media releases will be taken to include approval of any statistics or claims used.
- 2.2.4 The Director, Corporate Communications may prevent or delay the issuing of an approved media release pending the decision of the Vice-Chancellor.
- 2.2.5 The Corporate Communications team will endeavour to ensure that the following approvals are obtained before public communication is released by, or on behalf of the University:
 - (a) **Communication on topics relating to a Faculty or Area**
Will be approved by the relevant Executive Manager or their nominee. The Executive Manager will ensure that the release will not negatively impact on or contradict the work of another Faculty or Area of the University. Corporate Communications will seek Vice-Chancellor approval where appropriate.
 - (b) **Curtin employee quotes**
Corporate Communications will submit to and seek approval from individuals quoted before making any public comment.
 - (c) **Council matters**
Will be approved by the Chancellor.
 - (d) **Relating to new Faculty or Area appointments**
Will be approved by the relevant Executive Manager and are subject to the Director, Corporate Communications receiving written confirmation from People and Culture that the relevant employment contract has been signed and received.
 - (e) **Relating to senior executive appointments**
Will be approved by the Vice-Chancellor and are subject to the Director, Corporate Communications receiving written confirmation from People and Culture that the relevant employment contract has been signed and received.
 - (f) **New courses**
Will be approved by the relevant Pro Vice-Chancellor and the Provost before being issued by Corporate Communications.
 - (g) **Research-related topics**
Will be approved by the Deputy Vice-Chancellor, Research before being issued by Corporate Communications.
- 2.2.6 Corporate Communications will endeavour to only issue media releases subject to the availability of the key spokesperson named in the release or the contact details. Employees will inform Corporate Communications of their availability to respond to any media enquiries at the time the release is issued. If unavailable, Corporate Communications may delay the release or appoint an alternative spokesperson nominated by the Faculty or Area involved.

3. RESPONSIBILITIES

Responsibilities are those as set out in section 2.

4. SCOPE OF PROCEDURES

These procedures apply to all University employees, students, adjuncts University Associates, Council members, contractors and visitors in any location or campus, whether in or outside of Australia.

5. DEFINITIONS

(Note: Commonly defined terms are located in the [Common Curtin Definitions](#). Any defined terms below are specific to this document)

Media or Public comment

Refers to responses, interviews or expert comment provided to the media including in a formal media release format.

6. SCHEDULES

Nil

7. RELATED DOCUMENTS/LINKS/FORMS

Internal

[Academic Freedom and Freedom of Speech Policy](#)

[Brand Communications Policy](#)

[Code of Conduct](#)

[Privacy Statement](#)

[Social Media Procedures](#)

[Values and Signature Behaviours](#)

External

[Competition and Consumer Act 2010 \(Cth\)](#)

Policy Compliance Officer	Vanessa Beasley , Director, Corporate Communications
Policy Manager	Chief Operating Officer
Approval Authority	Chief Operating Officer
Review Date	1 st April 2030

REVISION HISTORY *(completed by Risk, Compliance and Audit)*

Version	Approved/ Amended/ Rescinded	Date	Committee / Board / Executive Manager	Approval / Resolution Number	Key Changes and Notes
New	Approved	26/09/2012	Vice President, Corporate Relations and Development	EM1230	Conditional upon PMC rescinding the current policy and procedures at its 25 th September 2012 meeting, effective 9 October 2012
	Administratively Updated	06/10/2015	Director, Legal and Compliance Services	EC 76/15	Executive Manager Title Changes

Version	Approved/ Amended/ Rescinded	Date	Committee / Board / Executive Manager	Approval / Resolution Number	Key Changes and Notes
	Administratively Updated	28/04/2016	Director, Legal and Compliance Services		Removal of Guiding Ethical Principles to Curtin Values
	Administratively Updated	09/02/2017	Director, Legal and Compliance Services		Area name change from Human Resources to People and Culture (also approved by the Chief Operating Officer)
	Administratively Updated	20/06/2017	Director, Legal and Compliance Services		Updated Links for Intellectual Freedom Policy
	Approved	29/01/2018	Vice President, Corporate Relations	EM1727	Unconditional
	Approved	10/06/2021	Vice President, Corporate Relations	EM2149	
	Amended	13/01/2023	Vice President, Corporate Relations	EM2303	Amended to align with Academic Freedom and Freedom of Speech Policy
	Approved	6/07/2026	Chief Operating Officer	EM2612	Previously "Media Procedures"