

# The Queensland IETU Reputational Risk Framework

11 October 2017

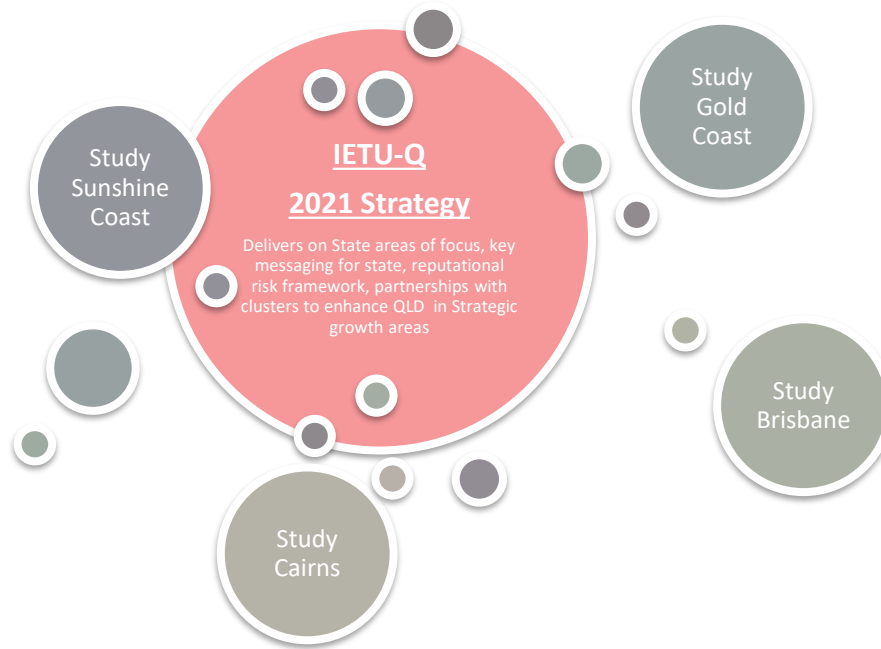
A grayscale photograph of a person with short dark hair and glasses, wearing a light-colored shirt, looking down at a document on a table. The background is blurred, showing other people in a meeting setting.

STUDY  
**GOLDCOAST.**

# IETU-Q and the State Study Clusters Partnerships

Investment from city councils and local sector to build City Brands

Brand and Reputation Queensland

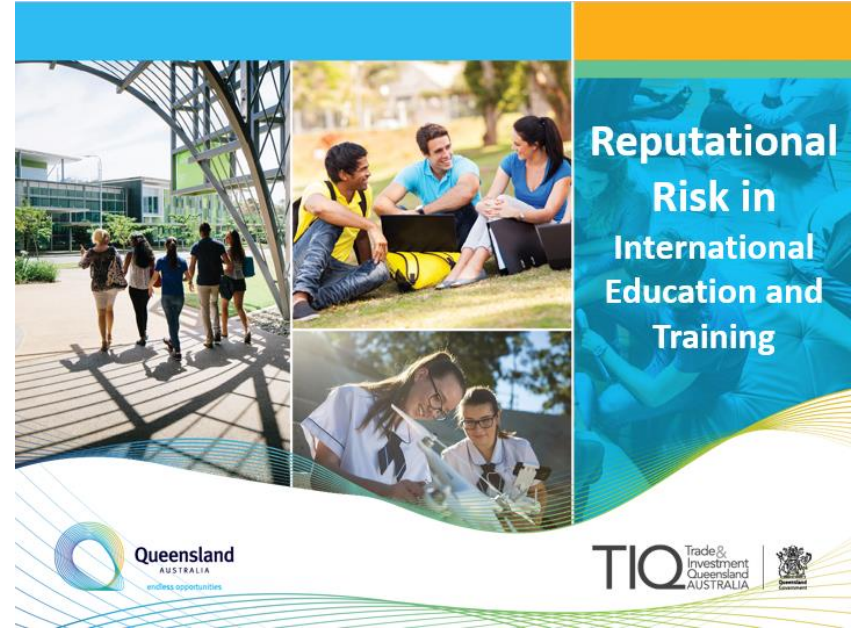
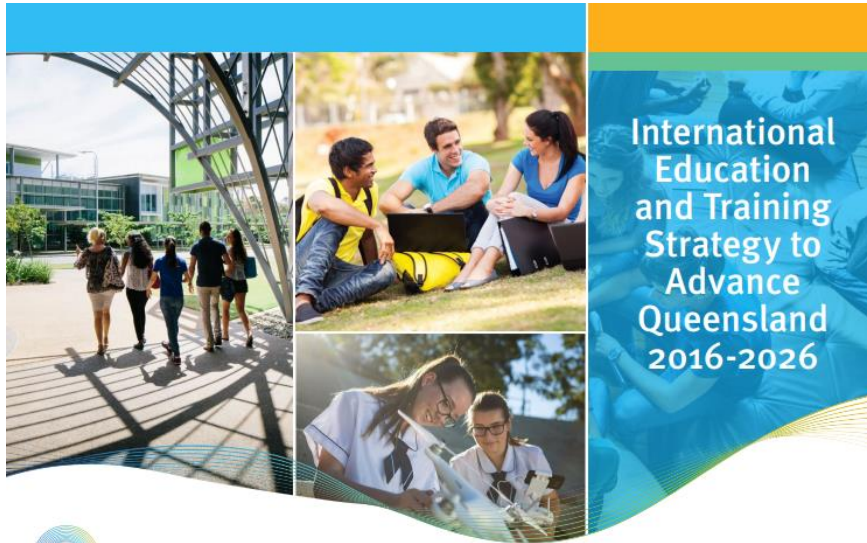


Regional Community of Practice

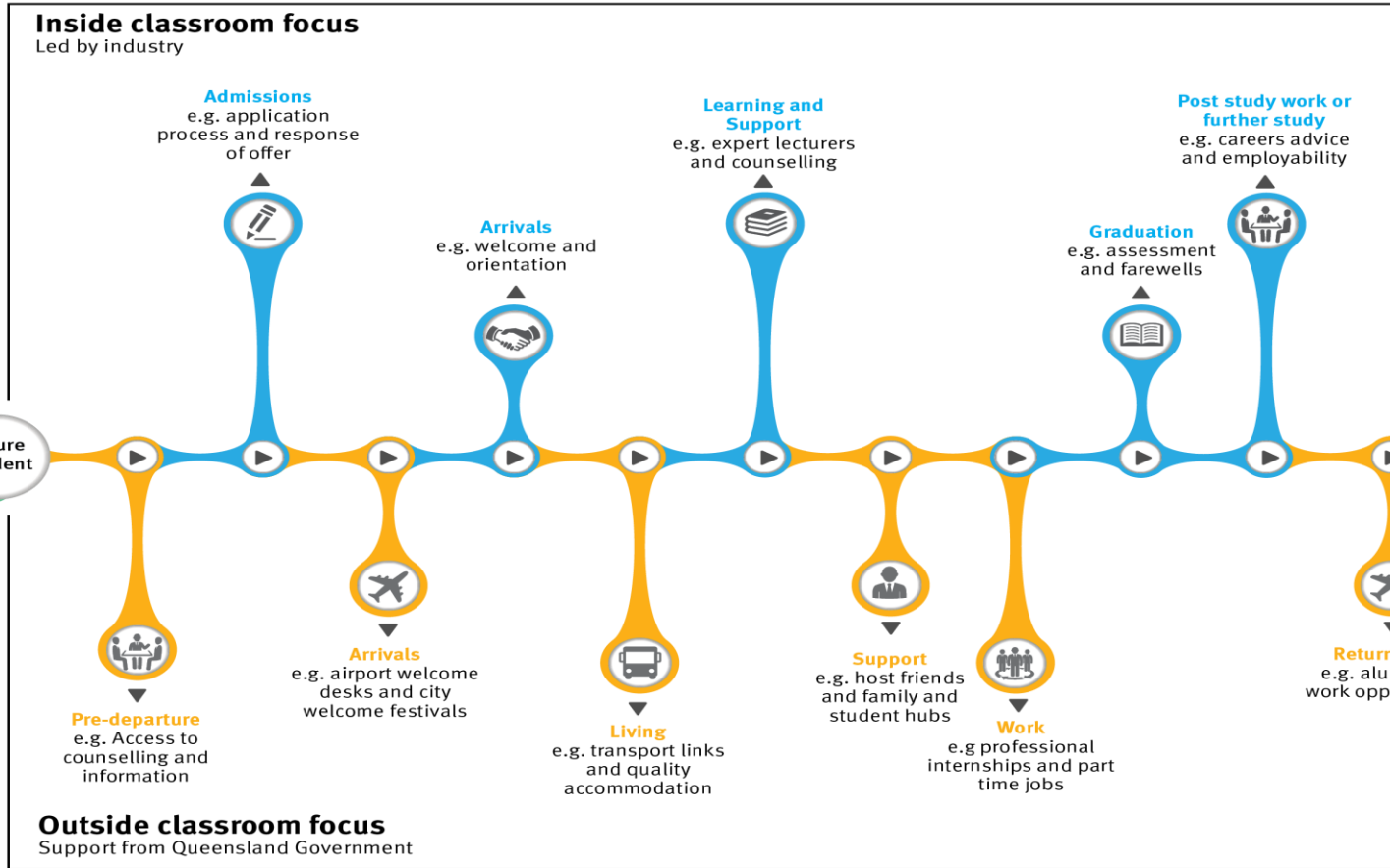
Investment from State, State frameworks and the Partnership Plan

STUDY  
**GOLDCOAST.**

# IETU Strategy and IETU Reputational Risk Framework



# Quality and Student Experience – The Cornerstone to Reputation



UNITE

**STRATEGY 1:  
EMPLOYABILITY**

**VISION:** To be the most active student employability focused city in Australia.

**STRATEGY 2:  
STUDENT EXPERIENCE,  
INCLUSION & ADVOCACY**

**VISION:** To be the most welcoming student city in Australia.

**VISION:**  
The Gold Coast, Australia's favourite classroom, is recognised globally for providing quality education and training, innovation, employability and opportunity.

**MISSION:**  
Promote, grow and unite the city's education sector to support student recruitment and retention, improve the city's positioning, enhance student experience and increase employability.

*OPPORTUNITIES: STEAM, 2018 GOLD COAST COMMONWEALTH GAMES, HEALTH & KNOWLEDGE PRECINCT, FUTURE & EXISTING CAREER OPPORTUNITIES*

PROMOTE

**STRATEGY 3:  
EDUCATION CITY  
POSITIONING**

**VISION:** The Gold Coast is Australia's favourite classroom and is recognised globally as an education destination of choice.

**STRATEGY 4:  
STUDENT  
CONVERSION & RETENTION**

**VISION:** A long-term, life changing education experience for Gold Coast students.

GROW

EDUCATE

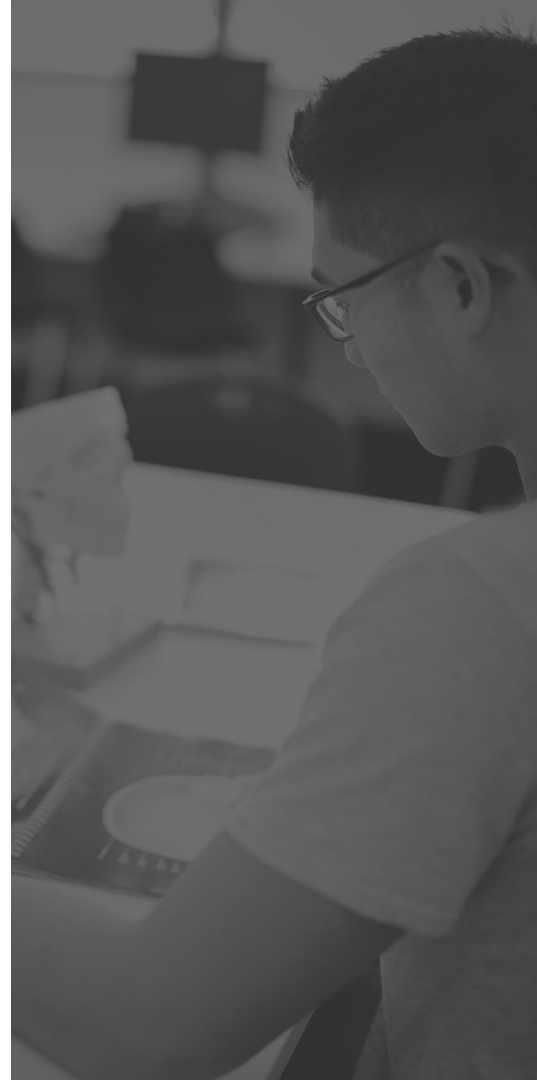
# The Gold Coast Student Hub



[www.goldcoaststudenthub.com](http://www.goldcoaststudenthub.com)

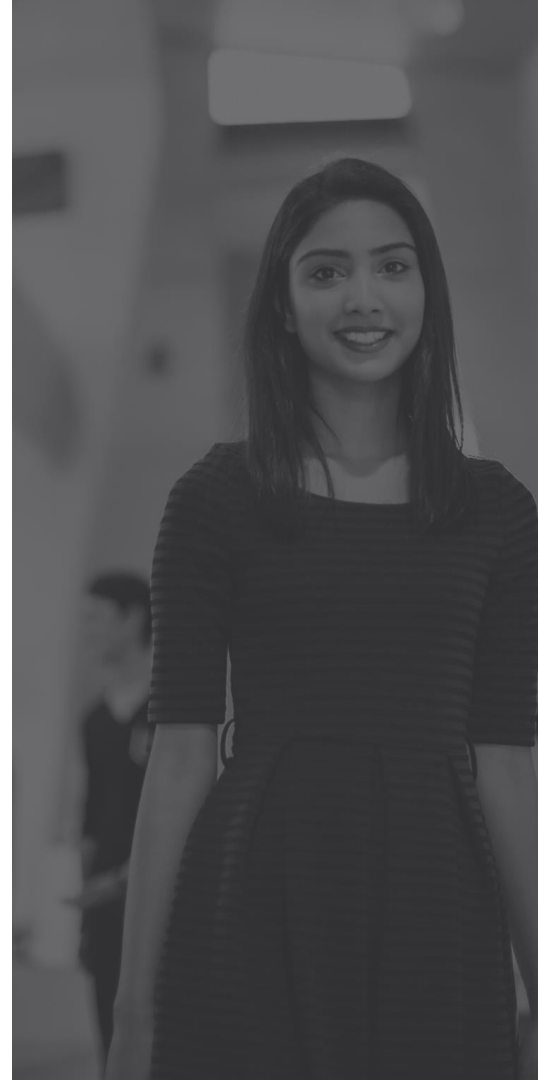
# The Student Hub Objectives

- **CONNECT** – a destination for students to connect with the student, alumni and industry community on the Gold Coast
- **LEARN** – a central hub for students offering learning experiences including workshops, volunteering and mentoring
- **EXPLORE** – a diverse range of experiences and opportunities encouraging students to explore the Gold Coast and its surrounds
- **SUPPORT** – an independent support offering where students can access a variety of valuable and relevant services

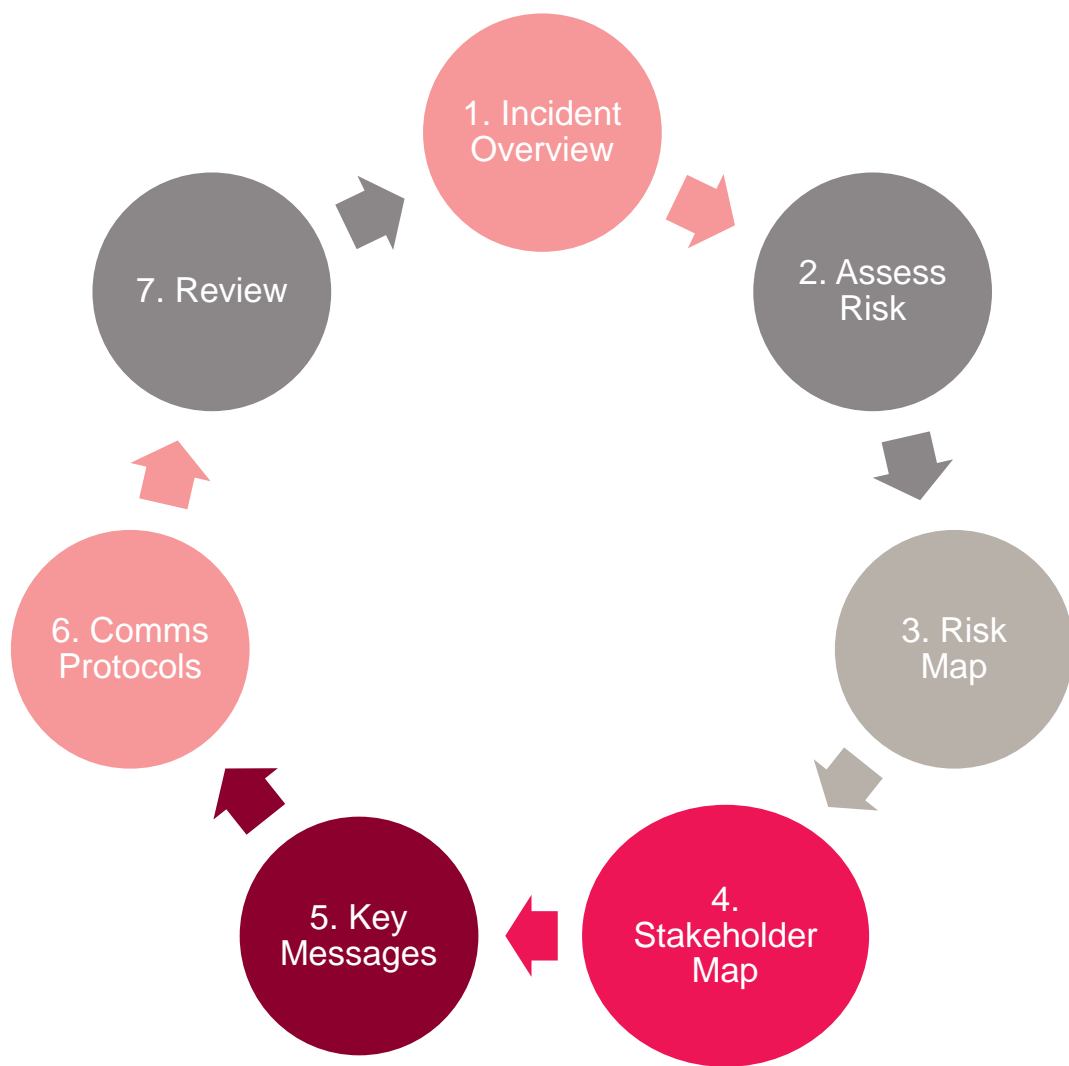


# Why Queensland Reputational Risk Framework?

- In response to incidents affecting students including crime and natural disasters
- To mitigate impact of crisis in all areas of Queensland
- In response to a committed investment by Queensland state government, local government and the sector to build capability in regional Queensland
- Taking on board learnings from other crises in capital cities







# Queensland Reputational Risk Framework

# Queensland Reputational Risk Framework

## What it isn't

- Replacement of any responsibility under ESOS Act or local critical incident reporting
- Mandatory reporting
- Additional process for compliance
- Required for every incident or risk
- A static document

