

Marketing and Public Affairs Plan - 2007

Vision

Marketing and Public Affairs provides leadership in the positioning, awareness and success of the University as Australia's leading regional university of international standing. A university which is open to change, challenges and our communities.

Purpose

To provide information about the diverse offerings and performance of UNE to its stakeholders and communities in a way which protects, promotes and enhances its brand and image and meets enrolment, research, community and partnership goals

Philosophy

We provide leadership in delivering professional marketing and communications. We value honesty, integrity and accuracy. Our ability to maintain and enhance client satisfaction is a result of our flexible, supportive and professional working environment and our commitment to finding innovative solutions. We strive for excellent performance while valuing and acknowledging individual contributions. We are a team.

Key Result Areas



