

Audience	Category
External	Communications/Engagement

Policies and Procedures Speaking Engagements and Events Policy

This document was endorsed by the Australian Small Business and Family Enterprise Ombudsman

For further information or questions, email media@asbfeo.gov.au

Custodian	Director, Communications and Media, and Director, Administration and Engagement/Executive Officer
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Australian Small Business and Family Enterprise Ombudsman Speaking Engagements and Events Policy

Background

This Policy applies to external parties requesting the Australian Small Business and Family Enterprise Ombudsman (ASBFEO) or their employees, to participate in speaking engagements or events.

The ASBFEO receives many requests to raise awareness and share knowledge of issues facing small businesses and family enterprises. We endeavour to support as many of these opportunities as possible, however, due to the number of requests and conflicting timings, we are unable to accept them all.

Purpose

In pursuit of ASBFEO's objectives, each speaking engagement and event request is considered against how they complement ASBFEO's mission and their Office's primary functions. The mission of the ASBFEO is to help ensure Australia is the best place to start, grow and transform a small business and family enterprise. We celebrate the vital and deeply personal contribution made by the more than 2.3 million small and family businesses to Australia's prosperity, wellbeing, and community.

The primary functions of the ASBFEO and their Office are to:

- **Advocate:** undertake activities to advocate for small businesses and family enterprises, provide advice and insights to policy and decision makers, conduct research, deliver inquiries, comment on legislation, provide advice to Ministers, and undertake outreach and engagement activities.
- **Assist:** respond to assistance requests from small businesses and family enterprises who are in dispute with other businesses or Commonwealth Government agencies, including the ATO; provide information about small business and family enterprise data and analytics/insights, and dispute resolution options and access to mediation, and provide alternative dispute resolution processes under the Franchising, Horticulture, Dairy and Oil Codes of Conduct.
- **Inform:** stakeholders, policy and decision makers through our research, provision of public policy insights, comparative analysis, regulatory impacts, and authoritative data on issues which impact small businesses and family enterprises.
- **Communicate:** promote and influence the interests of small businesses and family enterprises by profiling our Agency activity, sharing knowledge and know-how, influencing communication and advocacy campaigns, and showcasing best-practice and pathfinders/leading businesses.

In line with these primary functions, the ASBFEO and their employees do not provide training sessions or attend internal corporate events (for example, internal rewards/recognition programs).

Aims

By participating in speaking engagements or events, the ASBFEO or their employees aim to:

1. Provide guidance that assists key decision makers and policy owners to comply with regulations, make informed policy decisions and increase awareness of policies, programs and initiatives which may assist or affect the operations and ambitions of small businesses and family enterprises.
2. Help organisations identify and consider issues related to small businesses and family enterprises.
3. Obtain and identify the views and concerns regarding small business and family enterprise issues from organisations and other interested groups (operating in the small business and family enterprise sector).
4. Provide information regarding the issues that affect small business and family enterprises.
5. Maintain and develop professional relationships with small business and family enterprises, and representative and professional organisations.
6. Share and data analytics and insights on the small business and family enterprise environment with representative and professional organisations.

When considering an invitation for a speaking engagement or event, the following factors will help determine the outcome:

- The responsibilities of the audience and those attending the event regarding developing policy and/or advancing issues for small business and family enterprise.
- The extent to which the engagement/event, and the context derived from it, is open to participants from the small and family business community, compared to a closed client/membership group, or requires a fee to participate.
- Other significant events that may also be occurring during the same period.
- The level of contribution required (for example, whether a ‘keynote’ speech is required).
- Evidence that a speaking engagement or event is the most effective way of providing/exchanging information or whether use of other media may be more appropriate.
- The cost to attendees in terms of travel, other expenses, and resources (employee time). ASBFEO will take the covering of expenses by the other party into consideration, however the effective use of employee resources will always remain a determining factor.

In considering these factors, a decision to participate in an event is ultimately the decision of the Ombudsman.

Requests

All requests made to the ASBFEO, or their employees must be in writing and provide appropriate details of the event. The ASBFEO has a [Speaking Engagements and Events Request Form](#) outlining required information that will need to be supplied by the organisation making the request.

Information in this form includes:

- Contact information of the requester
- Name of requesting organisation
- Event name
- Location
- Event URL
- Proposed date and time
- Duration of the speaking engagement
- Details of other individuals who may be presenting
- The expected number of attendees
- Details of the event, including expectations of the Ombudsman or ASBFEO employee
- Agreement to meet all reasonable expenses that may be incurred while attending the presentation (if required).

Each request will be assessed by the Director of Communications and Media, and the Director of Administration and Engagement/Executive Officer, before being presented to the ASBFEO. Requests should be made well in advance to enable this process and ensure availability.

The Director of Administration and Engagement/Executive Officer will respond in writing, including the outcome of the review (accept, decline, or request further information).

Filming, photography, and presentation slides

Should an event organiser wish to film or photograph the Ombudsman/ASBFEO employee at any stage of the event, this must be communicated ahead of time.

It is requested that any video or photograph/s of the Ombudsman/ASBFEO employee be supplied to the Director of Communications and Media as soon as they become available.

The ASBFEO requests that event organisers advise the Director of Communications and Media about pre and post promotion of the event. For example, via social media.

The ASBFEO retains the right to distribute, supply, upload or otherwise make available any presentation slides or speech notes. Arrangements between the event organiser and the Director of Communications and Media may be made in advance about the distribution of presentation slides or speech notes.

In the absence of prior arrangements, any copies of presentation slides or speech notes provided to event organisers, are for the purposes of displaying at the event and should be treated as confidential and are not to be supplied to a third party. At the conclusion of the event, it is requested that any files provided to the organisers be permanently deleted.