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European Union Centre at RMIT University

Objectives and Components of the 2014-2017 Work Programme

Three Key Objectives

1. To promote a better understanding of European Union (EU) action and its policies.
2. To disseminate information and EU views on issues of interest within regional communities.
3. To increase awareness about the political, economic and cultural importance of the relationship between the EU, Australia and the Asia Pacific region.

Five Key Components

1. Academic and research activities

- Promote a range of innovative and relevant academic activities on European Union (EU) policies and EU–Australian relations through undergraduate and postgraduate programs across the University.
 - Increase the numbers of PhD students focussing their thesis on research about the EU.
 - Organise academic conferences devoted to issues of applied EU and EU–Australia public policy.
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2. Outreach and policy debate (including business and diplomatic outreach)

- Enhance the visibility of the EU, its research agenda, policies and partnership framework through a range of outreach activities such as discussion forums targeting journalists, government, peak industry bodies and national and Victorian decision-makers on current EU issues.
- Further establish and consolidate links into existing Industry Network Groups.
- Facilitate prominent EU speakers into existing Industry Forums.
- Run professional development workshops for teachers.
- Have a user-friendly but comprehensive Centre website for the promotion of Centre activities.
- Develop a targeted media and communications strategy to enable the effective publication and dissemination of information about the activities and outputs of the Centre to different constituencies.
- Seek interviews and 'Expert Comment' with the media based on current research projects, EU-Australia events of interest and Centre activities.

3. Cultural outreach

- Run professional development workshops for teachers in form of EU Centres summer school.
- Promote EU cultural activities with European partners in Australia.
- Develop a radio series on the evolution of European-Australia cultural relations.
- Strengthen engagement with forums for dialogue and cooperation between Europe-Asia partnerships such as ASEM (Asia Europe Meeting), among others.

4. Media engagement

- Develop a targeted media and communications strategy to enable the effective publication and dissemination of information about the activities and outputs of the Centre to different constituencies.
 - Seek interviews and 'Expert Comment' with the media based on current research projects, EU-Australia events of interest and Centre activities.
 - Develop a 'Talking EU' podcast series for distribution online.
 - Develop the active use of social media to promote EU Centre events and EU related issues.
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5. *Coordination and joint activities with other EU Centres in Australia and New Zealand*

- Cooperate with the other EU Centres in Australia and New Zealand to consolidate and enhance the effectiveness of the EU Centre Network.
 - Provide up-to-date information for the intranet, regular content for the Online Newsletter, timely details of EU visitors and examples of best practice.
 - Be responsive and cooperate with other Centres in the Asia Pacific Region and around the world.
 - Represent RMIT University at the Annual National EU Centre Directors' Meeting.
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