

Audience	Category
External	Communications/Engagement

Policies and Procedures

Speaking Engagements and Events Policy

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Custodian	Director, Communications and Media, and Executive Officer
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Australian Small Business and Family Enterprise Ombudsman (ASBFEO) Speaking Engagements and Events Policy

Background

This policy applies to external requests for the Ombudsman or ASBFEO staff to participate in speaking engagements or events. While we value opportunities to share insights on issues affecting small and family businesses, we cannot accept all requests due to volume and scheduling constraints.

Purpose

Requests are assessed on alignment with our strategic priorities and ASBFEO's mission: To make Australia the best place to start, grow and transform a small business or family enterprise.

ASBFEO's core functions:

- **Advocate:** Influence policy and decision makers, conduct research, deliver inquiries, comment on legislation, provide advice to Ministers, and undertake outreach and engagement activities.
- **Assist:** Support small and family businesses in dispute with other businesses or Commonwealth Government agencies, dispute resolution options and access to mediation, and, and provide alternative dispute resolution processes under the Franchising, Horticulture, Dairy and Oil Codes of Conduct.
- **Inform:** provide data, analytics, and insights on the community to stakeholders, policy and decision makers through our research, provision of public policy insights, comparative analysis, and regulatory impacts.
- **Communicate:** promote and influence the interests of small and family businesses by profiling agency activity, sharing knowledge and know-how, and influencing communication and advocacy activities.

Note: The Ombudsman and ASBFEO staff do not provide training sessions or attend internal corporate events (for example, internal rewards/recognition programs).

Aims

Through speaking engagements, ASBFEO seeks to:

1. Guide decision makers on compliance, policy, and programs and services that impact or affect small and family businesses.
2. Draw attention to issues/ concerns about the small and family business operating environment, and surface views and insights from other interested groups in the community, which can aid in collaboration efforts.
3. Maintain and develop professional relationships with small and family business stakeholders.

When considering invitations, ASBFEO evaluates:

- Audience and other speaker relevance to policy or small business issues.
- Accessibility i.e. open vs closed events, costs to participants to attend, in-person vs virtual attendance.
- Timing and potential conflicts.
- Level of contribution required (e.g., if a 'keynote' speech is required).
- Effectiveness of activity compared to other ways of providing/exchanging information.
- Resource implications and cost coverage. ASBFEO will consider the effectiveness and use of employee resources as a determining factor.

Final decisions rest with the Ombudsman.

Requests

All requests must be submitted in writing using the ASBFEO [Speaking Engagements and Events Request Form](#) and provide appropriate details of the event, including:

- Contact and organisation details
- Event name, location, date, and duration
- Expected attendance and other speakers
- Event objectives and expectations of ASBFEO
- Agreement to cover reasonable expenses.

Requests will be assessed before consideration and approval by the Ombudsman. Requests should be made well in advance to allow this process and ensure availability.

Responses will be provided in writing.

Filming, photography, and presentation slides

Any filming or photography must be approved in advance. Copies of media should be provided to the Director of Communications and Media promptly.

Event organisers should advise on promotional activities in the lead up and post the event. E.g., social media activities.

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 absence of agreement, provided materials are confidential and must be deleted after the event.