

# Alumni Chapter Guidelines



Melbourne  
Business  
School

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# 1. Introduction

Melbourne Business School's alumni community is one of the most influential business networks in Australia and around the world.

One of the benefits of studying at MBS is being able to join this community of talented people, who are driven to realise their full potential and make a positive difference in the world.

We want to help our alumni community flourish by making it easy for members to stay connected with each other and with the School. Alumni chapters play a critical role in that.

## 1.1 Definition of alumni

Melbourne Business School has a range of different learning programs, in addition to its famous MBA degree.

For the purposes of chapter membership, alumni are those people who have completed a postgraduate degree program at Melbourne Business School Limited (MBS or the School), such as a:

- Master of Business Administration
- Master of Marketing
- Master of Business Analytics

There are also many people who have completed a short course at MBS, or a postgraduate degree at the Faculty of Business and Economics in collaboration with MBS.

We are currently working to give these graduates better access to our alumni community. As of 2025, only MBS degree alumni will be able to hold a formal chapter position, but we ask that chapters welcome graduates of all programs to their activities wherever possible.

# 2 Chapter basics

## 2.1 What are alumni chapters?

Chapters are organised groups of alumni who build and maintain a community based around a shared interest. They help to connect more than 10,000 MBS alumni around the world with each other and with the School.

Some common chapter activities include:

- Organising events to help alumni stay connected with each other and build lifelong relationships.
- Providing alumni with opportunities for learning and professional development, such as through workshops, coaching, mentorship or recruitment.
- Helping new or returning alumni settle into the local community.
- Keeping alumni informed of relevant School news, events and activities.

## 2.2 Types of chapters

Traditionally, there have been three types of MBS alumni chapters, organised around:

- A geographic location, such as the Western Australia, Singapore or New York Alumni Chapters.
- A special interest, such as the Business Analytics or Sports Industry Alumni Chapter.
- Corporate chapters associated with a specific business or organisation, such as the former NAB Alumni Chapter, consisting of MBS alumni who work at or have worked at NAB.

## 2.3 How to join a chapter

There is no formal process necessary for joining a chapter. Being a chapter member is best reflected in the individual's actual engagement, like taking on a chapter leadership role or by attending an event.

The Alumni section of the MBS website will contain all relevant chapter information.

# 3 Chapter leadership

## 3.1 Committee structure

Each chapter needs at least one Chapter President and one or more Committee Members. As of March 2025, only MBS degree alumni may hold these roles.

Key responsibilities of a Chapter President would typically include:

- Providing the chapter with overall direction and overseeing all activities.
- Setting the agenda for and leading any committee meetings, where meetings are considered useful.
- Being a point of contact for new alumni, as well as those who are travelling, relocating or looking for information related to the chapter's shared interests.
- Communicating to members about upcoming events and activities.
- Serving as a liaison between the chapter and MBS, so that MBS can update our alumni about events and activities relevant to them, as well as record alumni engagement.

Key responsibilities of Committee Members would typically include:

- Attending any committee meetings.
- Contributing to chapter activities, such as organising and delivering events.
- Being a first point of contact for new alumni, as well as those who are travelling, relocating or looking for information related to the chapter's shared interests.
- Communicating to members about upcoming events and activities.
- Serving as a liaison between the chapter and MBS, so that MBS can update our alumni about events and activities relevant to them, as well as record alumni engagement.

There may be a single Chapter President or two Co-Presidents. Each chapter is welcome to decide whether it requires additional leadership roles and what they look like. Some common additional leadership roles include Vice President, Secretary and Event Manager.

MBS encourages Chapter Presidents to serve for a minimum term of one year, and for a maximum of three consecutive terms in chapters where there are enough members to allow for rotation. MBS may enforce this duration of term in some situations, in order to avoid volunteer burnout and ensure continuity.

Chapter Presidents and Committee members will be asked to acknowledge, by email, that they have read and will abide by these chapter guidelines.

### 3.2 Setting up a new chapter

MBS will help alumni establish a new chapter where the name and purpose of the chapter is appropriate, there are enough members to form a committee, and there is no significant clash or overlap with other established chapters.

If you would like to set up a chapter, please email us at [alumni@mbs.edu](mailto:alumni@mbs.edu) with the following details:

- The proposed chapter's name, purpose, strategic goals and target audience
- Contact information for the proposed Chapter President and at least one other Committee Member.
- An indication of the planned activities. [Section 4.2, 'Chapter Operations > Events'](#) has some suggestions for you.
- The communications channels the chapter would like to use (such as LinkedIn, WhatsApp).

In your submission, you are also welcome (but not required) to include other details like your available resources and capabilities, metrics for success, the markets you'll operate in and your values. We may ask you to submit these details on a case-by-case basis.

Once approved, we'll announce the new chapter on official MBS channels such as the website, alumni newsletters and social media. This will help promote the new chapter to alumni, to attract members. We can provide you with a chapter logo for you to use. You can use it when communicating:

- Changes in leadership, committee membership or structure
- Invitations to upcoming committee meetings
- Invitations to chapter events

### 3.3 Transition from acting president

MBS encourages Chapter Presidents to serve for a term of one year, and for a maximum of three consecutive terms in chapters where there are enough members to allow for rotation. This timeframe also applies to Presidents who have been serving in an acting capacity since March 2024.

### 3.4 Code of conduct

During any activity related to an MBS alumni chapter, all chapter members are expected to act respectfully and in accordance with legal and cultural requirements.

Chapter Presidents and Committee Members must also:

- Represent MBS in a professional manner and act as a positive ambassador for MBS.

- Work collaboratively with MBS staff on events and activities, where applicable.
- Actively report any issues or concerns about the alumni community to MBS.
- Adhere to the MBS [Privacy Policy](#).

In addition, Chapter Presidents and Committee Members must not misuse their position in any way, such as by using or attempting to use it to bully, intimidate, harass or mistreat others, or to gain personal, financial, sexual or any other type of advantage.

MBS has a formal Grievance Procedure which informs how it responds to complaints raised by an individual about their learning or work environment. As volunteers, Chapter Presidents and Committee Members are subject to this procedure. A copy of the Grievance Procedure can be obtained by emailing [alumni@mbs.edu](mailto:alumni@mbs.edu).

Chapter members who are found to have breached this code of conduct will be suspended from all MBS alumni chapter activities and membership, at the School's discretion.

Any alumni who experience inappropriate or unethical behaviour while participating in a chapter activity is encouraged to report it to MBS by emailing [alumni@mbs.edu](mailto:alumni@mbs.edu). If you are reporting inappropriate online behaviour, please include any available evidence such as copies of emails, text messages, voicemails or screenshots.

Any alumni who experience or witnesses a crime while participating in a chapter activity should report the issue to police or other appropriate authorities immediately, and then also inform MBS and the relevant chapter leaders.

## 4 Chapter operations

### 4.1 Communications

Different chapters may have different preferences for how to facilitate discussion between their members. Some may set up a WhatsApp group, while others prefer LinkedIn, WeChat, Facebook or Discord.

When it comes to informal communications, each chapter is free to decide which channels they prefer, while respecting these guidelines:

- The alumni chapter code of conduct applies to behaviour on third-party platforms as well as official MBS platforms.
- Administrator rights to chapter communication channels (such as social media pages and chat groups) must be shared between the Chapter President, and Committee Members.
- MBS Alumni Relations should be added to these groups as a member. This ensures that connection through the platform can continue even if individual chapter members are no longer involved.
- Email us at [alumni@mbs.edu](mailto:alumni@mbs.edu) when setting up a new communication channel on a third-party platform, so we know about it.
- MBS makes no recommendations and gives no advice as to whether the third-party platforms used are safe or suitable. In particular, we have no means of assessing the safety of any data shared using the platform. Use of such platforms is subject to its terms and conditions.

## 4.2 Events

Holding regular events is a great way for chapters to bring their members together. Here are some examples of popular chapter events:

- Thought leadership events, with a guest speaker delivering a speech or presentation on a particular topic.
- Networking or social events, where members can introduce themselves and get to know to each other, such as a hiking trip, a football game or Saturday brunch.
- Workshops, where a facilitator or expert shares their skills with guests.
- Seasonal celebrations, such as EOFY or Christmas drinks.
- Informal meetups or opportunities to attend shows, concerts or conferences as a group.

Most of our alumni enjoy learning something new when they attend an event, so workshops and thought leadership events will always be a good choice. MBS will contact geographic chapters when a faculty member is planning to be in the area and may be available to attend a chapter event or take part in another chapter activity.

We encourage chapters to plan to hold between one to three events each year. These can be held in person, online or both. The chapter's preferred communication channels should be used to promote these events. If it's a paid event, you can manage registrations using the MBS Eventbrite account, MyMBS, or any other platform you deem suitable.

Registration via the MBS Eventbrite account is preferable. The Alumni Relations team is happy to set this up for you.

If you are not using the MBS Eventbrite account for registration, please make it clear in your chapter event announcements that the event is organised by alumni rather than MBS, and let participants know that they will be attending at their own risk.

Here's an example of suitable wording:

"This event is being organised by the [insert relevant chapter name here] MBS alumni chapter and registrants agree to participate at their own risk. By registering for this event, you consent to your registration details being passed onto the relevant chapter committee. This is for the purpose of planning this and future events. Note that the chapter committee comprises MBS alumni who have volunteered to lead the local alumni chapter. Please see [MBS Privacy Policy](#) for more details about how we manage personal information."

## 4.3 Tips for organising an event

### Pre-event

- **Decide on the fundamentals.** Discuss the basics with your organising committee. Questions you may want to consider are:
  - Why are we holding the event?
  - Who will be our target audience and speakers (if any)?
  - What should be the topic and format?
  - Where will it be hosted?
  - When will it take place?

- How will we execute and fund it?
- **Decide on funding.** Alumni chapters are expected to be self-funded and operate in a cost-neutral way. To fund your event, you may charge a ticket price, solicit cash contributions from alumni, request a subsidy from the alumni team or solicit sponsorships. Please advise the alumni team of any sponsorships you may be considering as it may have a reputational impact on the School. See 'Financial Support' for more details.
- **Does your event require registration?** If it does, decide on the best way to do this, especially if income from ticket sales is involved.
- **Identify how you will spread the word and what you'll need to do so.** Below are some commonly used promotional channels and the materials you might need for each one:

Channel	Materials needed	Tips for preparation
Social media	<ul style="list-style-type: none"> <li>● Post copy</li> <li>● Visual tile</li> <li>● Video (optional)</li> </ul>	<ul style="list-style-type: none"> <li>● Always end your copy, visual tile or video with a call to action, such as a link to register for your event</li> <li>● Include basic details about the event in your copy and visual materials. Some common ones are the event's name, list of speakers, date, time and location</li> <li>● Check that your images and tiles fit minimum specifications. Some of the most common ones are: <ul style="list-style-type: none"> <li>○ LinkedIn, Instagram and TikTok Feed: 1080 x 1080 pixels (square)</li> <li>○ Instagram, Facebook, TikTok Stories: 1080 x 1920 pixels (vertical)</li> <li>○ Facebook feed: 1200 x 1200 pixels (square)</li> <li>○ WhatsApp: 800 x 800 pixels (square)</li> <li>○ MBS Hub Screen: 1920 x 1080 pixels (landscape)</li> </ul> </li> </ul>
Chat	<ul style="list-style-type: none"> <li>● Chat copy</li> <li>● Visual tile</li> </ul>	
Email newsletter	<ul style="list-style-type: none"> <li>● Banner image</li> <li>● Email copy</li> </ul>	
Digital screens	<ul style="list-style-type: none"> <li>● Digital poster</li> <li>● Video (optional)</li> </ul>	

- **Prepare an event run sheet.** The run sheet will act as the single source of truth that outlines what needs to happen at your event, what time they need to happen, and who is responsible for them. It should also list the names and contact details of the organisers, speakers and vendors.
- **Send a reminder email.** A few days before your event, send a reminder email to those who have registered to attend. Don't forget to include the key details once again including time, date and location. People will often rely on this to find the details on the day.
- **Other things to consider:**
  - **Ensure gender and cultural diversity among speakers.** As much as possible, avoid a set of speakers from the same gender or ethnic background.
  - **Plan for no-shows.** In our experience, the no-show rate for free events is from 30% to 50%, while those of paid events is at 10% to 20%. Keep these figures in mind when ordering food or booking venues for your event.
  - **Prepare name tags to facilitate networking.**



- **Prepare gifts for speakers.** Gift ideas include MBS merchandise, wine, stationeries, books, accessories or gift baskets.

### During the event

- **Take attendance.** Not everyone who registered will show up. Note down the names of people who attended and send them to: [alumni@mbs.edu](mailto:alumni@mbs.edu). This information is important so MBS can continue to measure the success of its engagement with alumni.
- **Prepare for last-minute arrivals.** Prepare name tags or seats for people who may show up but never registered.
- **If the event is held in Australia, begin with an Acknowledgment of Country.**
- **Take photos or videos, and inform attendees at the start that the** materials you collect may be used to market future events or serve as a record. Alternatively, you can hire a professional photographer or videographer if your budget allows. You should inform attendees via signage or verbal announcement that photos and videos are being taken during the event and to approach the organisers if they do not want to appear in any material.

### Post-event

- **Thank speakers, presenters, participants and collect feedback.** Send a note thanking participants and speakers/presenters for their time and asking them for feedback. Your note may also include: any key takeaways and details about other activities to look out for; ask alumni to update their contact details via this webform: <https://mbs.edu/alumni/update-your-details>. The alumni team will then share the details with the respective chapters.
- **Do a post-event debrief.** Discuss what went well, what could have been better and how things can improve. Close the loop on any remaining matters such as unpaid invoices.
- **Post on social media and tag MBS.** After the event has concluded, we request that organisers draft a LinkedIn post about the event and send photos to Melbourne Business School so we can post it on the School's social media channels.

## 4.4 Data collection and privacy

All Chapter Presidents, Committee Members and anyone else involved in chapter events or operations must abide by the MBS Privacy Policy when handling alumni information. The policy can be found online at: [mbs.edu/privacy-policy](https://mbs.edu/privacy-policy).

Details of alumni may not be passed onto third parties for any reason or used for personal purposes or for personal gain. Any data that chapter volunteers may have access to in the course of their chapter activities are confidential and to be used strictly for the purposes of undertaking their role as a volunteer.

MBS is not able to provide chapters with a list of alumni who are in their area or otherwise connected to a shared interest due to privacy laws. However, we can email certain groups of alumni on behalf of a chapter where appropriate. This will be handled on a case-by-case basis. Which is why using the MBS Eventbrite registration account is the simplest approach.

If you are not using the MBS Eventbrite account for registrations, we ask that you share attendance records and contact details of participants with Melbourne Business School. Please ensure that participants have consented to share their information. The information will be used to maintain the School's alumni records and help the School manage its alumni chapter network effectively. Below is an example of suitable wording you can use to seek consent:

*Do you consent to us sharing your contact details and attendance records with Melbourne Business School? The information will be used to administer the School's alumni program, including keeping in touch with you about alumni events, updating the School's database, marketing, fundraising and*

*School news. All information shared with Melbourne Business School is subject to the School's privacy policy. To learn more, visit <https://mbs.edu/privacy-policy>.*

☐ Yes, I consent.

☐ No, I do not consent.

If a participant does not give consent, you do not have to share their contact details and attendance records with us.

**Regardless of which registration platform is used, we ask chapter committee members to collect, at the event, the names of actual attendees, and then send this to the Alumni Relations team. This accurate data about who actually attended an event, is a very important part of how the School's alumni engagement is measured. We do not use the number of registrations for an event for this purpose.**

## 5 Support from MBS

### 5.1 Administrative support

The MBS alumni team will always endeavour to assist when it comes to:

- Contacting alumni within a certain area when a new geographic chapter is formed.
- Finding and contacting potential event speakers, including MBS faculty, notable alumni and business leaders.
- Leadership succession planning, including identifying alumni who may be suitable to join chapter committees as a leader or member.
- Linkages with other chapter leaders.

The MBS alumni team will endeavour to convene a meeting of Chapter Presidents to collaborate, get to know each other and provide feedback to the School.

### 5.2 Financial support

Alumni chapters are expected to be self-funded and operate in a cost-neutral way.

In 2025, the MBS Alumni Relations Team will consider a subsidy for events or activities, capped at **1,000.00 Australian dollars (A\$) per chapter per year**. Subsidies for each event will be capped at **A\$40 per alum (or its equivalent in foreign currency)**. For chapters to receive the subsidy, the event must be attended by **at least 10 alumni**, including the alumni organisers.

Please clear the use of the subsidy with the alumni team beforehand by emailing the following information to [alumni@mbs.edu](mailto:alumni@mbs.edu):

- Event name, date, time and location
- Event objective
- Expected number of alumni participants and organisers
- Draft event agenda
- Potential or confirmed speakers, if any

The subsidy can be used for any event with 10 or more attendees, provided the event fulfils one of the following objectives: (1) business learning (2) career development (3) business-related theme days (4) or

MBS-related. Examples include panel discussions, workshops, speeches, networking events, meetups with MBS exchange students, International Women's Day event or a World Environment Day masterclass.

In general, the subsidy cannot be used for social gatherings with no business learning or career development objective. Examples of non-subsidised events include pub quizzes, group lessons (unrelated to business), wine tours, sports competitions, informal meals and BBQs, group day hikes, or group bookings for shows. You're still welcome to organise such events using other sources of funding.

Friends and partners who attend an event will not be covered by the subsidy. For example, if the first event of the year was attended by 15 alumni and one non-alum, the maximum subsidy we will provide for that one event is A\$600.00 (A\$30 x 15 alumni). The remaining A\$400 subsidy (A\$1000 – A\$600 = A\$400) can still be used for other events in the year.

You can access the subsidy in two ways:

1. Pay out of pocket and send the receipt to [alumni@mbs.edu](mailto:alumni@mbs.edu) so we can reimburse you. To be reimbursed, you will need to provide photographic proof of the event and attendees. All receipts will need to be submitted at the one time, to avoid bank charges (or exchange rate variations) on multiple transactions.
2. Ask the business or vendor to issue an invoice to Melbourne Business School. Email the invoice to [alumni@mbs.edu](mailto:alumni@mbs.edu)

Further subsidies beyond those stated here may be available on a case-by-case basis.

Other costs that cannot be covered by the subsidy must be covered via fundraising. To raise funds, chapters may:

- Charge a ticket price for their events.
- Solicit cash contributions from the local alumni community towards a specific chapter event or activity
- Solicit sponsorships to fully or partially cover the cost of a chapter activity. We would appreciate being kept informed of any proposed sponsorships, as such partnerships may impact the School's reputation.
- Combine their subsidy with the subsidy from another chapter (for example, the Sydney Alumni Chapter combines with the Women in Management special interest chapter)

If a chapter incurs any costs before an event (like the deposit on a room hire) and the event or activity is subsequently cancelled, MBS will not reimburse the chapter for this cost.

## 6 MBS brand and legal

### 6.1 Using the MBS logo

Chapters may only use the MBS logo, as provided by MBS, for promotional materials within the following guidelines:

- It must be clear that the promotional material is associated with an alumni chapter, and not MBS itself.
- The logo must be reproduced exactly as provided by MBS and not altered in any way, except to increase or decrease size while retaining the same aspect ratio.

- Avoid any use of the MBS logo that would falsely imply a product or service is provided by MBS.
- Avoid any use of the MBS logo that would falsely imply an opinion is endorsed by MBS.
- Avoid any use of the MBS logo that would falsely imply someone is an employee or authorised agent / representative of MBS.

A copy of the MBS logo can be obtained by emailing [alumni@mbs.edu](mailto:alumni@mbs.edu). We can also provide feedback on promotional materials to ensure the logo is being used correctly.

## **6.2 Liabilities, contracts and insurance**

Chapter Presidents and Committee Members are not authorised agents of MBS and should not represent themselves as such at any time. Neither may they enter into any contract or arrangement on behalf of MBS.

Unless stated otherwise by MBS, chapter events and activities are organised by alumni and not by MBS. MBS will not be held liable for any loss or damage resulting from participation in an event organised by a chapter or a volunteer.

In the event that an incident leading to injury or loss occurs, please let us know immediately and while we may not be able to make a claim on MBS' insurance, we may be able to seek advice from our insurance broker on prudent steps for you to take.

Chapter events and activities are unlikely to be covered by MBS' insurance, as the events are not occurring on MBS premises. We recommend you choose reputable venues to host chapter events and ask the venue to confirm that they have appropriate insurance in place. You can ask them to email you a certificate of Currency to confirm that their public liability insurance is current.

Please make it clear in your chapter event announcements that the event is organised by alumni rather than MBS, and let participants know that they will be attending at their own risk.

MBS is not able to provide legal advice to chapters, whether in Australia or overseas. Chapters are encouraged to seek independent, legal advice in their respective locations before entering into contracts.