



Waipapa
Taumata Rau
**University
of Auckland**



Registered Student Group Outreach Guidelines

18 September 2026

Context

The university and its campus community are home to many diverse student groups that interact in person and online regularly. This regular engagement requires balancing safety and preserving the freedom of expression and association, which exposes the unique risks and challenges of our diverse campus. These guidelines have been developed to clarify safe outreach practices for our registered student groups and campus community. It will be at the discretion of teams across the university and event holders to determine how to apply them, as well as any appropriate repercussions that may arise from non-compliance.

Application

These guidelines apply to all registered student groups undertaking outreach activities directed at the campus community.

Purpose

These guidelines provide guidance for conducting student outreach activities safely and responsibly. They also establish a framework for recognising trained and registered student groups, enabling students and staff to distinguish authorised outreach activities from those conducted by groups that are not registered with the University.

Content

- In-person outreach on campus
- In-person outreach **off campus**
- Online outreach
- Surveys and data

Guidelines

In-person outreach on campus

- Registered student groups are encouraged to welcome new members through an invitation and consent-centred approach. This approach empowers members of the University community to engage with groups at their own pace and based on their interests. When discussing their group, members should communicate openly about the group's purpose, activities, and opportunities for involvement.
- Registered student groups may choose to proactively initiate outreach as part of their engagement activities. To support a positive experience for everyone involved, groups are encouraged to conduct this outreach from a booked student space and obtain any required permissions from the Student Groups team and other relevant University teams. Outreach should be respectful, transparent, and welcoming by clearly identifying the student group and any affiliations with external groups, explaining its purpose, and ensuring that interactions facilitate informed and voluntary participation.
- Registered Student groups are encouraged to conduct outreach activities within their approved booking area or designated event space. This helps create a clear and comfortable environment where students can engage confidently

with the group and access support if needed. This includes during any university or student expos where any registered student group has a designated stall to invite university community members to engage with them.

In-person outreach off campus

- Registered student groups are encouraged to use spaces within the **University of Auckland premises**, wherever possible, as these locations provide access to University support and resources. When using spaces outside the University of Auckland's jurisdiction, groups are encouraged to connect with the relevant space owner or authority, such as a business manager or Auckland Council, to ensure their activities are undertaken collaboratively and respectfully.

Online Outreach

- Registered student groups are encouraged to promote their activities through open and accessible channels, such as social media, websites, and public communications, allowing students to engage when they are interested and ready to do so. Online outreach should facilitate informed, voluntary participation and respect students' privacy and preferences.

Surveys and Data

- When collecting information, such as through surveys, registered student groups are encouraged to be transparent about the purpose of the collection, how information will be used, and how it will be stored. Surveys should be relevant, respectful, and designed to support meaningful engagement. Registered student groups should also ensure participants understand how they can access, update, or request the deletion of their information.

Definitions:

Campus community: Refers to the students, academic and professional staff, contractors, and alumni who learn, work, or otherwise interact within the University of Auckland campus grounds.

Outreach: Any action or event wherein members of a group engage with non-members with the intention of sharing information about their group, purpose, and/or growing their membership; this includes giving away or selling food, merchandise, or paraphernalia, discussing the group's purpose or activities, bringing attention to the group's events or ideas, or inviting people to join the group or attend group events. Outreach encompasses any activity that falls under recruitment, preaching, invitation, advertising, discussion or conversation.

Registered Student Groups: A Registered Student Group can either be:

- a. A student group that has gone through the registration (or re-registration process) for the University of Auckland and has been approved by Student Groups for the current operating year.
- b. Any other student group recognised and affiliated with the University where any currently enrolled students occupy a role; e.g. Student Casual staff members.

Current students: Includes any currently enrolled student at the University of Auckland for the relevant academic term.

University of Auckland Premises means all land and buildings or part buildings operated, controlled, owned or occupied by the University to include remote campuses or other sites such as Leigh Marine, Tai Tokerau Campus, and University-controlled Halls of Residence, covered car parks, Maraes and the Fale Pasifika.

Off campus: Any area, space, or premises that does not fall within the premises, ownership, or control of the University of Auckland, including Auckland Council-managed public spaces (including sidewalks) and privately owned businesses.

Key relevant webpages:

- [Club, Societies and Association](#)
- [Guide to running a club](#)
- [Event Management Policy](#)
- [Aggressive recruitment on Campus](#)
- [Freedom of Expression Statement](#)
- [Campus Maps](#)

Scenarios:

Below are examples of how the guidelines may be applied to different situations (on- and off-campus) involving outreach. These are not meant to be exact templates but rather provide a practical application of the guidelines.

A club want to advertise their yearly formal through a small event in the quad. After booking the space through the Student Groups team, the club posts about the event on its social media account to inform the campus community. At the event itself, club members stay mindful of those present and respectfully ask a few to move to set up their stalls, while keeping in mind the physical limits of the space they booked. During the event, when engaging with students, the club introduces itself as a registered student group, explains its purpose, and outlines the event's intent to those who express interest. Their yearly formal's registration form clearly sets out how the information is stored, kept, and used for the event, and whether registering for the event also registers them with the club.

A registered student group wants to promote their regular weekly event on the University of Auckland premises. After booking the Student Quad through the Student Groups team, the registered student group reflects on its outreach strategy and decides that initiating outreach (while still within the booked space) would most effectively promote their event. The registered student group ensures they follow best practices by avoiding creating a power imbalance when outreaching: they don't outnumber members of the community they are approaching, and they avoid approaching isolated and/or already busy members of the community. Once they approach the student, the registered student group shares its university affiliation, explains its purpose, and promotes its upcoming event as clearly as possible. The registered student group ensures they avoid pressuring the student, encourages them to find more information on their social media, and gives them the opportunity to ask any questions they may have.

A registered student group is using Albert Park to increase their membership. While planning, the team contacts the Auckland Council to clarify its ability to informally engage with community members. During their planned outreach, the Registered Student Group sets up a stall with signage inviting passersby to learn about their group, their purpose and registration status to the University, and the benefits of membership. Once the passerby has expressed interest in becoming a member, they are given the opportunity to complete a form that explains its purpose, how the data is stored and used, and how the participant may withdraw that data if desired.

A registered student group wants to advertise its program at a university expo. When planning, the program leader contacts the event holder to inform them of their intention to participate and promote themselves. Once at the expo, the registered group stays at their stall, inviting people to learn about their program through a giveaway. When registering for the program, current students have a clear understanding of the program, know the purpose of the form they are filling out, and understand how to withdraw if they wish to do so.