



STRATEGIC PLAN

2018 - 2021

OUR VISION

To provide UWA Students with the best possible student experience throughout their degree and to be the leading student-run organisation internationally.

OUR MISSION

- foster all that tends to the advancement of learning and the ennoblement of life;
- provide means of social interaction between students at the University;
- provide, conduct, facilitate or manage educational, cultural, sporting, welfare, recreational or commercial facilities or activities for the direct or indirect benefit of students of the University;
- further the common interest of students at the University.



AT OUR CORE

REPRESENTATION

Represent students concerns, interests and opinions internally within the Guild, to the University and in the wider community.

SUPPORT

Ensure all students have the relevant support to complete their studies and engage with student activities.

COMMUNITY

Host events, collaborate with external partners, and promote volunteering and up-skilling opportunities, to enable students to develop life skills and create an engaging campus culture.

ENGAGEMENT

Provide a framework for students to organise and create opportunities for themselves, through clubs, societies and faculty societies.

COMMERCIAL

Ensure that students have appropriate services and facilities on campus, including the provision of a diverse range of high value catering across campus.

OUR JOURNEY

The UWA Student Guild is the peak representative body for students at UWA. Run by students for students with the support of dedicated and specialised staff, the Guild provides advocacy, support services, and social activities to make sure that every student's experience at UWA is the best it can be.

The UWA Student Guild is the one of the oldest Student Guilds in Australia. Established in 1913, the UWA Student Guild has been representing the student body to the University for over 100 years advocating for student rights and needs.

Our research revealed that the needs of students are quickly evolving. For students today, the Guild is no longer just about their social life. Students are far more serious about their academic success, employability and career prospects. We want to focus on supporting student ambitions and providing relevant and effective services.

We have spent the last twelve months consulting with students, staff and University stakeholders. We have designed a 2018-2021 strategic plan that we believe embodies our all-inclusive ethos. What you will find are our priorities and enablers that will give students what they want and need most.

We want to make sure that students get the best from their time at UWA and this is our plan!

A handwritten signature in black ink, reading 'Nevin Jayawardena', followed by a horizontal line and a period.

NEVIN JAYAWARDENA

GUILD PRESIDENT 2017



2017 AT A GLANCE

27,209 STUDENTS



80.9% DOMESTIC | 19.9% INTERNATIONAL

97%

OPT TO BE GUILD
MEMBERS TO TAKE
ADVANTAGE OF
DISCOUNTS & BENEFITS



\$51,335 RAISED BY PROSH



\$70,714 RAISED IN RELAY FOR LIFE

1213

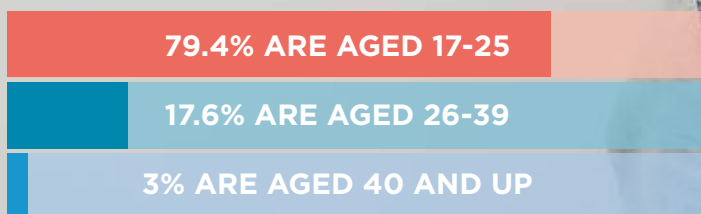
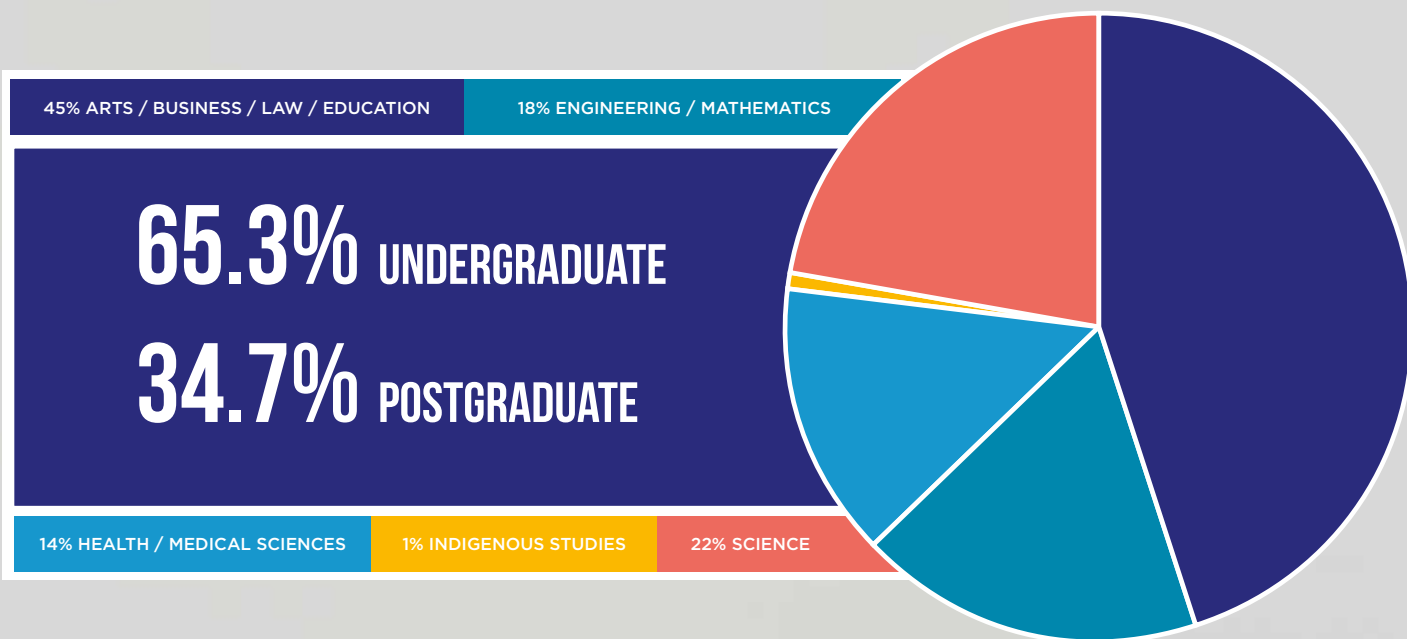
87% CLUB / SOCIETY /
FACULTY EVENTS



13% GUILD DEPARTMENT
EVENTS

(AND COUNTING) EVENTS IN 2017

EVENTS



61.7% FULL TIME | 38.3% PART TIME





STRATEGIC PRIORITIES

Our 2018-21 strategic plan was designed to focus the Guild on supporting you as students of UWA. The plan sets out our core priorities and then for each we've outlined key actions and how we will measure our success.



IMPROVING STUDENT SUPPORT

To provide adequate and effective support structures to ensure that every student at UWA is treated fairly and equally.



INCREASING ENGAGEMENT

To more effectively communicate the variety of opportunities and services that the Guild offers to all UWA students.



REPRESENTING THE STUDENT VOICE

To better understand the diverse student population and have student representatives that are able to proactively represent the student voice at the University, State and National level.



BETTER SPACES ON CAMPUS

To provide spaces that are student friendly and accommodate for the diversity of needs amongst the UWA community.

IMPROVING STUDENT SUPPORT





IMPROVING STUDENT SUPPORT

To provide effective support structures to ensure that every student at UWA is treated fairly and equally.

WHAT WE WILL DO

- Expand the services and facilities offered by Student Assist.
- Provide assistance with student accommodation.
- Implement better independent mental health support services.
- Implement an access and inclusivity scheme for all Guild Events.

MEASURES OF SUCCESS

- High ratings in satisfaction for support services offered by the Guild.
- Higher satisfaction scores in University-run surveys.
- Increased utilisation of support services such as Student Assist.
- More clubs and societies engaging in welfare initiatives.

INCREASING ENGAGEMENT





INCREASING ENGAGEMENT

To more effectively communicate the variety of opportunities and services that the Guild offers to all UWA students.

WHAT WE WILL DO

- Develop a customer service charter to ensure consistent, friendly and fair treatment of customers.
- Develop a detailed branding strategy to more effectively communicate Guild structures and services.
- Improve our digital presence to increase engagement and brand value using an innovative approach.
- Improve the Club Dashboard to maximise opportunities for clubs and societies to engage with students.

MEASURES OF SUCCESS

- High ratings of satisfaction for communication.
- Higher percentage of publication readership.
- High levels of event attendance across the UWA student cohort.

REPRESENTING THE STUDENT VOICE





REPRESENTING THE STUDENT VOICE

To better understand the diverse student population and have student representatives that are able to proactively represent the student voice at the University, State and National level.

WHAT WE WILL DO

- Improve the student representative structure so that we are able to represent the student voice more effectively.
- Engage more students in democratic and representational activity such as elections and referenda.
- Implement The Partnership so that elected officers are able to productively work with the University and influence University Policy.
- Increase visibility of student representatives and develop additional means of understanding the broader student population.

MEASURES OF SUCCESS

- Increased election turnout to 20% of the student population by 2021.
- Good Governance Practices being consistently upheld by student representatives.
- Stronger and more engaged student voice on University committees.
- High levels of awareness for work of student representatives measured in the All Student Survey.

BETTER SPACES ON CAMPUS





BETTER SPACES ON CAMPUS

To provide spaces that are student friendly and accommodate for the diversity of needs amongst the UWA community.

WHAT WE WILL DO

- Revitalise the Guild Precinct with student focused retail services.
- Refurbish the Refectory and introduce new food, drink and licensed trade outlets.
- Improve the diversity of offering and affordability of Guild-run outlets.
- Introduce a convenience store on campus and a new lounge for students to access 24/7.

MEASURES OF SUCCESS

- Successful completion of key capital projects.
- Increased student traffic numbers to our retail services.
- Increased student satisfaction in customer service throughout our outlets.
- Increased usage of current spaces.
- Increased rating in International Student Barometer (ISB).



STRATEGIC ENABLERS

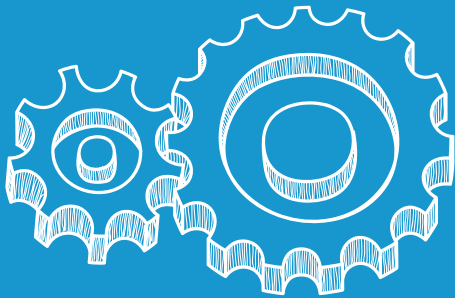
To fulfil our strategic priorities, we need to make sure that the Guild has the right support and delivery framework in place. We break this organisation down into four key areas.



OUR FINANCES

A robust budget able to meet the demands of our core functions and flexibility to invest in capital works.

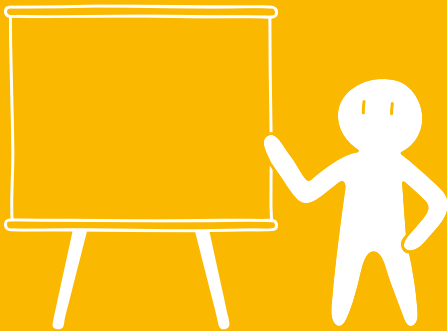
OUR FINANCES



OUR OPERATION

A nimble and efficient organisation with structures and policies that enable flexibility and growth.

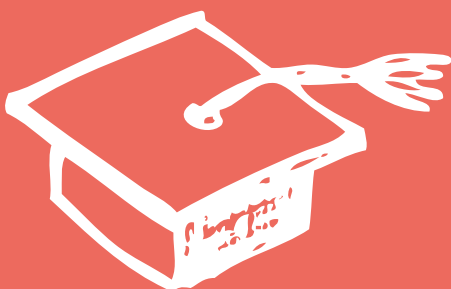
OUR OPERATION



OUR PEOPLE

A workforce of engaged, committed and talented individuals, who work in a positive work environment.

OUR PEOPLE



OUR STUDENTS

An engaged student cohort that continually develops innovative ideas and solutions in order to support and enrich the lives of their peers.

OUR STUDENTS

OUR FINANCES





OUR FINANCES

A robust budget able to meet the demands of our core functions and flexibility to invest in capital works.

WHAT WE WILL DO

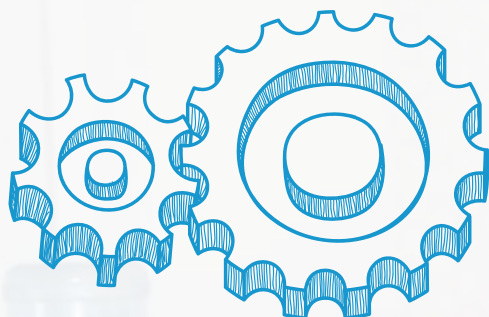
- Maintain a financially viable organisation.
- Maximise sales and profits that allow us to reinvest in to student services.
- Maintain a sustainable organisation that can support and fund its activities and strategic priorities.

KEY MEASURES

- Profitability.
- Long-term budget and investment forecast.
- Cash-flow forecasts.
- Annual audited accounts produced.

OUR OPERATION





OUR OPERATION

A nimble and efficient organisation with structures and policies that enable flexibility and growth.

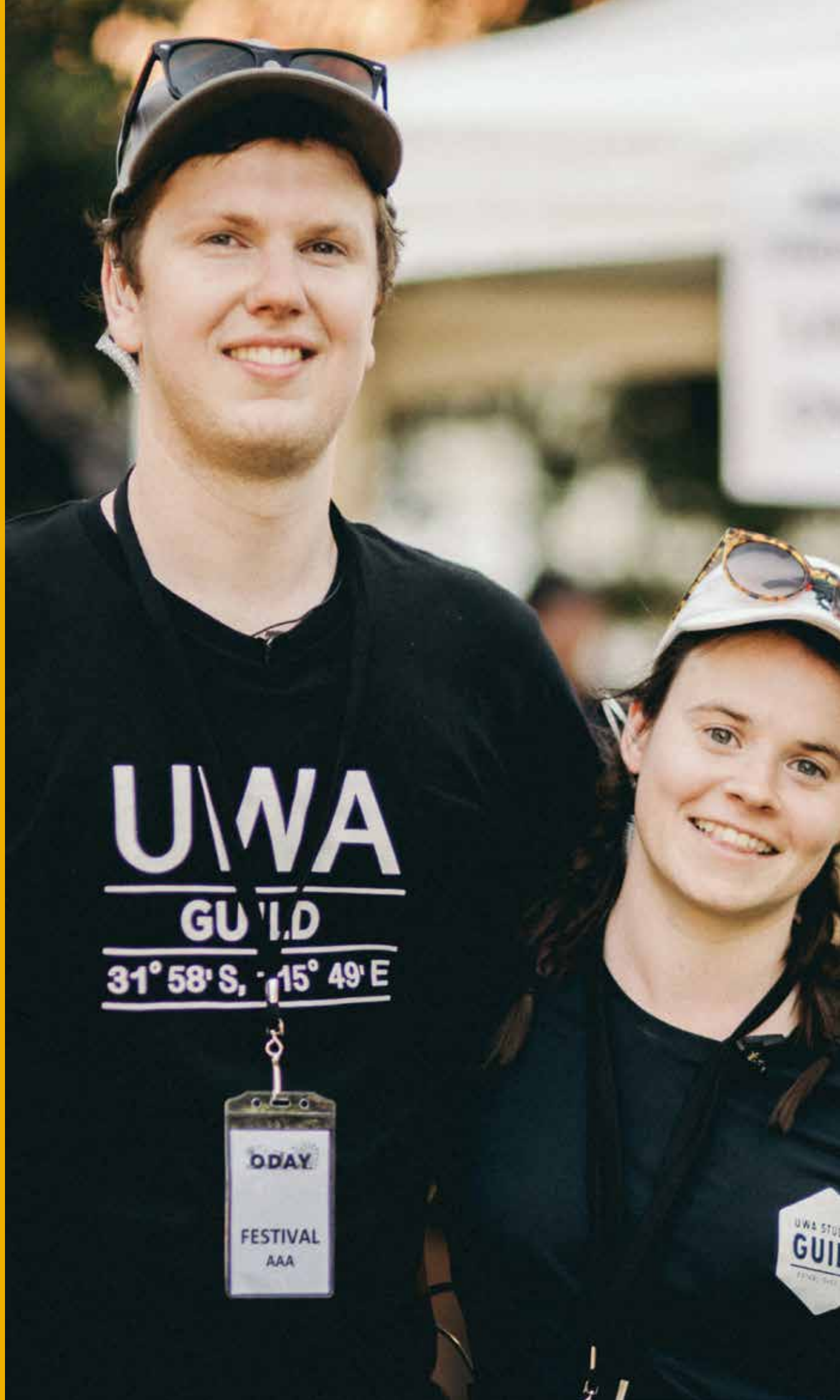
WHAT WE WILL DO

- More effective and efficient ways of working.
- Maximising positive impact through performance and delivery.
- Efficient procedures and policies to guide our work.

KEY MEASURES

- Productivity.
- Strategic Plans.
- Monitoring of performance and delivery.
- Service Standards.
- KPIs, targets and impact reports.

OUR PEOPLE





OUR PEOPLE

A workforce of engaged, committed and talented individuals, who work in a positive work environment.

WHAT WE WILL DO

- A great place to work for our staff and volunteers.
- An organisational culture which promotes collaboration and cross-functional working to deliver shared goals and objectives.
- Staff who are satisfied with their jobs and feel they can make a positive difference.

KEY MEASURES

- Staff satisfaction.
- Effective KPI systems.
- Development plans in place for staff.

OUR STUDENTS





OUR STUDENTS

An engaged student cohort that continually develops innovative ideas and solutions in order to support and enrich the lives of their peers.

WHAT WE WILL DO

- Ensures that all students get the best student experience at UWA.
- Allows the Guild to provide quality services that students want.
- Ensure students and customers are satisfied with our services.

KEY MEASURES

- Student satisfaction ratings.
- Compliance with Customer Service Charter.
- Data analysis and research.
- Satisfaction with services.

