

Purpose



We enrich student and campus experience at the University of Sydney

Focus



- Becoming a more **sustainable** organisation beyond SSAF.
- Evolving our model to a more sophisticated **membership and student engagement** approach.
- Developing a **high-performance team** culture throughout the organisation.
- Making the **experience** of interacting with us our primary value proposition and developing integrated offers that reflect exceptional experiences.

Values



Respect

- Value ideas and opinions
- Treat people with dignity
- Provide safe, supportive and inclusive environments for all
- Build strong relationships with students and stakeholders

Innovation

- Seek and encourage new ideas and ways of working
- Embrace change
- Look for new opportunities to deliver the best experiences and services

Collaboration

- Work together as a team
- Strive for inclusivity
- Look for diverse ideas, perspectives and people

Honesty

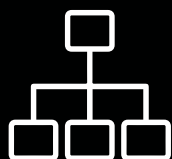
- Communicate and behave with clarity, transparency and timelines
- Do what we mean and say
- Build trust through accountability and honest relationships

How We Win



- Establish profit for purpose opportunities.
- Expand and monetise partnerships.
- Develop financial understanding of our core products and services and optimise accordingly.
- Understand our environmental footprint and improve our impact.
- Create a defined and cohesive membership value proposition.
- Define the structure of our membership types and architecture.
- Create world class clubs and societies via data-optimisation.
- Learn to recognise high performance.
- Set context & reduce controlling behaviours.
- Understand the value of high performance.
- Create freedom and responsibility.
- Define promotion and development criteria.
- Establish and live core values.
- Create a whole of campus physical experience strategy.
- Improve and expand our digital strategy and offerings.
- Refresh our brand to be more rational and cohesive.
- Create designed experiences for each of our products and services for our target audiences.

How We Enable This



Developing an organisational foundation of conscientious commercialisation

- Building a strategic partnerships capability.
- Modernise & invest in our spaces.
- Hold our products and services accountable for profitability and diversity.
- Building strategically for the future not just tactically for the present.

Create a Data driven decision culture

- Regular research, insights and analysis.
- Weekly P&L review and monitoring.
- Develop stakeholder matrix and plan.

Embed USU values across all touchpoints

- Develop a comprehensive communication strategy.
- Develop diverse student voice integration mechanisms.
- Stop doing what doesn't work.
- Get comfortable saying no based on prioritisation.
- Build meaningful brand connections.
- Communicate broadly with our membership and stakeholders.

Inspiring, attracting, developing & retaining the best talent & partnerships

- Invest in learning and development.
- Build a talent pipeline and succession plans.
- Developing and empowering student leaders develop performance mgmt capability.
- Hiring in line with USU values and capability framework.
- Create recurring team building program/s.
- Resourcing to support growth and sustainable work.

Developing a "why experience matters" mindset

- Creating a culture of sustainable innovation and creativity.
- Ensure a member centric approach throughout the organisation.
- Only provide competitive products and services that deliver value.
- Develop a technology roadmap to support our purpose.