USU STRATEGY ON A PAGE 2024

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.

WHERE WE PLAY

WHERE
- Online
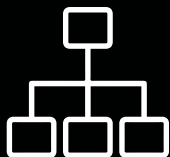- University of Sydney Campuses

WHO
- USYD Students
- USYD Faculty
- USU Life Members
- Relevant Corporates
- Relevant USYD groups
- Live Music Community

WHAT
- Retail Food and Beverage
- Community Space
- Clubs and Societies
- Programs and Services
- University of Sydney Merchandise
- Graduations
- Space Activations
- Events and Experiences

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.