



YOUR STUDENT UNION

**University of Queensland Union
Strategic Plan 2017 to 2020**

Vision Statement

UQU - Creating Australia's best student experience and delivering positive change.

Mission Statement

UQU will foster a sense of belonging so that every student feels welcome and wanted at UQ. We will advocate for students' needs through strong representation. We will ensure access for all students to welfare, legal and academic advocacy services and we will provide opportunities for a campus centred social life.

Priority Areas of Work 2017 - 2020



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Student Representation – Be the Voice of Students on Campus

OBJECTIVE:

Develop a clear understanding of the Student Experience on campus through qualitative and quantitative research and use this information to represent students delivering positive change.

TACTICS AND ACTIONS:

- Establish a research unit within UQU to engage with students through a range of mediums
- Undertake a series of research engagements regarding specific issues throughout the year and provide regular reports which articulates “the voice of students”.

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UQ Student & Community Engagement

OBJECTIVE:

Further develop UQU’s communication and engagement channels with the student body to build productive relationships and to improve the Student Experience on campus.

TACTICS AND ACTIONS:

- Develop better brand recognition across businesses and services.
- Differentiate UQU from the University.
- Seek more feedback from students
- Foster a sense of belonging
- Increase the value students place on the Union
- Develop a better understanding of UQU from UQ staff
- Develop a Membership strategy

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Relationship with UQ

OBJECTIVE:

Enhance the relationship with the University of Queensland to improve the student experience through engagement, representation, and advocacy.

TACTICS AND ACTIONS:

- Develop better self-sufficiency, independence and non-reliance on UQ
- Maintain and build on our influence with UQ
- Consult UQ strategically to ensure that our aims and objectives are complementary
- Finalise the FSA and LTO agreements

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Innovation

OBJECTIVE:

Cultivate a culture of innovation within UQU and further develop systems and processes to identify, develop and commercialise new ideas to create value for UQU's members, customers and stakeholders.

TACTICS AND ACTIONS:

- Continuous Assessment of current and potential products and services
- Explore new business opportunities
- Encourage innovation and entrepreneurship in relation to the Union.

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Relevance

OBJECTIVE:

Constantly seek stakeholder feedback to effect change within UQU to maintain relevance to UQ students and the university.

TACTICS AND ACTIONS:

- Maintaining relevance to the changing demographics and needs of UQ, such as the increasing numbers of international students
- Improve operation of outlets to ensure they are commercially viable in the new union complex.

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Streams of Revenue, Income and Profitability

OBJECTIVE:

Operate UQU efficiently to maintain profitability. Identify and develop new revenue streams to broaden UQU's revenue base, mitigate its risk and improve our financial independence.

TACTICS AND ACTIONS:

- Place greater emphasis on profitability and income generation
- Utilise alternative sources of funding for services such as Government Grants and donations from alumni.

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UQU People

OBJECTIVE:

Ensure UQU's people are motivated, energised, skilled and engaged with UQU, students, and the university to enable UQU to effectively achieve its core objectives.

TACTICS AND ACTIONS:

- Culture
- Improve on internal communication
- Performance Management
- Professional Development
- Reward and Recognition Program

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Physical Identity

OBJECTIVE:

Work with UQ to ensure UQU has a viable footprint in the new Union Complex to continue to deliver quality services to UQ students.

TACTICS AND ACTIONS:

- Ensure that the Union is heavily involved with the re-development plans for the Union complex
- Utilise the building space, size and location to maximum effect.

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Ongoing Strategic Measures

OBJECTIVE:

Establish best practice governance arrangements to ensure UQU operates a viable business that serves its members and stakeholders for another 100 years.

TACTICS AND ACTIONS:

- Develop better management of governance and a clearer understanding of decision making processes
- Reach out to the TAG network for examples of best practice in the field

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Competition

OBJECTIVE:

Position UQU so that it delivers true value to its members, students, UQ and other key stakeholders through a range of tailored products and services.

TACTICS AND ACTIONS:

- Manage competition with other outlets
- Avoid duplication of services with UQ and other providers
- Minimise the negative effects of adversarial student politics

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UQU Brand Strategy

OBJECTIVES:

- Strengthen the UQU logo to enhance its capacity to provide context for who UQU is and what UQU does.
- Ensure a consistent brand experience that allows UQU to develop meaningful relationships with consumers through the development of clear brand guidelines.
- Improve recognition of UQU run initiatives, services and outlets via stronger brand presence online and on campus.
- Improve understanding of who UQU is and what UQU does.