



UOW Pulse 2021-23 Strategic Plan

Our VISION: UOW Pulse creates the ultimate dynamic and engaging campus environment to enhance the University community experience.

Our MISSION: To complement the activities of the University through our products and services, which enhance the social, cultural, sporting, health and recreation experiences of the University community.

Our PURPOSE: UOW Pulse exists to enrich UOW’s agile campus services arm geared to improve the quality of campus life. Our focus has evolved to providing an encompassing ‘campus life’ with the purpose to ENRICH our student’ time on campus which is at the heart of all that we do.

Our VALUES: Support, Community, Agility, Quality, Play.

ENHANCE the Student Experience

UOW Pulse is recognised as a leading provider of student experience within the University. Having access to open, available and welcoming services is critical to our students.

By 2023 we will:

- 🏆 Deliver student experience through a diverse offering of products and services via different digital platforms to engage with all market segments.
- 🏆 Expand the offering of student experience programs to empower students to improve their leadership, social and personal skills across the entire UOW geographical footprint.
- 🏆 Continue to develop the UOW Pulse membership program ensuring we understand the wants and needs of our members through research and evaluation.
- 🏆 UOW Pulse will develop technology to encompass all business units allowing a comprehensive understanding and review of our market segments.
- 🏆 Empower and support our staff to create an engagement and dynamic campus and student experience.

INCREASE Campus Engagement

UOW Pulse will increase the sense of belonging and pride for the UOW campus community, whilst continuing to engage with the wider community.

By 2023 we will:

- 🏆 Develop and grow community engagement through successful UOW Pulse commercial business units, whilst continuing to recognise our relationship with UOW.
- 🏆 Establish strong connections and agendas with our key stakeholders offering inclusive experiences to foster a lifelong connection between UOW Pulse and UOW.
- 🏆 Develop a brand strategy to effectively demonstrate the value of UOW Pulse to UOW, internal & external stakeholders and the communities in which we operate.

SUSTAINABILITY

UOW Pulse will be financially, environmentally, humanely and socially responsible to ensure ongoing viability.

By 2023 we will:

- 🏆 Diversify and grow UOW Pulse ensuring a sound financial plan that guarantees the business is fit for purpose, has a balance of income sources, leverage technology and provide an appropriate financial return to deliver on our priorities.
- 🏆 Ensure the commercial operations continue to positively contribute to the charitable activities of UOW Pulse , whilst reducing our financial reliance on the University
- 🏆 Foster a culture of accountability at all levels of the organisation ensuring a framework with robust audit and risk management protocols.
- 🏆 Continue to develop the ability and capacity of the UOW Pulse team, as having the right people, passion, skills and experience are vital to our future success.
- 🏆 Create an environment that facilitates and inspires us, students and stakeholders to meet our sustainability targets and work towards the UN sustainable development goals relevant to our business.