

Vision & Strategic Plan 2030



THE HEARTBEAT OF CAMPUS LIFE

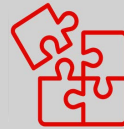
Purpose

To create vibrant, connected and inclusive campuses that enrich student life and strengthen UOW's role as a hub for student and community engagement.

Vision 2030

Delivering exceptional experiences that foster thriving university communities where everyone feels a sense of belonging. UOW Pulse will be recognised as a national leader in student engagement and campus vibrancy.

Values



Agility

Adapt quickly and effectively to change, remain flexible in approach and continually improve in response to evolving circumstances.



Community

Champion a culture of belonging, mutual respect and shared purpose, encouraging inclusivity and celebrating diversity.



Play

Foster joy, curiosity, and creativity through innovation, collaboration, and authentic engagement that helps people feel more connected and inspired.



Quality

Strive for excellence through a commitment to high standards, attention to detail and delivering outcomes that are thoughtful, reliable and impactful.



Support

Build safe, caring and empowering environments where individuals feel uplifted, trusted and encouraged to grow and succeed.

1

Student engagement, experience and success

1. Increase student satisfaction, retention, access and success.
2. Build a strong student identity and connection with UOW that fosters lifelong affiliation.
3. Expand opportunities for student leadership, events, engagement and volunteering across programs and services.
4. Deliver a connected, safe and inclusive student experience that spans online and all campuses ensuring students feel engaged and supported.

2

Strengthening local impact

1. Establish UOW Pulse as a strategic partner to UOW entities, including becoming UOW's preferred supplier.
2. Enhance UOW campuses as inclusive community hubs and vibrant destinations through events, services and partnerships that connect students, staff, alumni and local communities.
3. Strengthen engagement with local communities to co-design and deliver initiatives that reflect regional needs and shared impact.
4. Broaden collaboration with our communities for environmental, social and economic benefits.

3

Commercial growth and innovation

1. Grow and diversify revenue through strategic commercial ventures aligned with student and community needs.
2. Leverage operational agility to pivot and scale innovative services and experiences.
3. Strengthen tenancy, retail and hospitality offerings.

4

Culture of belonging and excellence

1. Sustain and enhance a values-led culture that inspires collective action toward our shared purpose.
2. Embody equity, diversity and inclusion to ensure access, belonging and opportunity for all.
3. Strengthen staff engagement and experience by empowering our people and providing meaningful recognition.
4. Retain and attract high-performing staff through support, mentoring and development opportunities.

5

Organisational resilience and sustainability

1. Deliver efficient and effective operational services, enhanced by digital innovation and infrastructure.
2. Strengthen organisational resilience through improved data, systems and processes.
3. Embed environmental sustainability across operations, partnerships and services.