Wollongong UniCentre Limited, an owned and controlled entity of the University of Wollongong (UOW), was incorporated in 1997 to facilitate Services, Spaces, and Activities for the UOW community at campuses across Australia. UniCentre is a diverse organisation that augments the campus look and feel and activities for the UOW community at campuses across Australia. UniCentre delivered retail and service provision on UOW campuses will be exemplary leaders across the Australian and International tertiary landscapes measured through local, national and international benchmarks (CSI, SEQ, ISB).

GOAL 1: STUDENT EXPERIENCE & ENGAGEMENT

1. Develop engaging and evolving programs and activity to varied cohorts, delivered through the Student Life Program.
2. Grow UOW Clubs and Societies by ensuring that we have engagement opportunities that are sensitive to culture, age appropriate and are social and outcome focussed.
3. Build campus life that naturally inspires broader UOW community engagement through providing experiences and spaces for people to relax and interact.
4. Develop an environment that provides integrated technology to interact with satellite campuses, international colleagues and with the world in general.
5. Realise growth in student engagement through working with all stakeholders to create an integrated and coordinated approach for all our campuses.

GOAL 2: RETAIL & SERVICE GROWTH

1. Build a flexible campus retail strategy that identifies and includes emerging trends that are able to be progressively enacted (varying price points, comfortable student hubs, considered growth of service range 28hr/7day/41-51Kw).
2. Grow retail and service offer that is valued by our students and integrated with UOW learning resource direction.
3. Provide a range of convenience options for our campus and neighbouring community.
4. Develop a range of leisure options that our community values.
5. Develop business models that consider distinct licensed entertainment and service precincts (Wine Bar, Off Licence Bottle Shop, Night Club).

GOAL 3: BUSINESS TRANSFORMATION

1. Integrate the provision of high quality Children’s Services with the University’s Early Start direction to service our campus and local community.
2. Review the business and services needs model across all campuses, considering the changing regulatory framework.
3. Develop an asset replacement strategy linked to the University’s Capital Management Plan and UniCentre’s Retail Strategy.
4. Analyse and improve our links to community service organisations.
5. Develop modern Early Learning Framework program to deliver best service offer in region.

GOAL 4: DIGITAL INNOVATION

1. Build and rejuvenate our spaces so that advanced devices and environments are accessible to our community creating a test lab environment in student spaces.
2. Engage satellite campus environments through digital and new media capability, access for all student cohorts.
3. Support the new UOW digital learning service model to support the retail growth strategy Goal 2.
4. Develop distinct and valuable online tools for our student engagement and retail service offer.

GOAL 5: PEOPLE & CULTURE

1. Support staff to optimise their ability to build our operating capabilities and their professional aspirations to drive UniCentre’s future.
2. Sustain a culture of continual improvement and measurement through our externally certified quality system, WHS system and by providing clear professional aspirations to drive UniCentre’s future.
3. Deliver a range of leisure options that our community values.
4. Develop business models that consider distinct licensed entertainment and service precincts (Wine Bar, Off Licence Bottle Shop, Night Club).

GOAL 6: SUSTAINING UNICENTRE

1. Manage our operations, accreditation activity and business risk to ensure an ongoing and sustainable service provision is delivered to campus community.
2. Manage reputational, financial and operational risk prudently by facilitating clear lines of decision-making, authority and accountability in our structures and processes.
3. Improve environmental standards that are based on principles of sustainability to optimise our use of energy, water and manage our waste streams.
4. Strengthen our systems and business processes to ensure they are: flexible and timely; minimise duplication and overheads; use technology to proactively manage our business to stay “ahead of the game.”
5. Improve our marketing and student communications to support the five year strategy of achieving 8% return in revenue before student engagement activities.