AGENDA ITEM 4

SENATE PRIORITIES 2005
SENATE RETREAT DISCUSSION ON 17 AREAS OF INTEREST

Funding
• Strong diversification of funding sources, grow non-government funding
• Existing sources of funding – focus on costs

Investments
• Cash flow investments, lift level of return : minimise risk
• Consideration of debt strategy
• Development of investment strategy – report to Senate & allocation of investment returns

Growth
• Multi-factorial / on a number of fronts
• Controlled – step/incremental – should be profitable/beneficial (revenue enhancement)

Infrastructure
• As a priority (use of funds)
• Maximise usage of infrastructure (including community)
• Maintenance – updating (technology) (growth matched by infrastructure)

Image/positioning
• People Soft / Academic Hard
• Community focus (include integrating with WA future)
• Strong advocacy culture (Senate/Staff/Students) : link to morale – staff
• IRUA

Quality
• Focus/enhance “Academic Hard”
• High quality in niche fields (selected)

Areas of Excellence
• Pay attention to opportunities to develop areas of excellence & research
• International excellence

Course Offerings
• Senate support for review/change of profile
• Analyse critically vested interests
• Critical diversity (parameters to be developed)

Commercialisation
• Current activities fine : keep open to areas outside IP

International
• “Own” Peel region and Rockingham
• Alternatives to just campus development

Partnerships/Alliances
• Increase focus with TAFEs, bodies (research), selective international
• Non-university partnerships/alliances on campuses
Acquisitions/Mergers
• Appetite for concept of mergers and acquisitions (scale, benefits, further growth)
• Major player internationally
• Watching brief

Promotion
• Increase promotion (not just advertising, broad approach)
• Right approach and materials on hand (for Alumni/past staff/current staff)
• Link use of campus (community) to promotion

Segments
• Focus on income generating areas
• Leverage DEST funding opportunities
• FOCUS – not all things to all people ("niche" – right ones)

Assets
• Open – use of all asset types (full range – physical, people, reputational)
• Nurture – vs wear out

Rate of Change
• In charge of own destiny – do it better than other Universities
• Senate as advocates of change
• Application of core values

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SENATE RESOLUTION S/71/2001 (AS AMENDED BY S/02/2005(ii))

(e) at that meeting, Senate commence discussions with a view to identifying any key strategic issues which it wishes to discuss during the coming year, and allocate responsibility for preparing discussion papers on them.