



UWA  

Masterplan Conversation

Preliminary
Engagement Summary



Over 100 years of forward thinking

For more than a century, The University of Western Australia has played a significant role contributing to the communities it serves locally, nationally and internationally.

UWA has a rich heritage with a beautiful campus of which it is immensely proud. UWA is aiming to create the next generation of global leaders through experience rich-education and world-leading, trustworthy research. To achieve this it is developing a Masterplan to build upon its assets; to cater to the changing needs of students, researchers, faculty and communities; and to capitalise on new technology and digital opportunities.

The UWA Masterplan Conversations project seeks the input of campus users, community and stakeholders to gain input and ideas as UWA looks to shape its future.



What is the Masterplan?

The UWA Masterplan is a non-statutory, high-level plan which will guide how physical and digital environments will be aligned with the University's vision for greater connectivity, engagement and a vibrant campus experience for our students, staff and community.

The Masterplan will explore what is important about UWA's places, how they function and how they can continue to be improved to meet the needs and aspirations of those who access them.

It will have a ten-year planning horizon framing development until 2030 and will also provide a longer term outlook.

UWA had initial conversations with staff and students in late 2018.



534

Comments and suggestions through the Shape My Campus Boards



655

Campus Experience survey submissions



46

Meetings and workshops with staff and students



370

Images and comments from 23 students participating as Experience Mappers

These conversations provided an early indication of the priorities, opportunities and challenges for the Masterplan to respond to from the perspective of those who use the campus on a daily basis.

People said they wanted:

- Quality and flexible spaces
- Access and connectivity
- Wayfinding
- Modern facilities and up to date technology
- Inclusive campus experience
- Safety and security
- Heritage and cultural celebration

**Creating Communities
was engaged in 2019
to consult externally.**



Method



DIGITAL

- Interactive website
- Quick Polls
- Survey

FACE TO FACE

- Stakeholder Meetings
- Workshops
 - Alumni/ Donors
 - UWA Groups and Organisations
 - General Staff
 - Community and Sporting Groups
 - Community
 - Local Business
 - Campus Infrastructure Users (Cancelled due to low numbers)

Achieving Broad Reach

The UWA Masterplan Conversations consultation took place throughout March 2019. There was significant interest and participation from community and stakeholders as demonstrated by the data below.



637

surveys completed to 29 March, 2019



3,042

unique website sessions



1,858

quick poll responses across 4 polls



11,575

flyers distributed to local community members

DEMOGRAPHICS

Alumni	64%
Student	12%
Local Resident	7%
Staff	6%
Community Member	5%
Regular Visitor to Campus & Surrounds	4%
Local Business Owner	1%
Other	1%



423

stakeholders/community members sent direct email invitations to workshops



45

workshop attendees



5

cross-platform and multi-channel social media posts



2

advertisements in local newspapers

Insight

People have a deep care for UWA and therefore want to see it doing better as a pillar of education, research, community, advocacy, and connection.

For the Masterplan to be successful the focus needs to be threefold:

1.

Maintain and enhance the things that are valued

2.

Ensure physical and digital assets are in place

3.

Ensure operations align with brand expectations

Investments in **Points 1 & 2** are **less likely** to be fully appreciated by communities of interest **unless**

this is supported through a values driven corporate response that is well communicated (**Point 3**)



Engagement Summary Data

Please note that the following summary includes data from workshops, the survey and quick polls. Data has been closely reviewed and key themes developed to reflect common insights across these engagement methodologies.

What people value about UWA



Much is valued about UWA and needs to be protected/enhanced through the Masterplan.

“

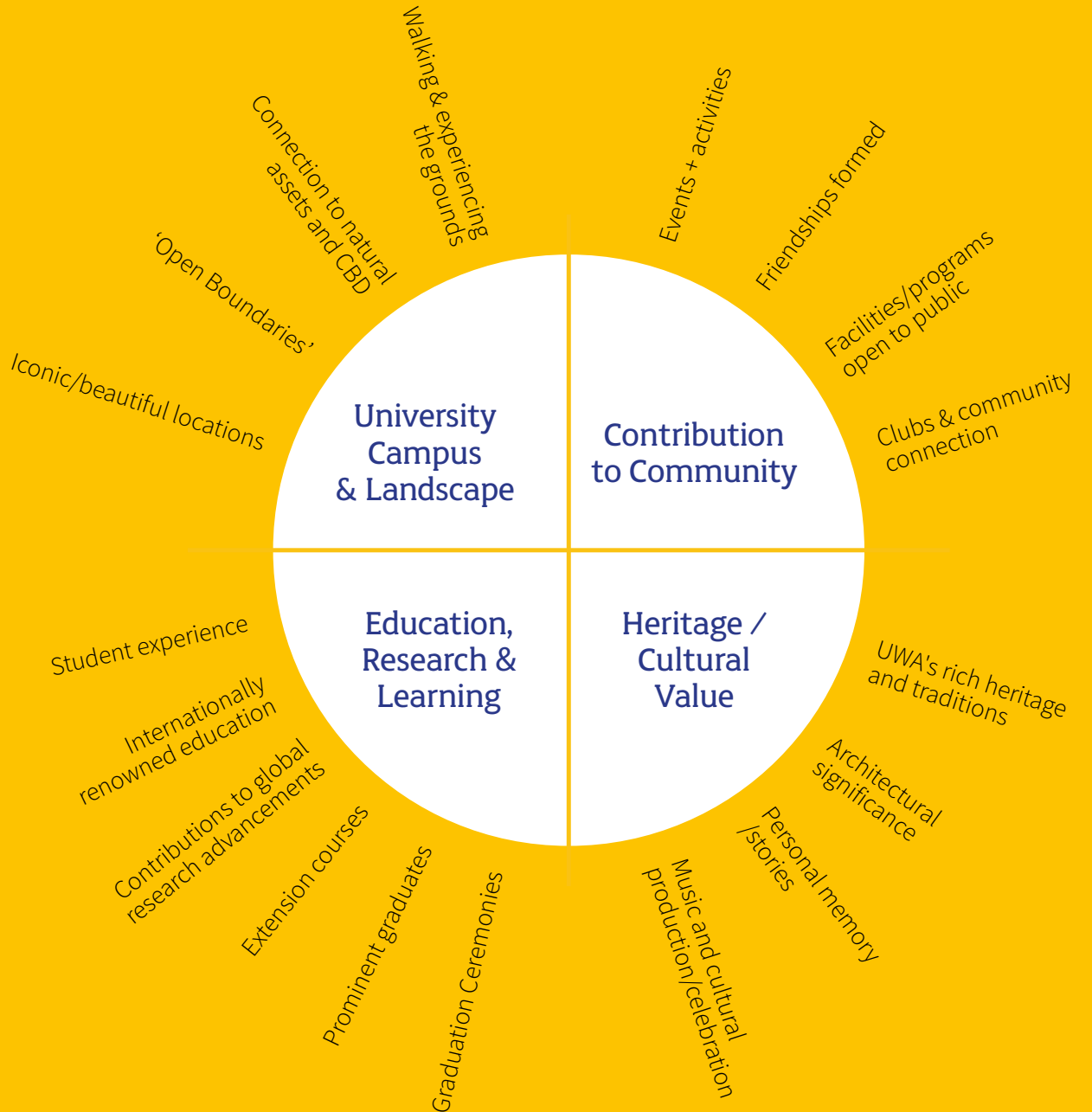
UWA tends to see things through an academic lens but a lot of what makes UWA great is not academic.”

- WORKSHOP PARTICIPANT

“

My most memorable experiences at UWA are walking across campus and admiring the historic buildings and gardens.”

- WORKSHOP PARTICIPANT



What UWA could do better



Feedback on what UWA could be doing better related to both the University's physical environment and operations/governance. Some of these common themes relate more specifically to the Masterplan and others will require consideration through other planning/corporate responses.

“

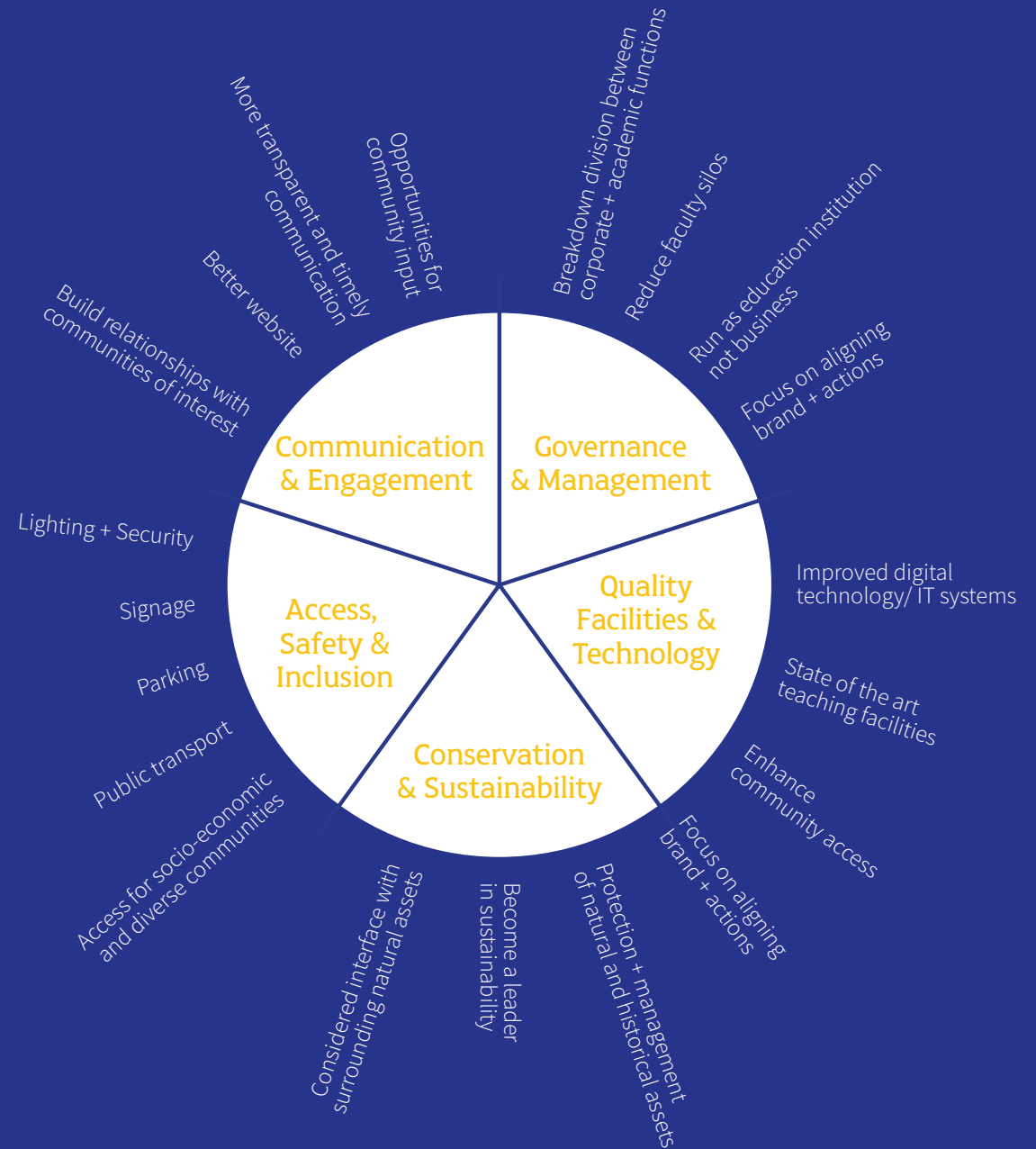
“We need to manage our heritage with care.”

- WORKSHOP PARTICIPANT

“

UWA needs to communicate more effectively and relate better to its various communities – for example focus on building trust with the ‘Friends of’ groups.”

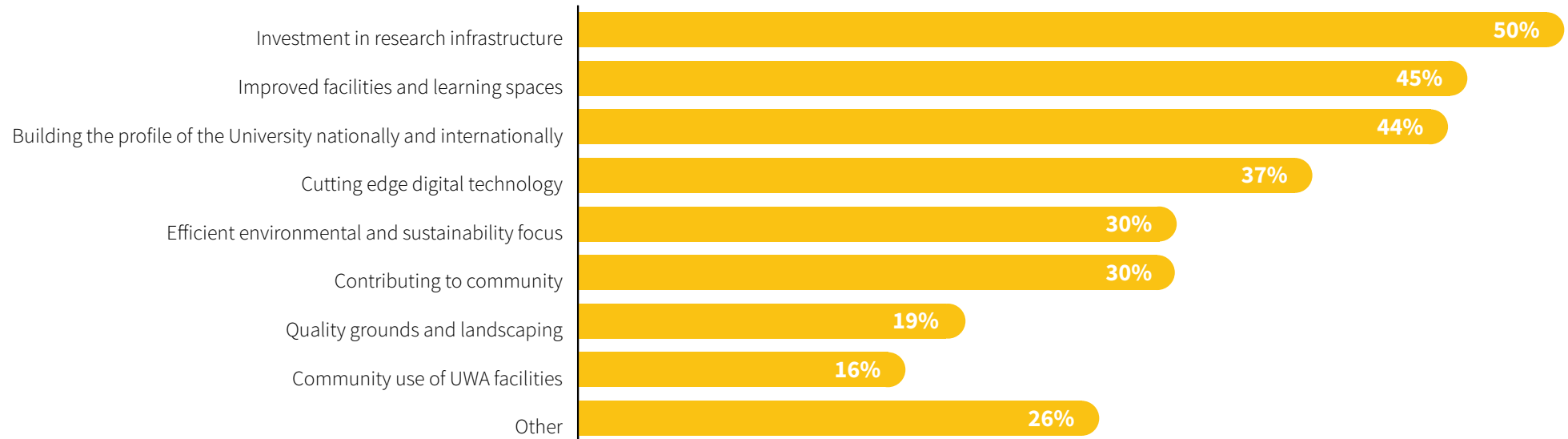
- WORKSHOP PARTICIPANT



Workshop feedback highlighted the need for UWA to be planning for a rapidly changing future. This included a focus on ensuring flexible infrastructure/amenity; up to date technology; and a focus on providing holistic educational and student development experiences.

Survey feedback reflected these priorities as shown in the graph below:

Priorities for ensuring UWA has a strong and sustainable future



“

“It’s going to have to be about growing, learning and exploring through immersive experiences, not about getting a job.”

- WORKSHOP PARTICIPANT

Masterplan Detail: Annexure Themes

This section provides insights from consultation themed under the Masterplan supporting document focus areas. These slides provide a snapshot summary of the top issues and opportunities related to each of these focus areas and may be used to inform further engagement on these topics.



Design, Placemaking & Activation

TOP ISSUES

- Lighting, safety + security

- Intuitive wayfinding around campus

TOP OPPORTUNITIES

- ‘Open Boundaries’ – community feeling welcome to spend time on campus

- More public events/activities

- Increased retail/hospitality offering on campus + in surrounds



The Crawley Campus needs to take inspiration from other good city campuses across the world which are much more integrated with their city. The Crawley campus is currently too introverted and is based on a now dated concept. There needs to be a diversity of uses for everyone to enjoy to bring it life day and night.”

- SURVEY RESPONDENT

ACTIVATING UWA

TOP 3 SURVEY SNAPSHOT

Reasons for visiting a UWA campus

1. Somerville Film Festival (31%)
2. Public lecture (30%)
3. Alumni event/activity (28%)

Things people would like more opportunity to do at UWA

1. Attend public lectures/hear from visiting specialists (57%)
2. Enrol in courses (short courses, one off workshops, semester classes) (44%)
3. Meet/network with researchers and educators (29%)

Types of events/ activities people might like to attend

1. Concerts (57%)
2. Theatre (49%)
3. Art shows (43%)

Transport and Access

TOP ISSUES

- Lack of parking
- Lack of public transport
- Traffic in surrounding suburbs

TOP OPPORTUNITIES

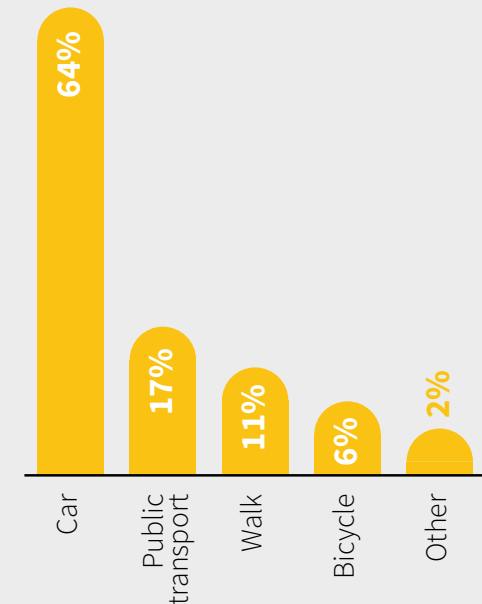
- Better linkages between campuses – bike share, shuttles
- Walkability/connection to surrounding assets e.g. Kings Park, river, home
- Freedom of access to facilities (for community/after hours etc.)

“

It would be great to be able to slow cars down along Hackett Drive and enhance the ease of pedestrian access to the river and around the Crawley campus.”

- WORKSHOP ATTENDEE

MOST COMMON MODE OF TRANSPORT TO ACCESS THE CAMPUS



Of the top 3 things people like least about Crawley campus the top two focus on parking and traffic.

Sustainability

TOP ISSUES

- Future of Lot 4 + Underwood Avenue Bushland – concern about UWA selling or developing land*
- Perceived lack of maintenance of environmental assets

TOP OPPORTUNITIES

- Utilise environmental assets to deliver world class research and conservation outcomes
- Embed 'triple bottom line' approach to management and development
- Nurture human assets – e.g. staff, volunteers, alumni.

“

How is UWA valuing its conservation assets? There should be a dollar figure attributed to the cultural and community benefit they provide.”

- WORKSHOP ATTENDEE

* Please note: this theme was raised through workshop discussion.



Jessica Wyld / Perth Festival.

Landscape

TOP ISSUES

- Perceived loss of green space/ landscaped area for development
- Flora + fauna asset management/ maintenance
- Impact of development on view corridors

TOP OPPORTUNITIES

- Maintain and enhance campus green spaces
- Links to the river/respect for riverfront amenity
- Landscape as a hook for UWA to become a destination for tourists/ visitors

“

I love UWA's architectural grandeur which is contrasted with small pockets of landscaped areas which allow intimacy.”

- WORKSHOP ATTENDEE

“

We should be providing opportunities to show off our grounds to primary and high school students, so that they aspire to come to UWA.”

- WORKSHOP ATTENDEE

“

I'm concerned that the spaces which make the University beautiful are slowly disappearing.”

- WORKSHOP ATTENDEE

Crawley campus' green spaces and trees are considered it's top asset

(65% OF SURVEY RESPONDENTS)

95% of quick poll respondents agree that there are welcoming and beautiful spaces on campus

Cultural Narrative

TOP ISSUES

- Lack of investment in documenting history + protecting artefacts
- Perception of UWA as 'out-dated' – need to reinterpret historical identity for modern context
- Perceived loss of 'free speech' + culture of activism/social conscience

TOP OPPORTUNITIES

- Embed/celebrate indigenous heritage
- Showcase modern history e.g. museum, interpretive signage, tours
- Regeneration of historical buildings to become fit for purpose
- Preservation of unique experience offered by UWA – colleges, clubs, tradition

“

UWA pioneered so many firsts. We were the first free University in the world, we were one of the first Universities open to all genders, and our Convocation structure is very unique. We should be celebrating and sharing this history.”

- WORKSHOP ATTENDEE

- **APPROXIMATELY 1/3 OF SURVEY RESPONDENTS WOULD LIKE TO ATTEND CULTURAL + HISTORICAL EVENTS ON CAMPUS**



Built Form & Technology

TOP ISSUES

- Digital infrastructure insufficient/not well implemented/not reliable
- Ageing education spaces

TOP OPPORTUNITIES

- A focus on design/architectural excellence
- Regeneration of existing + historical building – fit for purpose
- Community engagement in design of new buildings
- Investment in technology to support access to remote + on campus education



The campus buildings and facilities are lagging behind other schools around the country. In order for the University to attract more students in the future, some serious investments must be made towards improving and upgrading facilities, digital equipment such as computer hardware and more user friendly facilities. This will ensure that the health and well being of the students are looked after and initiatives towards research and development are met”

- WORKSHOP ATTENDEE

SURVEY RESPONSES SHOWED THAT UWA’S FACILITIES AND TECHNOLOGY WERE NOT FREQUENTLY RATED AS A TOP ASSET.

	% rating quality of facilities/services in top 3 assets	% rating cutting edge technology in top 3 assets
Crawley	9%	3%
QEIIIMC/UWA Medical Campus	21%	24%
Nedlands	7%	9%
Shenton	0%	10%
Claremont	0%	0%
Albany	0%	0%

Education

TOP ISSUES

- Faculty silos + competition
- Perception of decreasing quality of education
- Lack of quality online educational tools

TOP OPPORTUNITIES

- Co-location of industry on campus + strong industry partnerships
- Staff quality + staff availability
- Offer holistic approach to education – learning + experiences
- More groundbreaking research

“

UWA is world-renowned for the high level of education offered”

- WORKSHOP ATTENDEE

“

I value UWA for its groundbreaking discoveries in the medical fields and other disciplines”

- WORKSHOP ATTENDEE



Community Outreach / Corporate Social Responsibility

TOP ISSUES

- Heightened community expectation of excellence. Perception that UWA's actions not living up to expectations.

- Distrust as a result of past and presents actions/decisions

TOP OPPORTUNITIES

- Use the Masterplan process as a way to rebuild trust

- Invest in building and maintaining relationships with communities of interest

- Better promotion of community activities/events

“

There is a history of disconnect between UWA and the community and it has caused deep mistrust - the University need to show that they are fair dinkum through this process”

- WORKSHOP ATTENDEE

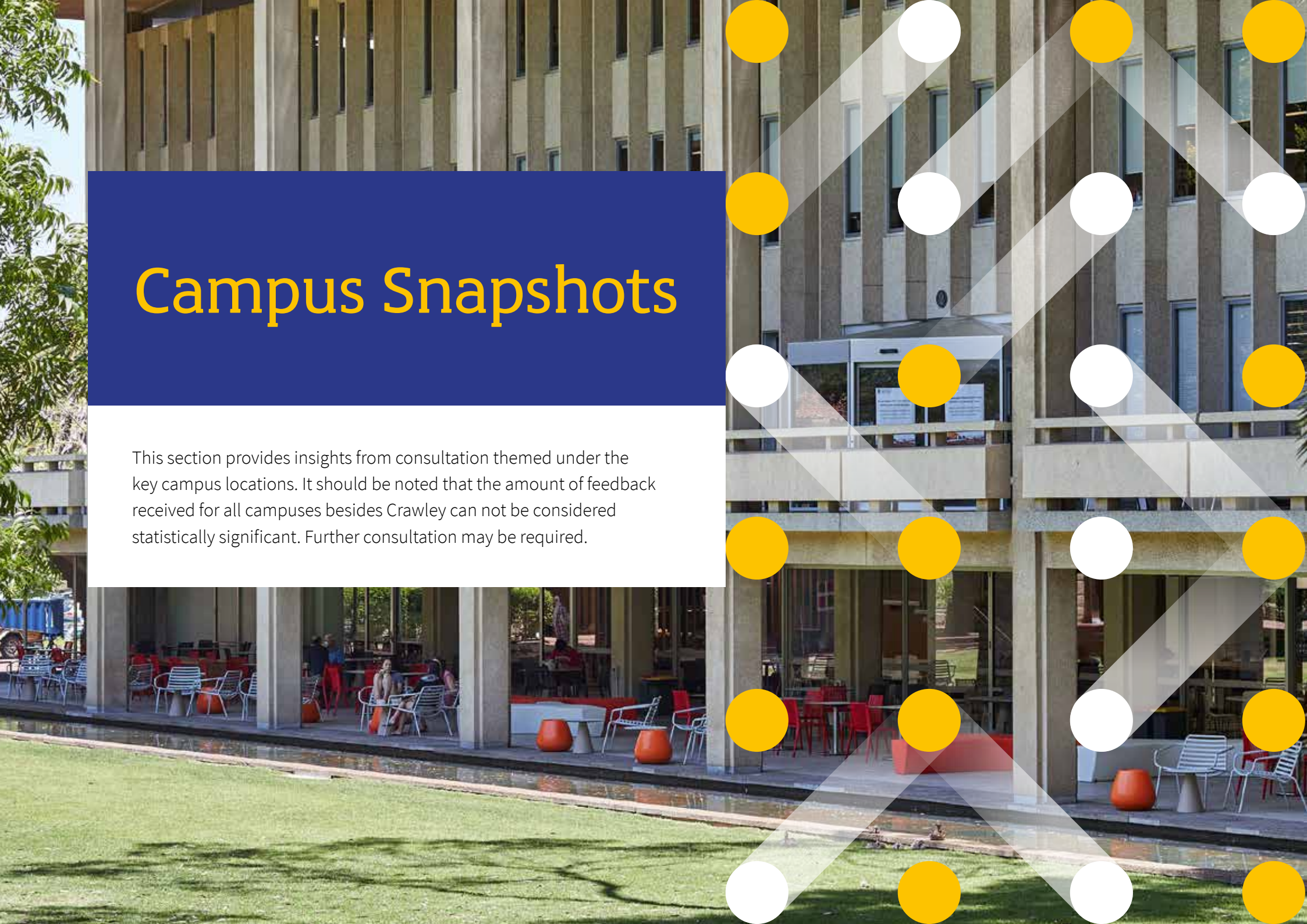
“

UWA has lapsed in its communication and commitment to the community”

- WORKSHOP ATTENDEE

Campus Snapshots

This section provides insights from consultation themed under the key campus locations. It should be noted that the amount of feedback received for all campuses besides Crawley can not be considered statistically significant. Further consultation may be required.



Crawley Campus

The following data highlights the strengths and challenges associated with the Crawley campus and is based on 487 survey responses.

TOP 3 ASSETS

1. Green spaces and trees (65%)
2. Location (47%)
3. Architectural significance of the buildings and spaces (40%)

TOP 3 IMPROVEMENTS

1. More parking (38%)
2. Improved variety of cafés / restaurants / bars (35%)
3. More community events and activities over the semester breaks (31%)

POSITIVES OF THE LOCAL AREA

- Proximity to river (63%)
- Natural environment (46%)
- 'Walkability' of the area (44%)

NEGATIVES OF THE LOCAL AREA

- Not enough parking (59%)
- Traffic (29%)
- Not enough cafés / restaurants / bars (26%)

I find it easy to find my way around the Crawley campus

(72% AGREED OR STRONGLY AGREED)

There is clear and accessible information on how to navigate Crawley campus

(47% AGREED OR STRONGLY AGREED)

There public entry points to the Crawley campus are clear and inviting

(39% AGREED OR STRONGLY AGREED)

OTHER IDEAS, COMMENTS OR CONCERNS

- Maintain campus beauty and green spaces (11%)
- Parking is an issue, and it is getting worse (10%)
- Increase co-location of other businesses, e.g. co-working spaces, tech firms, museums, science park, retail and hospitality (9%)

QEII Medical Centre / UWA Health Campus

The following data highlights the strengths and challenges associated with the QEII Medical Centre/UWA Health Campus and is based on 38 survey responses.

TOP 3 ASSETS

1. Research, teaching and administrative staff (45%)
2. Quality of research on site (39%)
3. Attraction of world class researchers (32%)

POSITIVES OF THE LOCAL AREA

- Proximity to a range of other research and education facilities (58%)
- Proximity to city and other areas (37%)
- 'Walkability' of the area (34%)

TOP 3 IMPROVEMENTS

1. More parking (68%)
2. Improved variety of cafés / restaurants / bars (37%)
3. Functional buildings (34%)

NEGATIVES OF THE LOCAL AREA

- Not enough parking (76%)
- Traffic (30%)
- Construction impacts / issues (27%)

I find it easy to find my way around the QEIIIMC campus

(46% DISAGREED OR STRONGLY DISAGREED)

There is clear and accessible information on how to navigate QEIIIMC campus

(62% DISAGREED OR STRONGLY DISAGREED)

There public entry points to the QEIIIMC campus are clear and inviting

(59% DISAGREED OR STRONGLY DISAGREED)

OTHER IDEAS, COMMENTS OR CONCERNS

- Improve buildings / facilities (20%)
- Parking (20%)



Nedlands Campus

The following data highlights the strengths and challenges associated with the Nedlands campus and is based on 58 survey responses.

TOP 3 ASSETS

1. Green spaces and trees (49%)
2. Location (49%)
3. Research, teaching and administrative staff (33%)

TOP 3 IMPROVEMENTS

1. More parking (40%)
2. More places and spaces to socialise (31%)
3. Improved variety of cafés / restaurants / bars (29%)

I find it easy to find my way around the Nedlands campus

(64% AGREED OR STRONGLY AGREED)

There is clear and accessible information on how to navigate Nedlands campus

(46% AGREED OR STRONGLY AGREED)

There public entry points to the Nedlands campus are clear and inviting

(32% AGREED OR STRONGLY AGREED)

POSITIVES OF THE LOCAL AREA

- 'Walkability' of the area (47%)
- Access to public transport (35%)
- Proximity to river (33%)

NEGATIVES OF THE LOCAL AREA

- Not enough parking (70%)
- Not enough cafés / restaurants / bars (26%)
- Traffic (24%)

OTHER IDEAS, COMMENTS OR CONCERNS

- Improve buildings / facilities (36%)

Shenton Campus

The following data highlights the strengths and challenges associated with the Shenton campus and is based on 10 survey responses.

TOP 3 ASSETS

1. Green spaces and trees (50%)
2. Quality of research on site (30%)
3. Aboriginal significance of site (30%)

POSITIVES OF THE LOCAL AREA

- Natural environment (78%)
- Community (22%)
- Café / restaurants (22%)

TOP 3 IMPROVEMENTS

1. Better connections to surrounding local parks and green spaces (40%)
2. Improved community access to UWA facilities, services and amenities (20%)
3. More information about UWA events and activities (10%)

NEGATIVES OF THE LOCAL AREA

- Construction impacts / issues (67%)
- Traffic (33%)
- Not enough cafés / restaurants / bars (33%)

I find it easy to find my way around the Shenton campus

(26% AGREED OR STRONGLY AGREED)

There is clear and accessible information on how to navigate Shenton campus

(25% DISAGREED)

There public entry points to the Shenton campus are clear and inviting

(26% DISAGREED OR STRONGLY DISAGREED)

OTHER IDEAS, COMMENTS OR CONCERNS

- Preserve Lot 4 Underwood Ave for community / environmental use (75%)

Specific feedback on the Shenton landholdings was also provided during workshops and reflected the strong desire for: the protection/maintenance of the Underwood Ave bushland; opportunities for world class environmental research on site; and the concern about potential loss of a significant biodiversity asset.

Claremont Campus

The following data highlights the strengths and challenges associated with the Claremont campus and is based on 11 survey responses.

TOP 3 ASSETS

1. Green spaces and trees (82%)
2. Heritage (73%)
3. Architectural significance of the buildings and spaces (55%)

POSITIVES OF THE LOCAL AREA

- Attractive streetscapes (64%)
- 'Walkability' of the area (55%)
- Natural environment (45%)

TOP 3 IMPROVEMENTS

1. More information about UWA events and activities (45%)
2. More community events and activities over the semester breaks (45%)
3. Improved community access to UWA facilities, services and amenities (36%)

NEGATIVES OF THE LOCAL AREA

- Lack of convenient/accessible public transport (56%)
- Not enough cafés / restaurants / bars (44%)
- Inadequate signage (44%)

I find it easy to find my way around the Claremont campus

(33% DISAGREED AND 33% AGREED)

There is clear and accessible information on how to navigate Claremont campus

(44% DISAGREED AND 22% AGREED)

There public entry points to the Claremont campus are clear and inviting

(38% DISAGREED AND 33% AGREED)

OTHER IDEAS, COMMENTS OR CONCERNS

- Retain natural landscape (60%)

Albany Centre

The following data highlights the strengths and challenges associated with the Albany campus and is based on 10 survey responses.

TOP 3 ASSETS

1. Location (86%)
2. Architectural significance of the buildings and spaces (43%)
3. Heritage (29%)

TOP 3 IMPROVEMENTS

1. More community events and activities over the semester breaks (57%)
2. Improved community access to UWA facilities, services and amenities (43%)
3. More information about UWA events and activities (29%)

POSITIVES OF THE LOCAL AREA

- 'Walkability' of the area (71%)
- Café / restaurants (71%)
- Attractive streetscapes (57%)

NEGATIVES OF THE LOCAL AREA

- Lack of cycle ways (50%)
- Anti-social behaviour (25%)
- Construction impacts / issues (25%)

I find it easy to find my way around the Albany campus

(50% AGREED)

There is clear and accessible information on how to navigate Albany campus

(50% DISAGREED)

There public entry points to the Albany campus are clear and inviting

(50% AGREED)

OTHER IDEAS, COMMENTS OR CONCERNS

- More information about campus (50%)
- Expansion of course offering (50%)



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