



Activation Strategy

CONTEXT

The campus is a place of people, where friendships are forged, plans hatched, and futures made. This occurs through the lens of an experience that attracts, involves, and gives its students a real sense of belonging to a university that cares, provides, and is deserving of their loyalty.

The campus plays a critical role in the delivery of an experience that welcomes, engages, and makes lifelong advocates of its students.

CONSULTATION

- UWA Executive Leaders
- Staff
- Students
- Community

SCOPE OF PLAN

- Design a campus based student experience strategy
- Deliver both quick and long term wins
- Sustain the activated campus over time
- Create a campus of the moment

IMPLEMENTATION

- First phase soft roll out 2020
- Activation Steering Group & Activation Project Control Group developing program

VISION



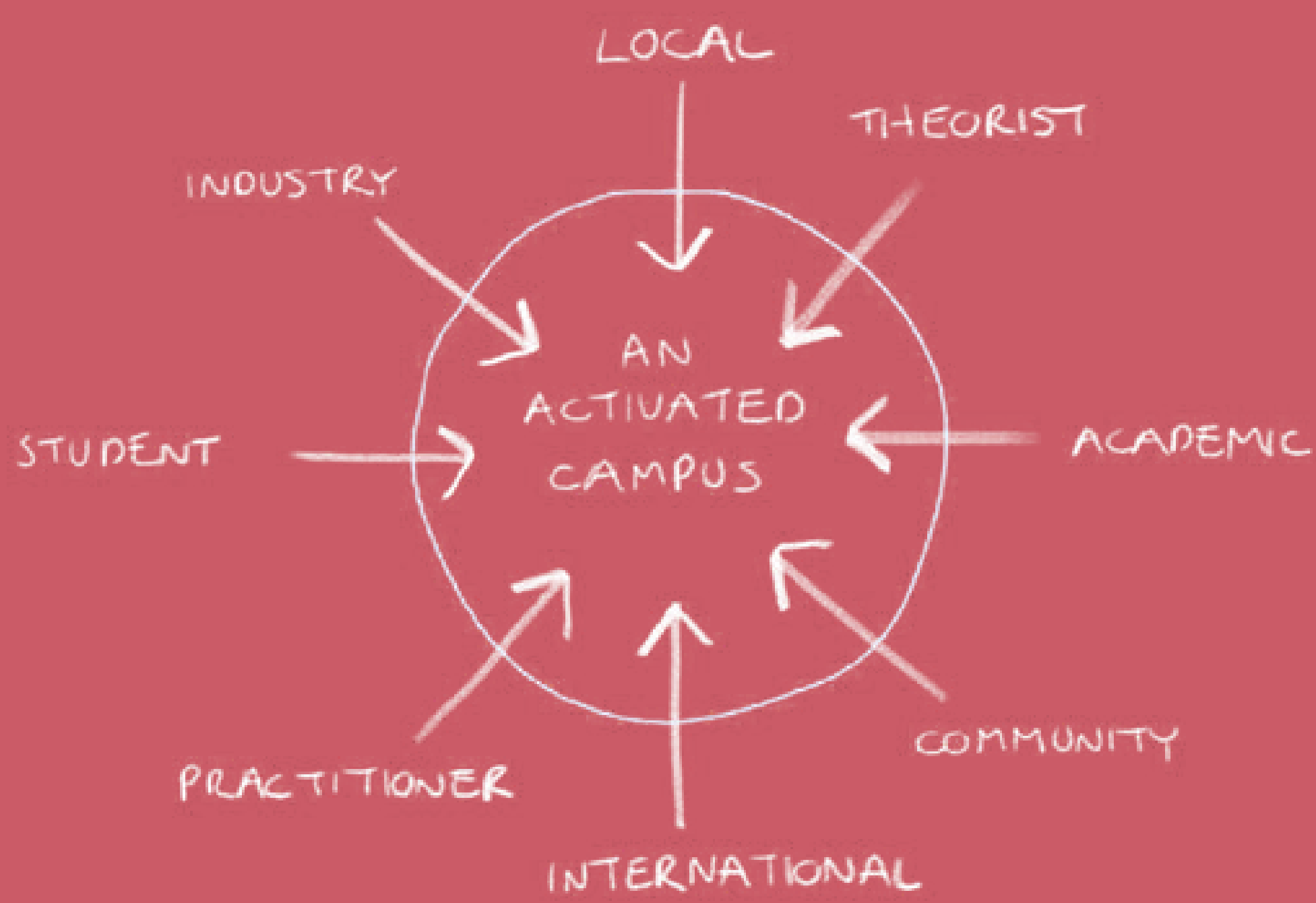
A Marketplace of Ideas



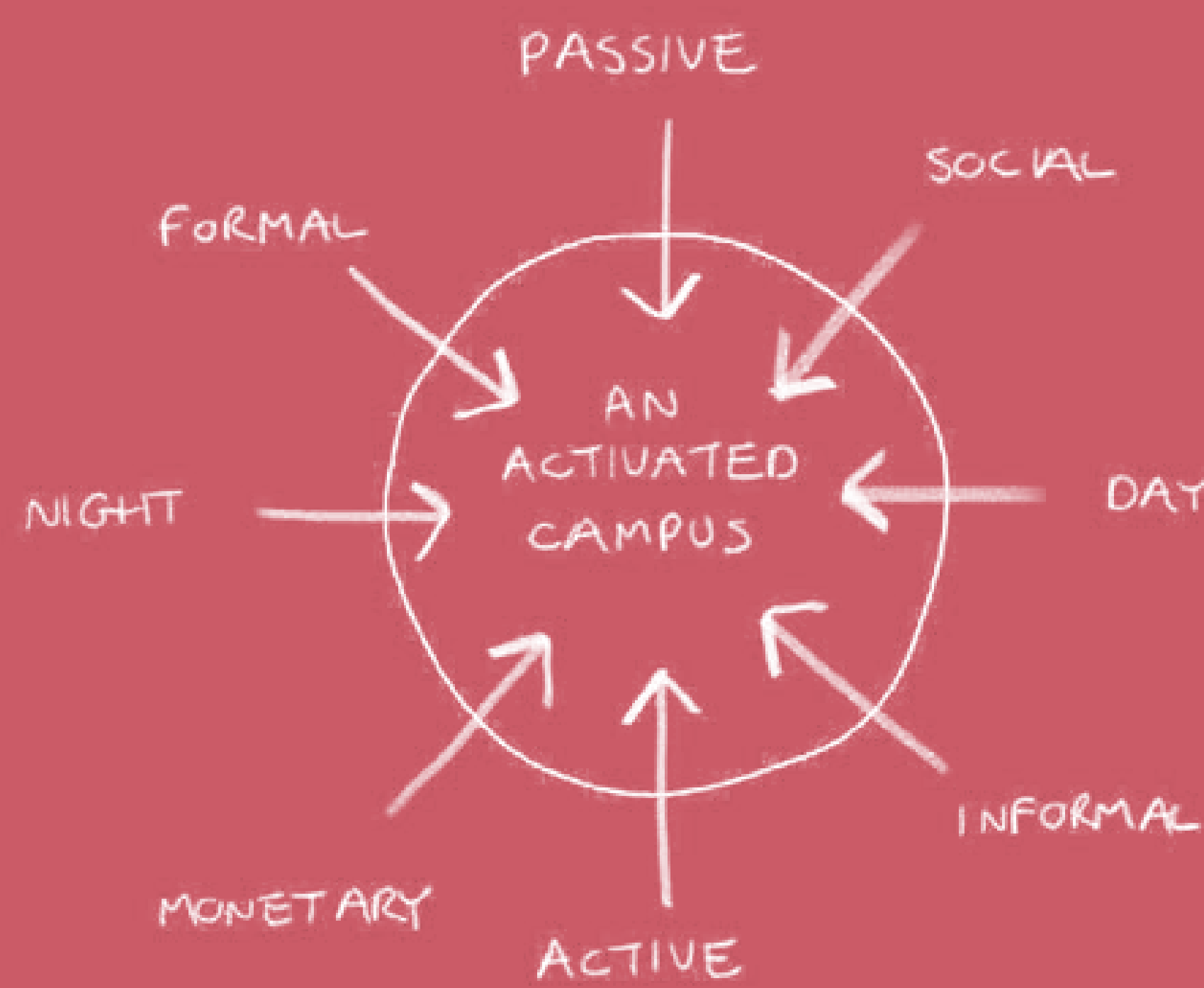
Activation Strategy

PRINCIPLES

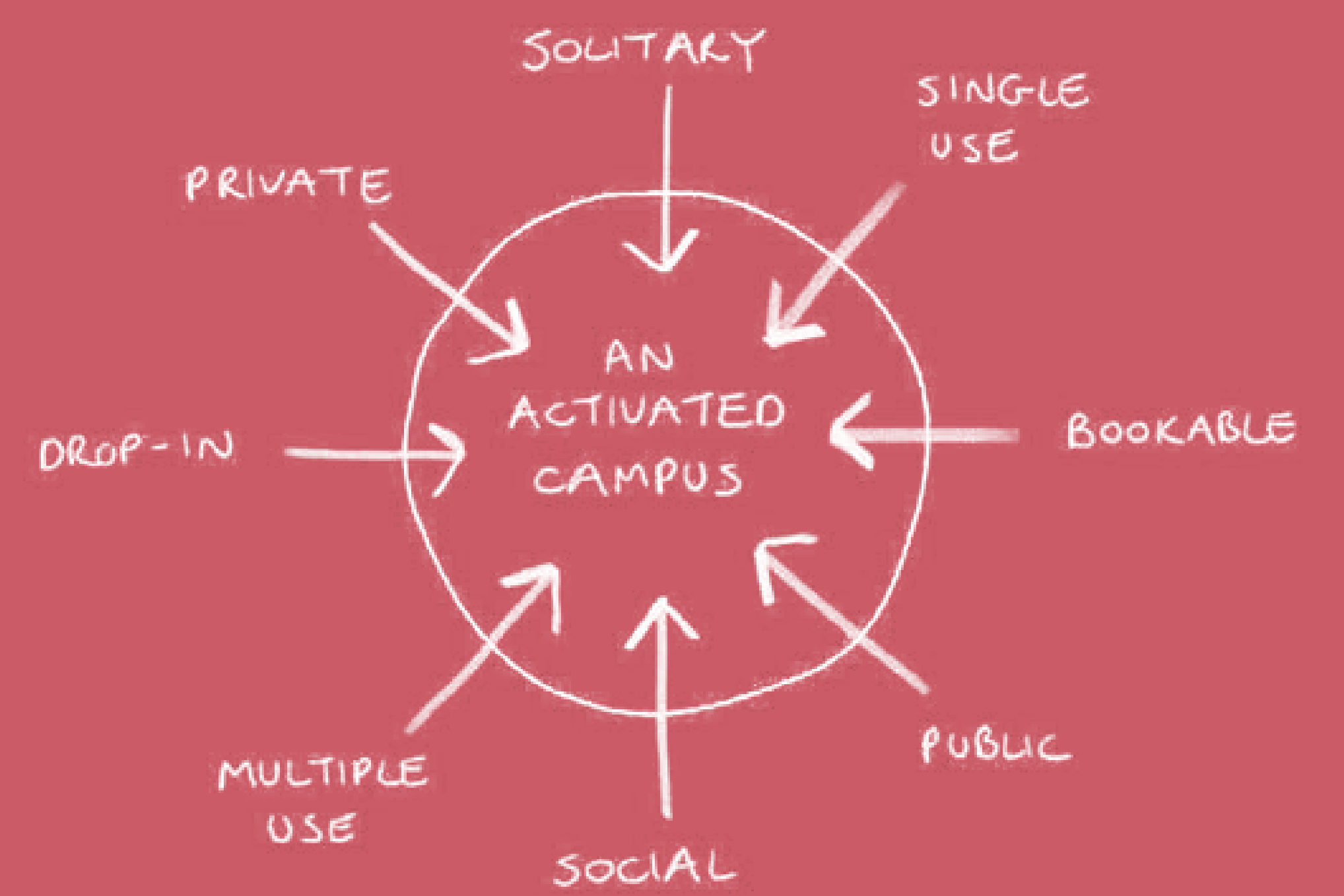
Free Flow of People



Free Flow of Programme



Free Flow of Place



Conceptual Image only

