



Our Mission

Transforming communities in Western Sydney and the world through student success and impactful research.

Our Purpose

Positive impact.

Our Ambition

Student success | Impactful research | Stronger communities



We are more than a university; we are a community.

No region in Australia has greater potential than Western Sydney.

Its people are our greatest asset: youthful, culturally diverse, entrepreneurial, and aspirational.

A CATALYST FOR POSITIVE IMPACT

At Western Sydney University, our ambition is to be a catalyst for positive impact, propelling the region and its people forward by providing a world-class education for all and delivering high-quality, impactful research.

Student success lies at the centre of everything we do.

GRADUATES WITH THE WESTERN EDGE

Our students gain more than knowledge, skills and understanding; they graduate with the Western Edge. They are adaptable, bold, critical thinkers and problem solvers.

As industry-ready, digitally adept leaders who can thrive in a rapidly changing world, Western's graduates are prized by employers.

With energy and confidence, our graduates have the advantage of cultural literacy and are deeply embedded in their communities.

Fulfilling the promise of our students does not happen in a vacuum.



Students, WSU Vietnam campus

WORLD CLASS RESEARCH

85 per cent of our research is ranked at 'world standard or above'.

SUSTAINABILITY

We are world leaders in sustainability, ranked first for four years in a row (2022 to 2025) in the Times Higher Education Impact Rankings for our commitment to the 17 United Nations Sustainable Development Goals.

Our University is certified carbon neutral, and we are on our way to becoming global climate and nature positive by 2029.

GENDER EQUITY

We have held an Employer of Choice for Gender Equality citation from the Workplace Gender Equality Agency for more than two decades. Our commitment to equity and diversity in the fields of science, technology, engineering, mathematics, and medicine is recognised by the Science in Australia Gender Equity program's Athena SWAN Bronze Institution Award.

A CHANGING EDUCATION LANDSCAPE

Nine out of 10 new jobs over the next decade will need tertiary qualifications.

The federal government wants to increase the proportion of young Australians with a university degree from 45 per cent to 55 per cent by 2050.

International student caps mean Western Sydney University will have far fewer international students than planned.



A PERSONALISED LEARNING JOURNEY

Together as a university community, we prepare tomorrow's leaders through quality teaching and learning, tailored programs and world leading digital skills.

Through cutting-edge digital platforms, we will give our students greater choice and control to personalise their life-long learning journey. They will be in the driver's seat, working towards qualifications that match their interests, strengths and ambitions.

RESEARCH THAT DRIVES FUTURE INDUSTRIES

Our impactful research will match our teaching excellence, driving advancements for the region, nation, and global communities as well as promoting equity and sustainability.

Our research will attract partnerships and investment, and support the development of new industries, skills and capabilities.

LEADING INDIGENOUS ADVANCEMENT

At Western, our Indigenous educators, researchers, and students will gain national and international recognition, showcasing their contributions and amplifying their impact on knowledge, culture, and innovation. We will lead in Indigenous advancement.

DEEP COMMITMENT TO WESTERN SYDNEY

Our deep commitment to Western Sydney inspires us to work collaboratively with industry, government, and communities to advance the economic, social, and environmental prosperity of our region.

We will be a university that takes Western Sydney to the world and the world to Western Sydney.

Western Sydney is home to one in 10 Australians. It is experiencing a once-in-a-generation transition, with the construction of the new Western Sydney International Airport, as well as new infrastructure, sporting, arts, and cultural facilities.

Western Sydney University's strategic plan, WESTERN 2030, puts forward our ambition to be the university that Western Sydney needs and deserves – a university that partners in our great region's transformation and delivers a stronger community for all.

GLOBAL FACING

Western Sydney is outward looking and globally focused. So too is our University. We are committed to providing a bridge between Australia and the rest of the world, starting with campuses across Southeast Asia.

DEEP CULTURAL TIES

We are part of Western Sydney, a region of enormous strengths reflected in its young, dynamic, entrepreneurial, artistic, sporting, and culturally diverse communities.

Our region is home to people born in 170 countries.

FAST GROWING

Western Sydney's economy is growing at more than double the rate of the rest of Sydney. The region is already the nation's third largest city economy.

GROWING REACH

Western Sydney University is a multi-campus university with almost 50,000 students spread across Western Sydney and Southeast Asia.

OUR STUDENTS

Two-thirds of our students are the first in their family to attend university. Almost half speak a language other than English at home.

We have the highest number of low SES students in the nation.

By providing equity and access to a world-class education, we are changing the trajectory of people's lives through education.

 Western 2030
 4
 5
 Strategic Plan 2025-2030

Our Values

BOLDNESS

We are bold when we:

- → Challenge the status quo.
- → Launch new, cutting-edge programs.
- → Make important investments in research, facilities and community initiatives.
- → Show leadership and are not afraid to stand out.

EXCELLENCE

We achieve excellence when we:

- → Go above and beyond expectations.
- → Ensure our students and teams succeed.
- → Personalise our services and offerings.
- → Reward high quality teaching, research and partnerships.
- → Provide professional growth opportunities for all.

NTEGRITY

We ensure integrity when we:

- → Act in accordance with our principles and ethics.
- → Foster principled and informed open dialogue.
- → Promote social cohesion.
- → Communicate honestly and with transparency.

FAIRNESS

We support fairness when we:

- → Stand for equity and equality.
- → Ensure inclusive, safe and respectful environments.
- → Widen participation of students.
- → Champion gender equity, diversity and inclusion.
- → Focus on research that delivers a positive impact for all.

TRUST

We build trust when we:

- → Communicate respectfully and inclusively.
- → Support and empower each other.
- → Ensure everyone feels valued.
- → Uphold our commitments.
- → Consistently meet expectations.
- → Create a community of mutual respect.



Our seven priorities



STRENGTHENING STUDENT SUCCESS



PUTTING OUR PEOPLE FIRST



3 LEADING INDIGENOUS ACCELERATION



UNLOCKING GLOBAL IMPACT



5 DRIVING RESEARCH AND INNOVATION



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UNLEASHING WESTERN SYDNEY



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SECURING SUSTAINABILITY

 Western 2030
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Strengthening student success

Students are at the centre of everything we do.

Their success is our success. At Western Sydney University they will connect, learn and thrive across all aspects of university life. We will support them to be curious, confident and adaptable. As graduates, they will be ready to embrace the world and be known for their work readiness. The Western Edge gained by every student will empower them to excel in a rapidly changing world as global citizens, professionals and leaders.

OUR AMBITION

- 1. Be a first-choice university for our region.
- **2.** Deliver outstanding learning, campus and online experiences that ensure student satisfaction, safety, retention and success.
- 3. Attract, retain and value excellent teachers.
- **4.** Offer streamlined and flexible programs that are attractive to students and employers and meet Western Sydney's needs.
- **5.** Ensure all programs have a curriculum that incorporates key skills including critical thinking, teamwork, leadership, creativity and digital leadership, while also enabling progression and industry engagement in Australia and overseas.
- 6. Produce career-ready and highly employable graduates.
- **7.** Lead the nation in accessibility and student success through our student support infrastructure that embeds personalisation and student choice.

5 MEASURES OF SUCCESS		2024	2030
$\bigcirc \uparrow$	Commencing undergraduate market share of Western Sydney.	27%*	30%
$\bigcirc \uparrow$	Student retention.	70.6%*	83%
\uparrow	Lift undergraduate scores in the Student Experience Survey (SES) for 'quality of entire educational experience'.	36th out of 42*	Above national median
\bigcirc	Lift postgraduate scores in SES for 'quality of entire educational experience'.	28th out of 42*	Above national median
\bigcirc	Full-time undergraduate employment rates within 6 months of graduation.	74.7%	Above 79% (national average)

*Figure from 2023

QUALITY TEACHING AT THE CORE OF STUDENT SUCCESS

For most people whose lives have been transformed through education, they never forget the teachers who made the difference.

At Western, we are designing a Teaching Quality Framework that recognises our unique Western Sydney context while defining what good teaching looks like and how that's rewarded and recognised.

The framework will characterise the dimensions of learning and teaching that we value, measure, reward, resource and support. It will also align with recruitment, probation, performance, and promotion criteria.

For all students, it will be a powerful statement that their learning experience is overseen by teachers and a university that understands who they are and prioritises their success.

For our academic staff, the framework will empower them to share their achievements and impact in a context where teaching quality is well-defined, understood and valued.



Putting our people first

We will empower our people, and provide them with the leadership, support, autonomy, and opportunities to thrive in keeping with Western Sydney University's mission and values.

OUR AMBITION

- 1. Engage and develop current staff, and attract and retain excellent staff.
- 2. Target resources to meeting our mission.
- **3.** Operate a performance and accountability model that drives excellence and career development.
- **4.** Ensure an inclusive, safe, collaborative, and diverse university culture that cares for its people.
- **5.** A digitally enabled workforce supported by efficient and agile systems and processes.

5 MEASURES OF SUCCESS		2024	2030
$\bigcirc \uparrow$	Staff engagement.	57%*	75%
\bigcirc	Leadership index.	57%	70%
\bigcirc	Professional staff development investment.		80 hrs/yr & \$1,000/FTE
1	Workforce employment cost.	54.7%#	Below 55% of revenue
\Diamond	Proportion of workforce as academic staff.	39%	45%

^{*} Figure from 2025

PEOPLE STRATEGY AND LEADERSHIP CAPABILITY

By 2030, we will have a high-performing, future-ready workforce through a university-wide focus on talent, development, performance, recognition, and retention—underpinned by a culture that values and supports our people. Our people will have a reputation as the sector's best.

Our leaders will be equipped to lead with confidence— empowering teams, thinking strategically, working with agility, and making decisions with accountability.



[#] Figure from 2023

Leading Indigenous acceleration

Western Sydney University will be a global exemplar in higher education for Indigenous excellence and leadership.

Centring Indigenous voices in learning and teaching, research, engagement and governance will promote integrity, cultural inclusivity and respect within the University and broader communities.

We will build the cultural capabilities and responsibilities of non-Indigenous staff and students and embed Indigenous approaches and decision making throughout the University. We will attract, progress and retain more Indigenous academic staff to advance Indigenous scholarly leadership and bolster the attraction and success of Indigenous students. The Indigenous Centre of Excellence will be the foundation to drive this important work.

OUR AMBITION

- 1. Be an Indigenous Learning and Teaching exemplar.
- 2. Build a strong and continuous pipeline of Indigenous researchers who thrive and have impact.
- **3.** Enable Indigenous people to thrive in an advanced economy.
- 4. Accelerate Indigenous success through personalised experiences.
- **5.** Place Indigenous voices at the centre of our University.
- **6.** Enable Indigenous leaders to excel.
- 7. Invest in the Indigenous Centre of Excellence to elevate Indigenous knowledges, cultures and communities to prominence through education, research, and engagement.

5 MEASURES OF SUCCESS		2024	2030
\bigcirc	Proportion of domestic undergraduate students who are Indigenous.	2.5%	3.2%
\bigcirc	Proportion of domestic Higher Degree Research (HDR) students who are Indigenous.	2.5%	3.8%
\bigcirc	Indigenous student retention.	61.9*	78%
\bigcirc	Double Indigenous staff with doctoral qualifications.	12#	24
	Increase headcount of academic staff who are Indigenous.	27	45

^{*} Figure from 2022

INDIGENOUS CENTRE OF EXCELLENCE

The Indigenous Centre of Excellence will be a purpose-built facility supporting and celebrating Indigenous education, research, and the sharing of Indigenous cultures, whilst inviting community member engagement through public facilities.

Through this Indigenous-led project, located on Darug land at our Parramatta South campus, we aim to develop a model of self-determination, ensuring the Centre reflects the principles of reciprocity, respect, and cultural authenticity. Together, we will create a space that honours the rich traditions and wisdom of Indigenous peoples, whilst developing Indigenous leaders of the future.

BIGIDEA INDIGENOUS CENTRE OF EXCELLENCE WE WILL BE KNOWN FOR WORLD-LEADING INDIGENOUS RESEARCH AND TEACHING, DRIVING SELF-DETERMINATION AND ADVANCEMENT THROUGH THE INDIGENOUS CENTRE OF EXCELLENCE.



[#] Figure from 2025

Unlocking global impact

Western is a global university of choice, fostering teaching and research collaboration and creating engaged global citizens.

- 1. Build on our international reputation for excellence and world-class partnerships in education and research.
- 2. Optimise and diversify our international student enrolment according to government directives and maximising our offshore presence.
- **3.** Ensure the financial viability of each offshore campus location by recruiting a diverse local and international student profile.
- 4. Adopt a 'One University' approach across all our locations and offerings to provide a consistent student and staff experience.
- 5. Encourage and support student and staff mobility across our international network.

transnational education and transnational research in country and in Australia, delivering benefits to our students and Western Sydney.

5 MEASURES OF SUCCESS		2024	2030
\bigcirc	Establish an additional offshore campus (e.g. in India).		
1	Work with partners to improve risk rating from Evidence Level 2 to Evidence Level 1 to optimise visa processing timeframes from key markets.	Evidence Level 2	Evidence Level 1
1	Establish an international internship program, signing up 10 global employers, placing 100 students per year with a focus on offerings aligned to our offshore campuses.	0	10 global employers + 100 students/ year
\bigcirc	Increase growth in student participation across locations and global learning programs, including learning abroad programs.	700 students	875 students
	Forge five new international partnerships that strengthen		

TAKING WESTERN SYDNEY TO THE WORLD

Our global strategy bridges Western Sydney and our offshore campuses, providing local and international students with the opportunity for a world-class education. As global citizens, Western's students - wherever they are - gain real-world experience through partnerships, work-integrated learning, placements and internships across our global network.

With a standalone campus in the Indonesian city of Surabaya, a long-established partnership with the University of Economics Ho Chi Min City in Vietnam, and plans for a presence in India, we are extending our international reach and positioning Western as a global education leader. In partnership with local communities, we are building skills, capabilities, understanding, and mutually beneficial outcomes.

Increasingly, Transnational Education will become a critical part of our international student recruitment plans, creating lifelong opportunities for students to study locally or in Australia and graduate with globally recognised qualifications.



5

Driving research and innovation

We are a world leading research-intensive university, delivering impact through excellence. We are a partner of choice for industry, government and community, arriving at transformative and sustainable solutions aimed at tackling local and global challenges. We will help develop and drive new industries across Western Sydney.

OUR AMBITION

- **1.** Produce research excellence and drive innovation across the University, accelerating our global reputation.
- 2. Deliver locally and globally significant research and innovation.
- **3.** Place research at the heart of our organisational workload model to produce research leaders.
- **4.** Provide state of the art research infrastructure, attracting stellar researchers and government and industry partners.
- **5.** Drive entrepreneurship and the startup economy to grow the regional innovation ecosystem.
- 6. Be a research partner of choice for government, industry and end users.

5 MEASURES OF SUCCESS		2024	2030
\bigcirc	Increase research income – targeting Categories 1–4 with a focus on industry and government opportunities.	\$60 million	\$110+ million
$\bigcirc \uparrow$	Reach the top 250 in the Times Higher Education rankings.	301-350*	Within 250
1	Reach the top 250 in the QS rankings.	400*	Within 250
	Western Ventures to increase its proof of concept, follow-on translation partnerships and commercialisation income per year.	5 Proof of concept projects 2 follow-on translation partnerships \$50,000 commercial income	10 Proof of concept projects 5 follow-on translation partnerships \$500,000 commercial income
\bigcirc	Lift PhDs with on time completion.	43% with 4 years completion	75% within 4 years completion

*Figure from 2025

GAINING THE WESTERN EDGE THROUGH VENTURE MAKERS

Venture Makers helps our students develop the Western Edge, mentoring and supporting them to turn their ideas into a commercial reality, launch a start-up, innovate in their profession, work as innovators within existing businesses, or create a social enterprise.

In addition to providing the foundations for innovation and pathways for start-ups, students are equipped with valuable and transferrable skills in how to communicate, pitch concepts, collaborate in teams, work across disciplines and adopt an entrepreneurial mindset. These are key graduate capabilities for a new generation of innovators, creators and developers.

Through Venture Makers, Western's students are gaining first-hand industry know-how and experience, along with support, training, mentoring and pre-seed funding.



Unleashing Western Sydney

Western Sydney University will be the unrivalled university partner of choice – attracting students, industry, and partners across Western Sydney. Through innovative partnerships, a leading brand that embodies the region's spirit, strategic investment, and an outstanding digital experience, we will attract and unite students and industry to drive economic, social, cultural, and sustainable transformation, through new industries, skills and capabilities. Together, we will unlock Western Sydney's potential, ensuring the benefits flow to our students, partners, and the entire community.

OUR AMBITION

- **1.** Be the first-choice university for students, partners, and industry in Western Sydney.
- **2.** Build an unassailable Western Sydney market position through brand and product differentiation, student experience and graduate employability.
- **3.** Deliver a best-in-class digital ecosystem that enhances outcomes for students, partners and industry.
- **4.** Be a prominent, leading and trusted voice on the future of Western Sydney.
- **5.** Forge partnerships that address industry-specific talent demand challenges and contribute to Western Sydney growth.
- **6.** Partner with industry to co-create immersive and rewarding opportunities for students
- 7. Grow philanthropic support for our scholarship and humanitarian programs.
- **8.** Be the heart of our region's educational, creative, community and sporting activities.

5 MEASUR	ES OF SUCCESS	2024	2030
\bigcirc	Expand the number of industry partners we work directly with to provide students with work-related opportunities.	32	100
\bigcirc	Increase the annual number of new partnerships with community, corporate and government entities.	4	12
1	Increase the number of community, corporate or government partnerships (and sponsorships) incorporating research and participation.	45	75
\bigcirc	Increase positive media mentions positioning Western Sydney University as a leader on issues relevant to Western Sydney.	10%	30%
\uparrow	Increase the annual number	400	2000

of alumni engagements.

UNLIMITED POTENTIAL

Our economic strategy for Western Sydney, Unlimited Potential, is our framework for partnering with the community, industry and governments to drive the region's transformation from 'peripheral' to 'core' economy.

It does this via six 'leaps' focused on:

- → the creation of a Western Sydney infrastructure compact
- → an infrastructure advisory council
- → accelerated digital skills initiatives
- → industry attraction packages
- → creative industries support;
- → economic benchmarking.



Securing sustainability

Continue to lead the world in shaping and delivering a more resilient, environmentally sustainable and prosperous future through education, research and by supporting the development of new industries.

- 1. Be a local and global leader in addressing social, ecological, cultural and climate challenges.
- 2. Enable real world change through new impactful multidisciplinary and transdisciplinary research that aligns with the Sustainable Development
- **3.** Deliver distinctive programs that equip the next generation of thought leaders and global citizens to address complex sustainability challenges.
- **4.** Lead in the education of Indigenous knowledges as pathways to sustainability and Caring for Country, guiding nature-based solutions to climate risk adaption.
- 5. Through targeted investments and a demonstrated commitment to ethical social procurement Western Sydney University is recognised as a leader in responsible investment.

5 MEASURES OF SUCCESS 2024 2030



Become Climate Positive 2029 delivering on our commitment to the UN-Led 'Race to Zero for Colleges and Universities' to remove greater levels of carbon dioxide from the atmosphere than we emit.



Become Nature Positive 2029 as part of our pledge to the UN's Nature Positive for Universities Network, demonstrated by restoring species and ecosystems impacted by the Universities activities by 30% from our baseline to 2030, and 100% by 2050.



Remain in the top 10 overall in the Times Higher Education (THE) Impact Rankings.

Within 1st place* top 10



Maintain the number of Sustainable Development Goal categories in which we rank in the top 10 in the THE Impact Ranked Ranked in the top 10 in

in the top 10 in 7 SDGs 7 SDGs



Increase the percentage of students participating in the Sustainability Knowledge and Literacy Assessment, which assesses sustainability concepts, principles and practices, who have an advanced level of understanding

63.5%

75%

of core sustainability concepts.

At Western, we are committed to shaping a sustainable and resilient future for generations to come, whilst strengthening our role as a global leader in sustainability.

TOWARDS NATURE POSITIVE

Western's pledge to be Nature Positive 2029 supports our sustainability pillars of climate, nature and social responsibility

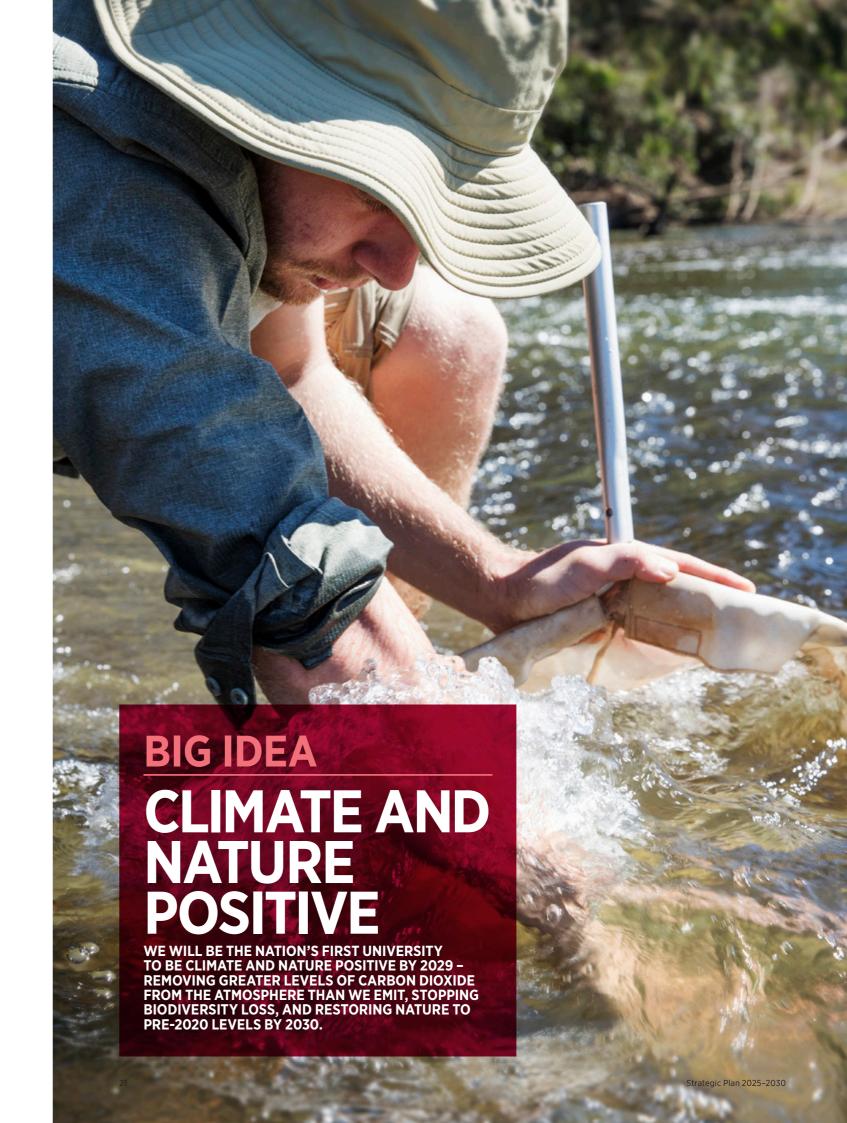
This commits us to actively minimise impacts on nature and encourage biodiversity.

We have measured biodiversity across our campuses to create a baseline, and are committed to clear targets to achieve a net gain in biodiversity across our campus network.

A set of initiatives are being developed to achieve our goals, and we will provide transparent annual reporting on our progress.

Nature-positive practices will be integrated into our teaching, research, operations and supply chains, to encourage the University community to be involved and take a proactive approach.

By taking these steps, we aim not only to reduce our impact on the planet but to restore the ecosystems we all depend on.



^{*} Figure from 2024 and 2025

Strengthen, stop, accelerate

To deliver on our priorities, we need to strengthen what we are good at, stop where we are diluting our effort, and accelerate where we excel. This is how we will deliver for our students, staff, partners and communities.

To do this, we need to make four key shifts that will propel us forward.

SHIFT 1: FRICTION TO AGILITY

Adapting and leading social, technological, economic and political changes will demand ongoing innovation in both education and research.

Western Sydney University can operate and make decisions with boldness, pragmatism, and a sense of urgency – reducing friction to improve and maintain education and research quality. Roles and responsibilities will provide greater clarity, improving efficiency and the ability to deliver more effectively.



LEADERSHIP THAT EMPOWERS AND SUPPORTS TRUST, AUTONOMY, AND INNOVATION



EFFECTIVE DECISION-MAKING, GOVERNANCE AND EFFICIENCY



SIMPLE AND STREAMLINED PROCESSES



EFFECTIVE AND CONSISTENT COLLABORATION

SHIFT 2: SILOS TO ONE UNIVERSITY

We are One University, in Western Sydney and across our global footprint. All of our students, staff, partners and community share in, and belong to, one connected, high-quality and rewarding Western Sydney University experience. It will be the same high standard no matter where someone is located, how they work, study or collaborate with us.

One University means the experience is the same across our global footprint. By delivering the same high level of excellence across our University, we create greater inclusion and a deeper sense of belonging and maximise opportunities for all.



STRONG SENSE OF BELONGING



CONSISTENT QUALITY



FAIR AND EQUAL ACCESS TO HIGH-QUALITY RESOURCES AND SUPPORT



SEAMLESS COLLABORATION

SHIFT 3: DIGITAL ADOPTERS TO DIGITAL LEADERS

Western Sydney University will lead in digital innovation, empowering both students and staff with world-class digital literacy skills and capabilities, agency, and autonomy. We will also leverage digital technology to facilitate industry partnering and connectivity for research and innovation.

We will cultivate a community of digitally enabled students, equipping them with the digital capabilities to excel in the future workforce, embodying the principles of digital citizenship. We will continue to advance digital security, governance, and architecture to support a future ready academic and professional staff community and deliver student services personalised to individual needs.



DRIVE PARTNERSHIPS WITH MULTIPLE TECH COMPANIES



BUILD LEADING DIGITAL SKILLS AND CAPABILITIES



DEVELOP DIGITAL CITIZENSHIP AND FURTHER STRENGTHEN OUR DIGITAL SECURITY



DEVELOP ADAPTIVE LEARNING ENVIRONMENTS

SHIFT 4: FINANCIAL DEPENDENCE TO FINANCIAL INDEPENDENCE

Greater financial independence will allow us to strategically invest in our students, staff, partners and community. Ongoing policy and funding uncertainty means we must prioritise investments in the things that matter most to ensure that we deliver on WESTERN 2030 with available resources.

Our financial model must be sustainable and resilient to disruption, able to deliver on the University's financial commitments, and short and long-term investment strategies.

Financial reporting will be transparent and promote accountability of outcomes, supporting strategic, operational, investment and entrepreneurial decisions.



GROW AND DIVERSIFY INCOME STREAMS



DIRECT OUR RESOURCES AND INVESTMENTS TO AREAS OF IMPACT



CREATE A FINANCIALLY SUSTAINABLE BUSINESS MODEL



ENSURE RIGOROUS PRIORITISATION AND BUDGET ALLOCATIONS

 Western 2030
 22
 23
 Strategic Plan 2025-2030

