



Foreword

Securing Success: 2015-2020 presents the strategic goals and objectives of Western Sydney University (Western) as we position ourselves for the next wave of sector-wide change.

National and global imperatives will drive heightened competition among higher education providers during the next five years. New digital technologies will change dramatically the way universities engage with students.

Community expectations will encourage us to rethink our partnerships as social and economic priorities shift. Groundbreaking research and its application will lead us into areas previously unexplored.

It is an exciting time to be part of the knowledge sector and one we must embrace with a renewed focus on key areas that will help propel our University into the next phase of its development.

Western has an outstanding record in many areas of its teaching, research and engagement. Securing Success provides the framework for building on those achievements to make us stronger, more flexible and more responsive.

We will sharpen our focus on internationalisation to create global citizens and produce globally-competitive research with regional impact and relevance. We will strengthen our partnerships with the local community to help drive the social and economic development of the region for which we remain a strong advocate. Critically, we will become a distinctively student-centred university, placing students at the forefront of all our decisions.

The strategic plan articulates these aspirations and will serve as a guide for other plans within the University's planning framework.

We look forward to working together with you to secure the future success and prosperity of the University, its people and our region.



Professor Peter Shergold AC Chancellor



Professor Barney Glover Vice-Chancellor and President

Strategic Context

Western Sydney University is building on its reputation for resilience and flexibility to cement a student-centred and research-led culture at the core of its next phase of development.

The higher education sector is entering a new era of competition bringing heightened student and community expectations. The University must respond with new approaches. It will require vision, innovation, agility and a renewed sense of ingenuity.

The traditional notions of a university will be challenged. Technology will continue to transform research, teaching and learning. Students and employers will require year-round access to quality courses and academic staff via flexible modes of delivery.

The University is embracing the challenges with a renewed focus on a number of areas that will be key to its success. Traditional approaches will cede to more creative solutions to advance world-class teaching and curricula. Rigorous, targeted and innovative research will further promote our broader and growing reputation and will facilitate positive change in regional, national and international communities so that they may have a better quality of life. Western will extend its international reach and global standing through its students and graduates, its research, and its expanding partnerships. Most importantly, it will be a powerful advocate and driver of growth in Greater Western Sydney.

The University is located in Australia's third largest economic region. It draws students from more than 160 ethnic backgrounds, the great majority of whom are the first in their family to attend university. As the largest education provider in Greater Western Sydney, Western will lead the economic, social and cultural development of the region in partnership with industry, business, government and community organisations.

Its proud moniker, a "University of the people", remains as significant as ever. The University will expand opportunities

for all students with the capability and commitment to attend university, irrespective of their economic circumstances or background. Greater Western Sydney has one of the most significant urban populations of Aboriginal and Torres Strait Islander Peoples, and the campuses of Western are located on the traditional lands of the Darug, Tharawal, Gandangarra and Wiradjuri nations. The University will focus particular attention on supporting the aspirations of Aboriginal and Torres Strait Islander Peoples and further celebrate the diverse and rich cultural communities that give Greater Western Sydney its energy and vibrancy.

Every student at Western will be given the opportunity to succeed: they will be offered choice and flexibility in what and how they study. A student-centred approach will underpin all activities. The University will offer students life-enriching experiences (including international) and seek to develop global citizen scholars. Students will leave Western with a high-quality degree, well prepared for the challenges of the workplace. They will be proud ambassadors of the University and the Greater Western Sydney region.

Placing students at the centre of decision-making demands a reorientation of strategy, innovation and new modes of student engagement. It means listening to what students want for their university experience within the context of established standards frameworks, and reporting publicly on the extent to which their aspirations are being fulfilled. This will be supported by campuses and distributed learning centres with flexible, technology-enhanced teaching and learning, as well as high quality research facilities. An inclusive culture will extend to staff. Western recognises that its most valuable asset is its people. It will therefore continue to recruit, develop and reward outstanding staff.

The University will strengthen its reputation for excellence

in interdisciplinary research that delivers tangible outcomes for business, industry, government and community partners across local and international domains.

The University will place emphasis on strong, transparent and accountable governance. Sound financial principles will underpin decisions about diversifying revenue sources to create a strong, efficient and effective institution. This will enable the University to support sustainable growth and invest in critical areas of educational innovation and research.

Mission, Vision, Values and Beliefs

Vision

To secure success for our students and the Greater Western Sydney region through innovation and discovery in a dynamic and technology-enabled world.







Beliefs

- ► The primacy of the student experience
- ▶ Environmental and social responsibility
- ► A vibrant and inclusive intellectual community

- ► Opportunity for excellence
- ► Being connected locally and internationally
- ► Valuing, developing and rewarding our staff

Mission

To be a university of international standing and outlook, achieving excellence through scholarship, teaching, learning, research and service to local and international communities, beginning with the people of Greater Western Sydney.







Values

- ► Excellence and quality
- Scholarly rigour and integrity
- ► Equity and inclusiveness
- ► Collegiality and participation
- ► Academic responsibility and freedom
- ► Relevance and responsibility
- ► Ethics and accountability

Strategic Goals and Objectives: 2015 - 2020



One goal underpins all others to ensure that Western Sydney University realises its core objective of being a distinctively student-centred university

Five strategic objectives support this goal, reflecting the University's:

- 1 Ambition as a vibrant research-led university with regional, national and global impact
- 2 Aspiration to provide a unique learning experience that is innovative, flexible and responsive
- **3** Strategic intent to expand international reach and reputation
- 4 Responsibility as a leading advocate and champion for the Greater Western Sydney region and its people
- 5 Commitment to a dynamic and innovative culture that secures success

1 A Distinctively Student-Centred University

A central tenet of the University's student-centred approach is to integrate academic and personal support at all stages of the student lifecycle. This enriches the learning and research experience and enables students to realise their full potential. It also recognises that students' university experience shapes their ability to contribute as global citizens.

Western will create personalised and collaborative learning environments rich in technology. It will use its extensive network of partnerships to promote work-integrated learning. The University will be recognised for the strong relationships between staff and students who together will share a sense of purpose, mutual respect and intellectual endeavour

To be a distinctively student-centred university, Western will:

- Offer a range of pathways that emphasise excellence and opportunity. These will support seamless movement between The College, The Academy and a growing number of local, national and international providers
- Transform its teaching and learning environments by integrating digital technologies with innovative curricula and work-integrated learning
- 1.3 Continue to build the capacity of staff to support students as active participants in their learning
- Create partnerships with Aboriginal and Torres Strait Islander students, staff and communities that ensure a culturally rich, relevant and engaged learning experience and encourage the showcasing of Aboriginal and Torres Strait Islander cultures
- Provide accessible and personalised support services that meet student learning needs at all stages of their study
- 1.6 Ensure that all learning and personal support services positively differentiate the Western student experience

- Offer an innovative and accessible range of student mobility programs with international partners to support the development of students as global citizens
- Develop more employment-based and volunteering programs and experiences that promote personal development, industry and civic engagement and career readiness
- Encourage and promote student involvement in University governance structures
- **1.10** Monitor and evaluate the quality of student learning and support to improve students' engagement, outcomes and satisfaction

- ▶ Participation rates of students reflecting the diversity of the community, including low SES, Aboriginal and Torres Strait Islander students
- ▶ National measures of student satisfaction with teaching, courses, facilities and overall experience
- ▶ Graduation, progression and retention rates
- Graduate outcomes with respect to employment and further study
- Extent of student engagement in the work of consultation and decision-making bodies across the University

2 A Research-Led University with Regional, National and Global Impact

The University will translate rigorous research into meaningful outcomes for industry, business, government, community and education partners within four interdisciplinary research themes. The themes align the University's research strengths with national priorities and community challenges.

Urban Living and Society: People, Culture Economy and the Built Environment – seeking to understand and guide
economic, social and infrastructure change through the lens
of urban living.

Health and Wellbeing: Translation, Service and Innovation

 exploring health initiatives that prevent disease and illness, encourage healthy lifestyles and reduce the cost and impact of illness.

Environmental Sustainability: Climate, Agriculture and

Resources – recognising that local environments are connected to global problems such as food security, resource scarcity and climate change.

Education: Access, Equity, Pathways and Aspirational

Change – exploring educational access on a global scale, respecting and supporting individuals and communities in their economic, social and cultural aspirations.

To be a research-led university with regional national and global impact Western will:

- 2.1 Engage in focused, long-term, mutually-beneficial international research partnerships through whole-ofinstitution agreements
- 2.2 Reflect the principles of student engagement in research and enquiry in undergraduate and postgraduate programs and facilitate learning experiences informed by world-class research
- 2.3 Diversify research income by engaging and linking with industry, business, government and community partners at all stages of the research life cycle
- 2.4 Harness the diversity of the Greater Western Sydney region to lead research that has application in the region and globally within diverse and growing metropolitan environments

- **2.5** Develop 'communities of scholars' to facilitate interdisciplinary and cross-campus opportunities for academic dialogue and knowledge-sharing
- 2.6 Recognise diverse research effort through comprehensive metrics that incorporate non-traditional scholarly activity
- **2.7** Create innovative Higher Degree Research (HDR) programs incorporating industry and community-integrated research
- 2.8 Develop and promote an innovative academic culture for both staff and students based on the University's excellence in interdisciplinary research and extensive research networks
- 2.9 Promote its research achievements to the public, private and NGO (non-government organisation) sectors and the broader community, raising the profile of its research to match the substance of its achievements
- 2.10 Increase its research impacts by using broad networks for research translation and dissemination of outcomes such as policy papers, opinion pieces and commissioned research alongside traditional scholarly channels

- ► Alignment of research outcomes/impact with Western research themes
- ▶ Level and diversity of research income
- ▶ Diversity of research outputs
- ► HDR commencements, on-time completions, and alignment of HDRs with research themes

3 A Unique Learning Experience that is Innovative, Flexible and Responsive

Students will be encouraged and supported to assume responsibility for their learning and to engage with staff in courses that are intellectually challenging, promote excellence and foster the skills and attributes vital to meeting their career and personal development goals.

Western will continue to provide high- quality, inclusive, diverse and technology-enhanced learning environments. It will develop greater flexibility in the types and modes of delivery in on-campus, online and blended educational programs.

Students will be able to access learning in flexible and responsive ways, including through individual and peer learning spaces on campus, in workplaces, in international settings and in virtual environments. The University will adopt new technologies to respond to the emerging needs of students and employers. The University will offer a suite of flexible approaches to course delivery, along with expanded use of the academic year, intensive short courses and nonaward professional development programs.

The student learning experience will be continuously improved by strategic educational partnerships at local, national and international levels.

To deliver a unique learning experience that is innovative, flexible and responsive, Western will:

- Continue to expand entry pathways, enhance English proficiency support, and develop learning capabilities through flexible modes of delivery, consistent with Objective 1.1
- 3.2 Use technology innovatively to provide students with access to authentic, engaging and diverse learning experiences tailored to their interests, capabilities and aspirations, consistent with Objective 1.2
- **3.3** Enrich the student experience through increased internationalisation of the curriculum
- **3.4** Offer professional learning and postgraduate courses that are responsive to the changing needs of professions and emerging forms of work
- 3.5 Offer a curriculum that is informed by the University's research and which promotes inter-disciplinary engagement, consistent with Objective 2.2

- **3.6** Offer innovative courses that respond to changing global employment markets and industry and community needs
- Expand flexible and creative modes of course delivery through high quality and engaging on-campus, online and hybrid programs in response to emerging student needs and workforce demands
- **3.8** Ensure the development and inclusion of the Aboriginal and Torres Strait Islander Graduate Attribute within all courses
- 3.9 Monitor the performance of courses on the basis of demand, attractiveness and quality using a course lifecycle model
- **3.10** Continue to support teaching that engages students as active participants in their learning and development, consistent with Objective 1.3

- ▶ Alignment of the Western Academic Program with current and emerging industry and employment trends
- ▶ Representation of students from priority cohort groups (including international), and attainment of successful educational outcomes for these groups at undergraduate and postgraduate level
- ► Technology-enhanced learning activities are a feature of effective course design
- ▶ Aboriginal and Torres Strait Islander Graduate Attribute embedded within all courses
- ▶ The embedding of service learning, study abroad or work-integrated learning within curriculum

4 An Expanding International Reach and Reputation

Western will expand its reach, reputation and influence as a University of global standing. It will do this by forging new relationships and advancing existing ones with international agencies, education providers and industries. These relationships will be critical to developing mutually-beneficial research and educational partnerships and promoting effective inbound and outbound student pathways. The University's diverse staff and student population and the broad demographic of Greater Western Sydney will be key assets in assisting those international partnerships.

High-quality international partnerships will foster research collaboration, promote mobility through staff and student exchanges, and extend the internationalisation of the curriculum. An international learning experience will give students the skills, knowledge and capabilities to succeed in a competitive global society. A renewed international focus will also be a magnet for world-class academics who wish to be part of a vibrant, outward-looking university with strong global links.

To realise an expanding international reach and reputation, Western will:

- **4.1** Ensure on-shore international students have a seamless experience from their first inquiry through to graduation and alumni relationships, consistent with Objectives 1.5 and 1.6
- 4.2 Improve international graduate outcomes by providing a high-quality curriculum supported by opportunities for volunteering, work-integrated learning, and campus-based employment and career services, consistent with Objectives 1.2 and 3.2
- 4.3 Forge long-term, mutually-beneficial international partnerships that support research collaborations, articulation and twinning arrangements, offshore delivery, staff and student exchange, and student mobility
- 4.4 Develop focused international partnerships that leverage the University's research strengths, intensify research impact, build profile and contribute to improved global rankings
- **4.5** Increase outbound student mobility, consistent with Objective 1.7

- **4.6** Build existing and explore new international student recruitment markets
- **4.7** Increase recruitment of international higher degree research students
- **4.8** Raise the profile of international alumni relationships integral to building the Western brand
- 4.9 Build pathways to Western by enhancing the international profile of The College and developing relationships with other high-quality pathway providers, consistent with Objectives 1.1 and 3.1
- 4.10 Develop new course offerings in response to international market demand, including new postgraduate coursework degrees, and tailored double and combined degrees that can be delivered flexibly on and offshore, consistent with Objective 3.6
- **4.11** Internationalise the curriculum by integrating global perspectives and ensuring course design and content meet the needs of international students, consistent with Objective 3.3
- 4.12 Further build global brand as reflected in global rankings, student choice, and the authentic voices of alumni and employers

- ▶ Improved quality of international student experience
- ▶ Inbound student numbers and outbound mobility rates
- Incidence and quality of landmark international institutional research collaborations under key themes.
- Streamlined Visa Processing (SVP) risk index rating (Department of Immigration and Border Protection)
- International postgraduate and HDR student commencements and on-time completion rates

A Leading Advocate and **5** Champion for The Greater Western Sydney Region and its People

The University will be a leading advocate and champion for Greater Western Sydney, and be seen as the 'University for the region'. As the largest educational provider in the region, it will be a key intellectual driver of the region's social and economic development. It will play a crucial role in providing a highly-skilled, locally knowledgeable, relevant talent pool of graduates as the greater west experiences an explosion of growth in coming years.

Greater Western Sydney is the third largest economy in Australia and home to almost 150,000 businesses. Partnerships with business, industry and government will therefore remain a hallmark of the University's relationship with the region. Working closely with local government will be important in the University's development and advocacy role for the region.

Western will strengthen its engagement with Aboriginal and Torres Strait Islander communities to improve educational outcomes, and expand partnerships with a diverse range of cultural groups to improve access to higher education.

Greater Western Sydney has the second-largest population of Aboriginal and Torres Strait Islander Peoples in Australia and one of the most diverse cultural communities in the world. This places Western in a unique position, providing myriad opportunities to explore and embed a rich cultural dimension across all aspects of the University's activity.

To be a leading advocate and champion for the Greater Western Sydney region and its people, Western will:

- Expand higher education participation and attainment through a comprehensive range of programs with schools, TAFE and the community, and expand The College and other pathway programs, consistent with Objectives 1.1 and 3.1
- **5.2** Be the University of choice for students in Greater Western Sydney by offering educational programs aligned with career opportunities
- **5.3** Work with industry, business and government to ensure programs meet the needs of regional employers and are supported by work-integrated learning, internships and international placements, consistent with Objectives 3.6 and 4.10
- **5.4** Ensure that research and education programs harness and reflect the productive diversity within the

- communities of Greater Western Sydney, consistent with Objective 2.4
- **5.5** Work with Aboriginal and Torres Strait Islander communities in Greater Western Sydney to improve educational and employment outcomes
- 5.6 Contribute to the advancement of Aboriginal and Torres Strait Islander Peoples through research and education
- **5.7** Partner with government, industry and community groups to develop research programs that align with the regional priorities of health and education, employment, infrastructure, industry innovation and environmental sustainability, consistent with Objective 2.3
- **5.8** Generate public discussion on a wide range of matters affecting the communities of Greater Western Sydney
- **5.9** Work with government, industry and community partners to advocate on issues that harness opportunities for Greater Western Sydney
- **5.10** Be the 'go to' place for insight and data that inform the economic, social and cultural development of Greater Western Sydney
- **5.11** Develop and disseminate best practice in communityengaged teaching and research with a range of partners from diverse communities, consistent with Objective 3.5

- ▶ Alignment of education, research and engagement programs with regional priorities
- ▶ Level of Aboriginal and Torres Strait Islander participation in education and employment
- ▶ Number of students from Greater Western Sydney enrolling at Western
- ▶ Portfolio of government, industry and community partnerships
- ▶ Profile and visibility on regional issues

6 A Dynamic and Innovative Culture that Secures Success

The University's success depends on the performance, dedication, professionalism, innovation and capabilities of its staff. Western will continue to be an employer of choice¹, striving to recruit and retain the best people using a broad range of strategies, including recognition and reward for excellence.

Western will foster a culture of inclusive decision-making and robust intellectual inquiry, within a framework of ethical behavior. It will help staff keep abreast of modern learning practices with investment in cutting-edge technology and career development. The University will remain a future-focused organisation with an emphasis on financial sustainability.

As new digital technologies and their creative application transform higher education Western will invest in information and communication technology and physical infrastructure to ensure learning and research spaces are world-leading and adaptive. This will require a balance between new capital development and the expansion of virtual infrastructure.

To secure success with a dynamic, innovative and respectful culture, Western will:

- 6.1 Focus on recruiting, retaining and developing a highquality workforce that reflects the diversity of the region
- **6.2** Develop a leadership and performance framework with innovative reward and recognition strategies
- 6.3 Deliver a range of relevant and value-adding career development opportunities for staff
- **6.4** Develop staff capabilities in key impact areas of the University's strategic plan
- 6.5 Promote inclusive and participatory decision-making
- **6.6** Equip and train staff in the use of emerging technologies which encourage innovation and efficiency
- 6.7 Foster a strong culture and track record of successful renewal and innovation, achieved through the determination, creativity and hard work of all staff

- **6.8** Continue to invest in cutting-edge technology to ensure staff and students benefit from an excellent and modern learning environment, consistent with Objectives 1.2 and 3.2
- 6.9 Build a competitive, efficient and financiallysustainable organisation that strikes a balance between quality and affordability in a deregulated higher education market
- **6.10** Develop staff with the business capabilities and skills required for the University to succeed in a deregulated sector
- **6.11** Foster a commitment to the health, wellbeing and safety of our staff and students
- **6.12** Build organisational capacity by leveraging assets to increase income and develop new income streams that build on multi-campus and regional advantages
- **6.13** Develop commercially-astute and profitable Western businesses
- **6.14** Embrace and embed sustainability within the University's culture, leveraging Western' standing as one of only four universities appointed by the United Nations as a Regional Centre of Expertise on Education for Sustainable Development
- **6.15** Ensure that the Securing Success: 2015-2020 goals and objectives are translated into supporting Divisional, Business Unit and School plans
- **6.16** Aspire to the highest standards of university governance and accountability

- ► Feedback from Western MyVoice Staff Engagement surveys
- ▶ Metrics on health and safety, staff development, career progression and workforce capabilities
- ▶ Metrics on program and process innovation
- ▶ Relationship between costs and revenues

¹ Western is recognized as an Employer of Choice for Gender Equality by the Workplace Gender Agency. See https://www.wgea.gov.au/lead/employer-choice-gender-equality

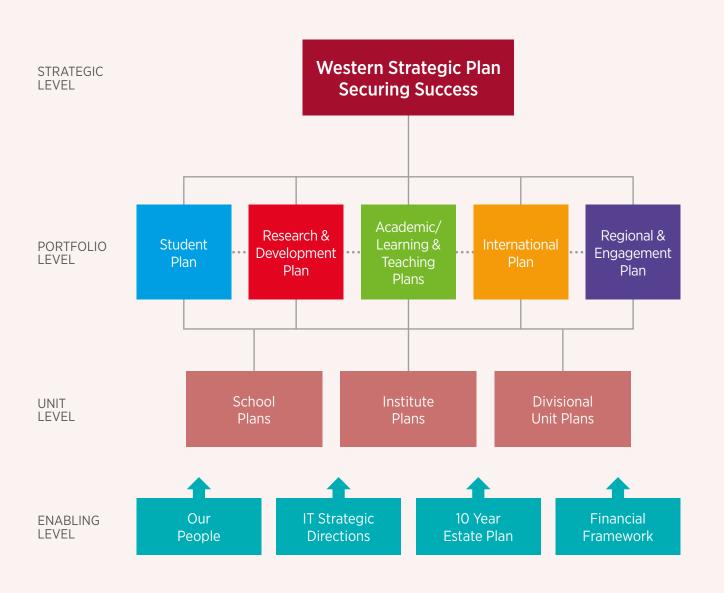
Load Forecast and Stretch Targets

WESTERN LOAD (EFTSL)	2015 FORECAST	2017 TARGET	2020 TARGET
The College Foundation and Diploma Domestic Load	2,200	2,700	3,500
The College Diploma and Foundation International Load	100	700	2,000
CGS Projected Load (Undergraduate)	24,642	25,000	27,000
CGS Projected Load (Postgraduate)	1,932	1,950	2,000
International Onshore (Undergraduate)	1,735	2,060	3,000
International Onshore (Postgraduate, excluding HDR)	1,184	1,600	2,500
International Onshore (Postgraduate, HDR)	162	200	300
Domestic fee-paying (Postgraduate)	635	680	1,000
Western Sydney University Online (Undergraduate)	70	400	1,200
Western Sydney University Online (Postgraduate)	30	200	500

Key Research Indicators

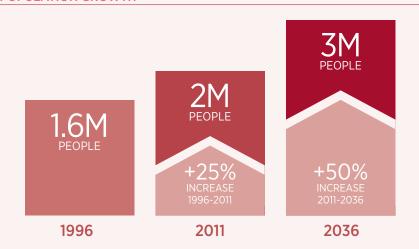
WESTERN	2015 FORECAST	2017 TARGET	2020 TARGET
External Income Targets - TOTAL	26,700,000	33,300,000	45,000,000
HDR Candidature – Load	793	875	1,000
HDR Completions Target - number	143	160	200
HERDC Publication Targets – weighted	1,625	1,700	2,000

Western Planning Framework

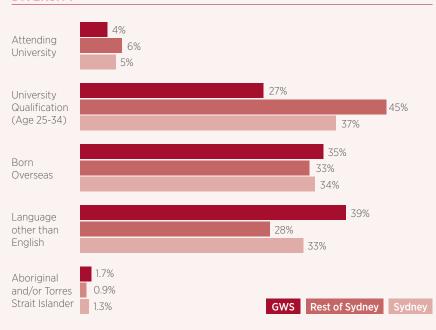


Our Region: Greater Western Sydney (GWS)

POPULATION GROWTH¹



DIVERSITY²



1. Australian Bureau of Statistics, http://www.abs.gov.au/; Department of Planning & Environment, http://www.planning.nsw.gov.au/

ECONOMIC POWERHOUSE

3rd largest economy in Australia

\$97.1 billion Gross Regional Product (GRP)³

Over 155,000 businesses

Projected growth areas4

- Financial and professional services
- Education
- Healthcare
- Other business services

WESTERN IMPACT

\$845.3 million contribution to the region (approximately 1% of GRP)⁴

Over 260 engagement projects

with community, industry and government

Western has a greater percentage of low SES students than the sector average

LOCAL GOVERNMENT AREAS

Auburn	Hawkesbury
Bankstown	Holroyd
Blacktown	Liverpool
Blue Mountains	Penrith
Camden	Parramatta
Campbelltown	The Hills Shire
Fairfield	Wollondilly

ADDITIONAL DATA ON GWS

http://profile.id.com.au/cws

^{2.} Australian Bureau of Statistics, http://www.abs.gov.au/; Department of Infrastructure & Transport, "Sydney Now and the Future", https://www.infrastructure.gov.au/aviation/airport/western_sydney/sydney_av_cap/files/

sac_part_two_sydney_now_and_in_the_future.pdf
3. Regional Development Australia, (2013), RDA Sydney Metropolitan Region Economic Baseline Assessment
4. Deloitte Access Economics, (2012), 'Economic contribution of the University of Western Sydney'

Our Students (as at December 2014)

45,383 STUDENTS





Undergraduate Students

With 16% postgraduate students and 3.4% studying other type of courses



Low SES

Out of the total Western domestic students (ASES2011)



Aboriginal and/or Torres Strait Islander

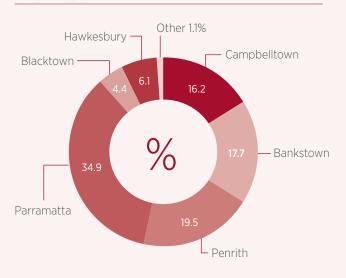
Out of the total Western domestic students



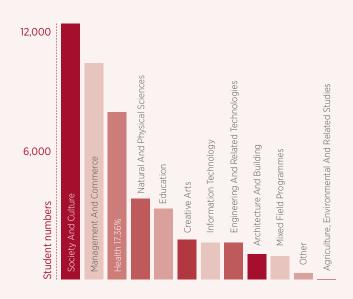
First in Family

Out of the Western commencing domestic students, percentage of students whose parents do not have a tertiary qualification

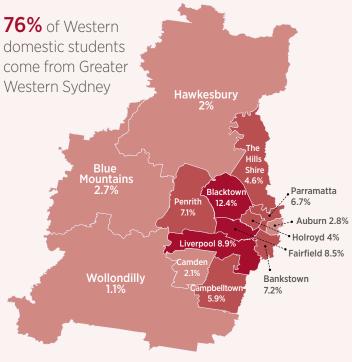
BY CAMPUS



BY FIELD OF EDUCATION



AREAS WESTERN STUDENTS COME FROM



Our Rankings

TYPE OF RANKING		2014	2017 TARGET	2020 TARGET
Times Higher Education (THE) World University Ranking	THE 100 Under 50 Universities ranking	87	80	50
	THE overall ranking	351-400 grouping	351-400 grouping	251-300 grouping
QS World University Rankings	Number of subjects ranked in the top 200	2	2	4
	QS overall ranking	651-700 grouping	651-700 grouping	501-550 grouping





























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