

Operational Priorities Plan 1999-2000

RESOURCING PRIORITIES - ACTIVITIES TO DATE

Priorities/Objectives	Targets/Indicators of Success	Implementation Strategies	Responsibility/ Accountability*	Activities to Date/Indicators of Success
<ul style="list-style-type: none"> ▪ Increasing research income, particularly from international sources. 	-----	-----	-----	-----
<ul style="list-style-type: none"> • Increasing alumni income, bequests and benefactions. 	<ul style="list-style-type: none"> • Establish one significant new alumni-funded project in each faculty. • Achieve commitment for 2 major new benefactions. 	<ul style="list-style-type: none"> • Upgrade the alumni database. • Improve alumni communications. • Initiate the first phase of a fundraising program with alumni. • Establish/enhance alumni activities in the Faculties/departments. • Conduct research into potential benefaction opportunities. 	Pro Vice-Chancellor (Community & Development)	<ul style="list-style-type: none"> • Database upgrade completed. • <i>Uniview</i> format revised to include more articles on graduates: for example, the June <i>Uniview</i> carried an extensive article on graduates and current students who were involved with the Olympics. • A Telemail appeal was conducted for Medical graduates in November 1999, with follow up in early 2000. Funding of \$230,000 went towards the funding of the new medical curriculum. Another alumni appeal is currently taking place amongst alumni associated with the University boat club, for upgrading of the boat club facilities. Music alumni are currently being approached for funding for the Chair in Music. In early 2001 the University will conduct its first mass alumni telemail appeal. • Phase 1 of appeal to all music graduates established. • A fundraising was facilitated for the Faculty of Arts facilitated. Approaches are currently with potential donors for a Chair in Asian Studies. Also arising from this dinner have been two approaches by alumni interested in donating valuable rare book collections to the University. <p style="text-align: right;"><i>...cont'd</i></p>

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Priorities/Objectives	Targets/Indicators of Success	Implementation Strategies	Responsibility/ Accountability*	Activities to Date/Indicators of Success
<p>...cont'd</p> <ul style="list-style-type: none"> Increasing alumni income, bequests and benefactions. 	<p>...cont'd</p>	<p>...cont'd</p>	<p>...cont'd</p>	<p>...cont'd</p> <ul style="list-style-type: none"> Alumni events were facilitated for Albany Centre, Anatomy & Human Biology, Architecture & Fine Arts, Classics, Economics, Geography, Geology, Law, Music, Medicine. Alumni events were organised in Sydney, Canberra, Singapore, Kuala Lumpur, Hong Kong, London, and the first alumni gatherings in Melbourne and New York have been initiated. Reunions for Hackett and Gledden Scholars were organised, and members of the Hackett family were invited to a memorial event at the grave of Sir John Winthrop Hackett. A major benefactors database was established. The Harold Schenberg Bequest was negotiated by the Deputy Vice Chancellor and facilitated by the Office of Development. Additional \$8 million pledged through the Hackett Foundation to date.
<ul style="list-style-type: none"> Increasing income from fee-paying programs: <ul style="list-style-type: none"> Award courses (full-fee paying overseas and Australian postgraduate coursework) 	<ul style="list-style-type: none"> Increase full-fee paying overseas students intakes by 5% and diversify the source countries. Increase postgraduate full-fee paying overseas students intakes by 20%. Increase Australian postgraduate fee income by 20%. 	<ul style="list-style-type: none"> Review international marketing and recruitment opportunities and strategies. Review opportunities and strategies for extending fee-based postgraduate coursework for Australian students. 	<p>Pro Vice-Chancellor (Research & Innovation) and Registrar</p>	<ul style="list-style-type: none"> There has been a 34% increase in FFPOS intakes from 1998-2000; the countries of origin have increased from 37 to 51 countries. From 1998 to 2000 there has been a 97% increase in FFPOS intakes; and a 69% increase in total FFPOS enrolments. From 1998-2000 there has been a 30% increase in Australian postgraduate fee-paying students and a 31% increase in fee income.

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<ul style="list-style-type: none"> - Non-award courses 	<ul style="list-style-type: none"> • Increase enrolments in Access UWA by 10%. • Increase significantly professional development and continuing education/training activities in the Faculties. 	<ul style="list-style-type: none"> • Review policies with regard to credit for Access units. • Review incentives and rewards to staff involved in Extension (promotion, allocation of teaching loads, etc.). • Conduct an audit of existing professional development/continuing education offerings in the Faculties and review opportunities and strategies for increasing. • Promote UWA as a major educational resource for industry, business, the professionals, government and community agencies. 	Pro Vice-Chancellor (Community & Development)	<ul style="list-style-type: none"> • New policy proposal presented to Planning & Budget 2/8/00. • Included in Promotion guidelines for Community Service. • Completed - follow-up phase now in planning, to involve visits to all departments by PVC(C&D) and Director, UWA Extension. • Proposal for UWA Extension to establish an administrative structure to facilitate Professional Development Education on campus has been presented to the Vice-Chancellor's Advisory Group. • Quarterly <i>Vice Chancellor's Bulletin</i> to Cabinet/Shadow Cabinet, Government and business leaders. • <i>UWA Open Day</i> re-established as a biennial community education event. • <i>Parents Orientation</i> established as an annual community education event. • Annual program of briefing breakfasts/lunches with the Premier and key State government ministers established. • Annual program of briefing breakfasts/lunches with key State government agency heads established. 1999/2000 priorities are CALM, CAMS, Commerce & Trade, Education, Tourism, WA Museum, Lotteries. • <i>Snapshots</i> series on the ABC. • Briefing lunch held with 8 international banks in Sydney. • UWA Press initiated collaboration and national distribution system with other University presses.

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<ul style="list-style-type: none"> Increasing State Government funding. 	<ul style="list-style-type: none"> Increase the value of contracts from State Government by 20%. 	<ul style="list-style-type: none"> Conduct an audit of current activity and improve the University's ability to define, measure, record and monitor State Government contract activity. Promote UWA as a major intellectual resource to the State Government (and to other State Governments). Develop a proactive plan for improving communication and relations with State Government departments and identifying contract opportunities. Improve Faculties/Departments' links with State Government departments. Improve the recognition by the State Government of the service provided by UWA staff on a variety of commissions, committees, reviews, enquiries, etc. 	<p>Pro Vice-Chancellor (Research & Innovation) and Pro Vice-Chancellor (Community & Development)</p>	<ul style="list-style-type: none"> Audit of industry-related activity (research contacts, short courses, scholarships) completed. Annual briefing with the Premier and key State ministers established. Annual program of briefing breakfasts/lunches with key State government agency heads established. 1999/2000 priorities are CALM, CAMS, Commerce & Trade, Education, Tourism, WA Museum, Lotteries. Support for applications for funding from CAMS, Commerce & Trade, Police, Lotteries, CALM, Culture & the Arts. Director of Public Affairs - weekly visit to Ministerial offices/Parliament House.

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<ul style="list-style-type: none"> Increasing industry funding. 	<ul style="list-style-type: none"> Increasing the value of contracts from industry by 10%. 	<ul style="list-style-type: none"> Conduct an audit of current activity and improve the University's ability to define, measure, record and monitor industry contract activity. Promote UWA as a major intellectual resource to the industry. Develop a proactive plan for improving communication and relations with industry and identifying contract opportunities Improve Faculties/Departments' links with industry. 	Pro Vice-Chancellor (Research & Innovation) and Pro Vice-Chancellor (Community & Development)	<ul style="list-style-type: none"> Capabilities statement for UWA being developed for dissemination [with PVC(R&I)]. Quarterly <i>Vice Chancellor's Bulletin</i> to Cabinet/Shadow Cabinet, Government and business leaders. Support for applications for funding from Wesfarmers, Woodside, Xpedior, Insurance Council of Aust, MTA, ALNG, Challenge Bank, Australia Post, Singapore Airlines, MTA. Faculty Marketing Officers appointed in AgSci, Arts, Eng, Science.

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