Division of External Relations:
2025 priorities on a page

Academic Excellence

1. Evidence based, pan-UNSW **Student Recruitment Strategy** developed, addressing areas of under-performance
2. Successfully **promote UNSW3+** to future students, with no drop in demand for 2018/19
3. Full implementation of **CRM** with clear benefits for UNSW, and a highly personalised and engaging experience for future students
4. Introduce a **Central Comms Centre** to achieve a ‘step change’ in our nurturing and conversion activity
5. Annual **Scientia Fellows + Scholars Campaign** run, achieving a pool of well qualified leads in support of Research Division’s recruitment goals

Social Engagement

6. UNSW’s **Torch Innovation Precinct**: support delivery of $100M+ in Chinese research contracts; making the most of the PR and our diplomatic/industry relationships
7. Launch **Institute for Global Development**, ensuring all strategic partnerships are agreed and projects are underway and achieving milestones
8. Facilitate a program of high impact events through our new **Centre for Ideas**
9. Develop a **multi-media resource bank** of content illustrating the impact of UNSW on lives of ‘ordinary’ Australians
10. Update comms guidelines reflecting our commitment to **equity, diversity & accessibility** in all that we do

Global Impact

11. **New Global Comms + Brand Strategy** and ‘always-on’ comms campaign to raise our profile as a Top 50 powerhouse
12. Commence 5 year redevelopment of **UNSW websites** – addressing the challenge of streamlining and improving our current sites/architecture
13. Focus on achieving Indian student recruitment targets to 2019 as well as developing the broader **India Strategy**
14. **Enabling Activity**

16. Deliver Operational Excellence **structural transformation**, in line with Business Case expectations
17. Deliver Operational Excellence **service transformation**, in line with Business Case expectations
18. Build **critical platforms**: CRM, digital marketing platform (including digital asset management system), intranet, work flow system
19. Build new teams and an effective **service ethos**
20. Enhance learning opportunities across the Division via: communities of practice, conferences and workshops, team-based project work, staff scholarships etc.