



Curtin University

SPORT AND RECREATION

CURTIN SPORT & ACTIVE RECREATION STRATEGY

2018-2023

Where sport, recreation,
innovation & technology
converge.

stadium.curtin.edu.au

THE PLAN

The Curtin Sport and Active Recreation Strategy 2018-2023 has been developed to support the University's mission and its strategic goals as articulated in the University's strategic plan.

Curtin University Key Focus Areas:

- Learning and Student Experience
- Research and Innovation
- Engagement and Impact
- People and Culture
- Global Positioning
- Sustainable Future

Sport and Active Recreation outcomes will be measured against Curtin University enablers to:

- Improve student retention
- Improve gender equity outcomes
- Support a high achieving student strategy
- Embed distinctive features of the Curtin student experience
- Increase the number of engaged alumni
- Engage and add value to the Dubai campus and embed the Aberdeen Partnership
- Enhancing global research initiatives
- Increase the number of major industry initiatives in relation to teaching and research
- Ensure that recruitment and promotion processes adequately recognise and reward leadership, innovation and collaboration
- Support an integrated global strategy for education, research and engagement
- Promote the University's campuses as one study destination and increase student mobility across campuses
- Strengthen networks of international alumni chapters
- Progress Greater Curtin

Sport & Active Recreation Strategic Objectives:

Curtin University will provide opportunities to increase participation in sport and active recreation activities. This will;

1. Enhance the overall student experience and encourage healthy lifestyle choices for the Curtin community - **Participation**
2. Support excellence in performance and elite sporting achievement - **High Performance**
3. Strengthen the engagement of Curtin University locally, nationally and globally - **Partnerships**
4. Enhance Curtin University's brand awareness and reputation - **Profile**
5. Help build and connect collegiate relationships - **Connection**
6. Facilitate learning, teaching and research opportunities - **Scholarship**



SPORT & ACTIVE RECREATION

STRATEGIC OBJECTIVES

1. PARTICIPATION

Enhance the overall student experience and encourage healthy lifestyle choices for the Curtin community

- Student Experience
- Staff Wellness
- Community Engagement

2. PERFORMANCE

Support excellence in performance and elite sporting achievement

- Elite Sport
- Representative Sport
- High Achieving Students

3. PARTNERSHIPS

Strengthen the engagement of Curtin University locally, nationally and globally

- Locally
- Nationally
- Globally

4. PROFILE

Enhance Curtin University's brand awareness and reputation

- Brand Awareness

5. CONNECTION

Help build and connect collegiate relationships

- Alumni
- Student Representation
- Sporting Events

6. SCHOLARSHIP

Facilitate learning, teaching and research opportunities

- Teaching
- Learning
- W.I.L
- Research

OUTCOMES & IMPACT

- Increased student retention
- A vibrant campus life
- Sustainable sporting club structure
- Enhanced engagement
- Increased community participation
- Sporting infrastructure development
- Increased staff wellness, engagement and connection

- Attraction of high performing students
- Enhanced reputation
- Market leverage
- Ambassadorship
- Centre of Excellence development
- Document a sporting history
- Celebration of achievement

- Global recognition & awareness
- International student recruitment
- Global citizenship
- Student participation
- Increased W.I.L placements
- Corporate support
- Program development
- Mutually beneficial joint initiatives
- Research potential

- Position sporting programs, activities and quality sporting facilities as an attractive marketing tool
- International marketing and engagement
- Elite athletes as a tool to demonstrate high achievement and reputation
- Effective sport and recreation strategic communications
- Increased profile of sport at Curtin University

- Alumni engagement, relationship building and fundraising opportunity
- Lifelong collegiate connection
- Enhanced student experience
- International representation
- Cultural development and exposure
- Community contribution

- Increased W.I.L placement opportunities
- Increased research capacity
- Increased research material in sport science, exercise physiology, physiotherapy and occupational therapy
- Data analysis and baseline evidence

1. Participation

Enhance the Curtin student experience by providing opportunities via representative sport, social sport, club participation and junior development programs that encourage a lifelong connection to Curtin University

Engage the Curtin community through a variety of active and passive programs, services, facilities, events and activities

Provide an inclusive environment for students to be involved in active opportunities in fitness and recreation programs and experiences

Engage with and provide opportunities for Curtin University campuses in Dubai, Mauritius, Sarawak, Kalgoorlie and Singapore

Create physical recreation and active space/ infrastructure that enhances wellbeing, increases participation and enriches active lifestyle opportunities for the Curtin community

Secure external funding for sporting club facility development

Review existing staff wellbeing strategies and provide opportunities for Curtin staff to engage in sport and active recreation

Implement strategies and actions to encourage active transport to, from and around the Bentley campus

2. Performance

Increase profile

Enhance reputation

Increase community and stakeholder engagement

3. Partnerships

A longitudinal relationship between community and the University commencing with junior sport development programs embedded in sporting club operations enhancing community familiarity and domestic student recruitment

4. Profile

Position Curtin University throughout Western Australia as having a high level of social and community responsibility by providing a range of inclusive and culturally diverse programs, rehabilitation and lifestyle activities in appropriate facilities with professionally trained staff

Build trans media communications channels to communicate the effectiveness and lever benefits emanating from the Sport and Active Recreation Strategy

Plan and implement a high profile and high level sporting function with a world class panel, speaker and build as an annual community event

Seek out and approach a high level, personality with influence for possible adjunct professorship/fellowship

5. Connection

Sport clubs via their strong alumni connections and capacity to raise funds or lever government grants will contribute financially to sporting facility development on campus

Developing and assisting in a range of social, cultural and sporting events on campus to enhance student connection with the university

Ensure student satisfaction, positive experiences and relationship resulting in a lifelong collegiate connection to Curtin University

6. Scholarship

Increase work integrated learning capacity, casual student employment and graduate employment opportunities for Curtin students in the sport, recreation, fitness and events sector

Sporting club, sporting alumni and current Stadium members can provide a readymade audience, either at an elite or participative level for University research in areas such as sport science, exercise physiology, physiotherapy, sports medicine etc.



1. Participation

Increase student participation in sport and active recreation each year

Develop a 5 year plan to increase and enhance student representative sport at various competitions, locally, regionally, nationally and internationally

Subsidise student teams in competitions in strategic locations

Invest in establishing a successful Curtin and UWA sporting rivalry

Maintain the current social sports competition as the largest in Perth

Establish an inclusivity program and specific competition in each of Curtin Universities tier 1 sporting clubs

Support teams from all Curtin campuses to compete and represent Curtin University

Develop concept plans and timelines for the Sport & Recreation precinct development in line with the sporting facilities master plan and Greater Curtin

Develop the Curtin presence at the Waterford foreshore with a Curtin / community collaboration to establish a river based rowing and activity complex

Increase in staff wellness programs and services provided at Curtin Stadium

to develop sport and active recreation strategies to enhance campus life

Enhance and promote the Academy of University Sport and Education

Establish a minimum of 3 secondary and 3 primary school strategic alliances to promote ongoing mutually beneficial sport and active recreation programs

4. Profile

Establish a research process and market review to gather primary and secondary data on users, usage rates and potential community usage

The development of marketing content for Sport and Active Recreation collateral and real time communications

Establish ongoing communications including twitter feeds, Facebook etc

2019 Event

Endorsed adjunct professor

2. Performance

An expanded sport bursary and sport scholarship system

Marketing and social media campaigns using elite athletes

Curtin representation and branding in elite/sub elite competition

Establishment of Elite Athlete alumni chapter and events/ networking calendar

Curtin sporting history and hall of fame

5. Connection

Establish connection to sports graduates and alumni via an enhanced Alumni events and initiatives calendar

Establish a sporting facilities fundraising campaign

Investment into the long term development and sustainability of Curtin sport clubs

Increase sport club numbers annually

Establishment of a sport and events calendar to build relationship and a conscious pride in Curtin's sports history

6. Scholarship

Identify post graduate and higher degree sport and recreation research projects across faculty

Build research priorities to establish the value and impact of sport and active recreation at Curtin University

3. Partnerships

Maintain the current partnerships and WIL placements with Hockey Australia, Hockey WA and the Fremantle Football club

Establish and further develop a minimum of 2 sporting/ University relationships per annum to provide sporting competition, exchange and mobility opportunities for students and staff

Work in association with Curtin International campuses



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CARN THE CARNABYS

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