



# Co-create and humanise the campus

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UWA's new approach to the  
traditional masterplan



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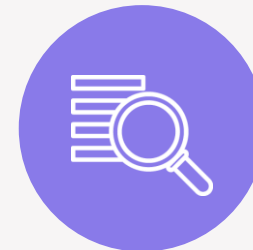
Managing Director  
Spaces Alive



Revitalising an  
existing campus



Consultation from  
the ground up



A study of campus  
experience

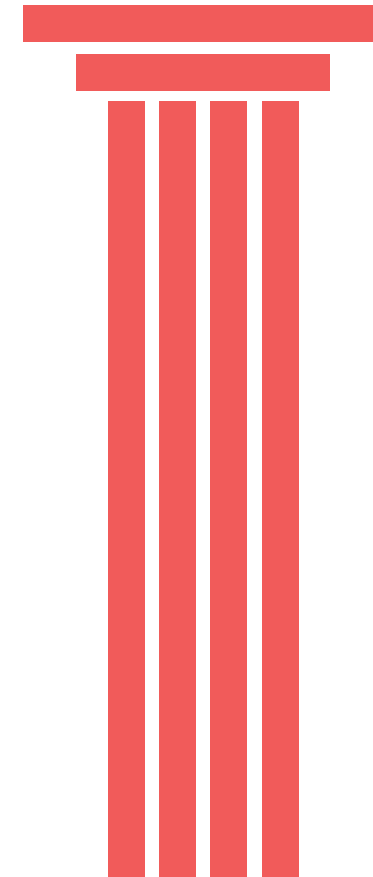
## CASE STUDY

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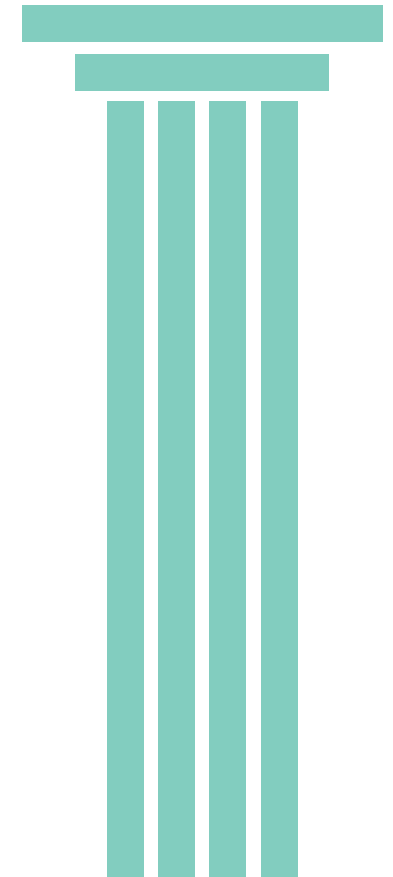
# The University of Western Australia

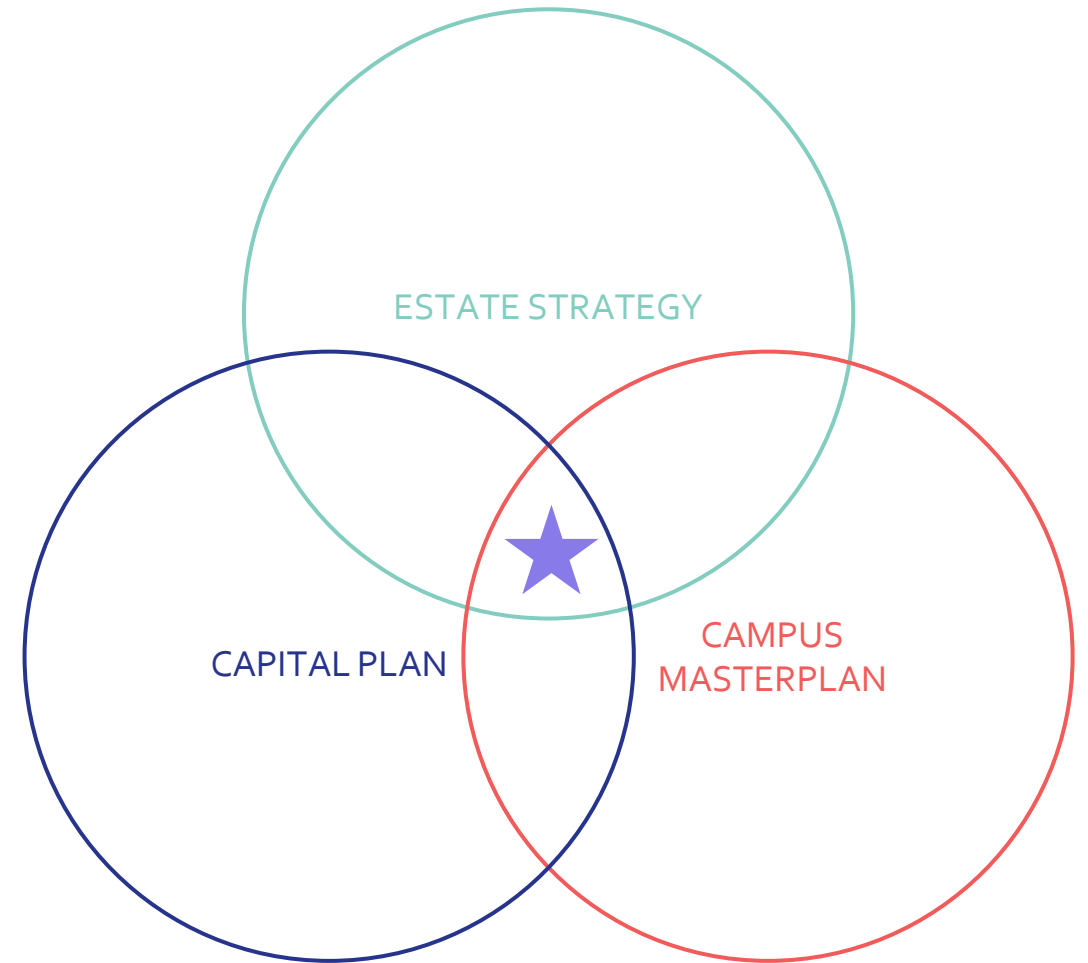
- The main focus is on existing, not new

Activation



Rejuvenation







# 6

## HE Trends

Urban life

Efficiency

Activation

Student centric facilities

Residential housing

Digital balance

# Masterplan themes

- Physical and digital
- Activate and connect
- Consolidate to core sits
- Industry, innovation and partnerships
- New campus capabilities
- Address utilisation
- Divest / co-develop



# Starting from the ground up



1300  
Surveys



46  
meetings and workshops



2300  
Ideas and polls



370  
images





# Planning focuses too much on the unknown

1

People can't accurately predict future behavior

2

They revert to logical responses which are inaccurate



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# Assumptions can be the enemy of efficiency

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Slow design will pay off.  
Spend time understanding  
the micro-moments.



# \$20 million

(avg annual lost revenue from attrition)

## 52%

Have a sense of belonging  
to your institution



## Top 4 reasons students consider departure

- Health or stress
- Expectations not met
- Study/life balance
- Workload difficulties

## 6x

Higher rate of depression  
than general population





The image features a stylized illustration. On the left, a large, solid blue staircase descends from the top left towards the center. In the center, the word "Why?" is written in a large, dark grey, sans-serif font. To the right of the text, a person wearing a blue jacket, dark pants, and a backpack is walking down a red staircase that descends from the top right towards the bottom right. A large red exclamation mark is positioned above the person's head. The background is a light grey gradient.

Why?

# UWA project

- Where to invest to deliver better experience on the existing campus
- Increase attendance and dwell time
- Critical issues, canaries in the coalmine

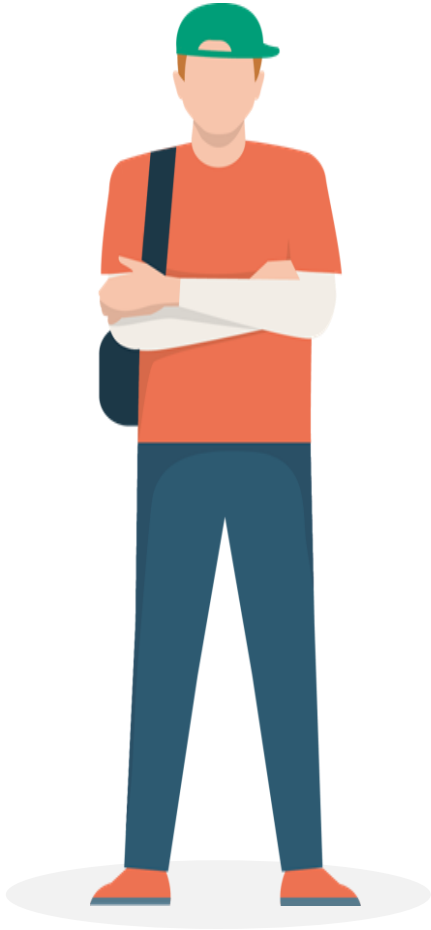


# Campus Transform process





# The micro-moments impacting experience



Some teaching spaces make learning more difficult



Commute time is critical



They want more connection to the environment



Technology issues impact dwell time

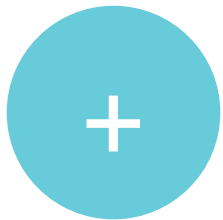


Hyper diversity can lead to exclusion

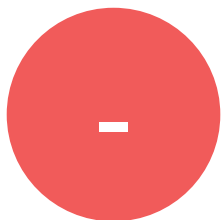


Night strategies need to address safety perception

# Learning easier in some spaces

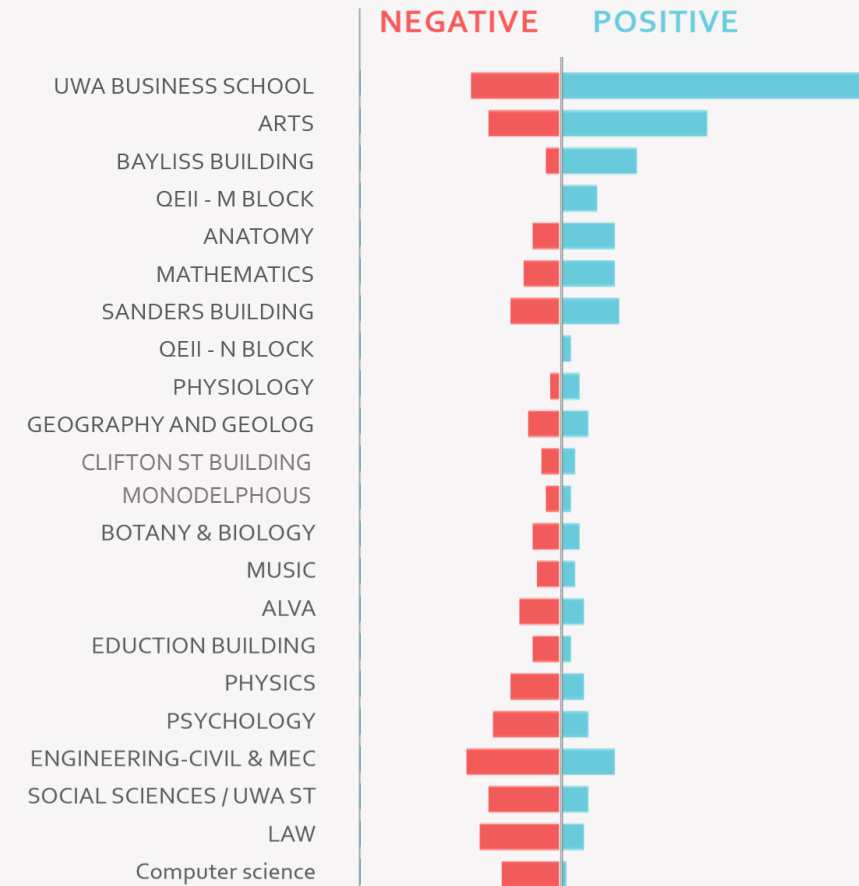


- Spaciousness
- Seamless technology
- Comfortable chairs
- Daylight



- Cluttered
- Desktype
- Temperature
- Acoustics

## TEACHING SPACES BY BUILDING







# Commute time

- Class programming and commute
- Residential accommodation
- Living costs, a challenge for all urban universities



*"It takes me 55 minutes to travel to university (each way), I do not attend lectures in person because it just takes up too much of my time."*







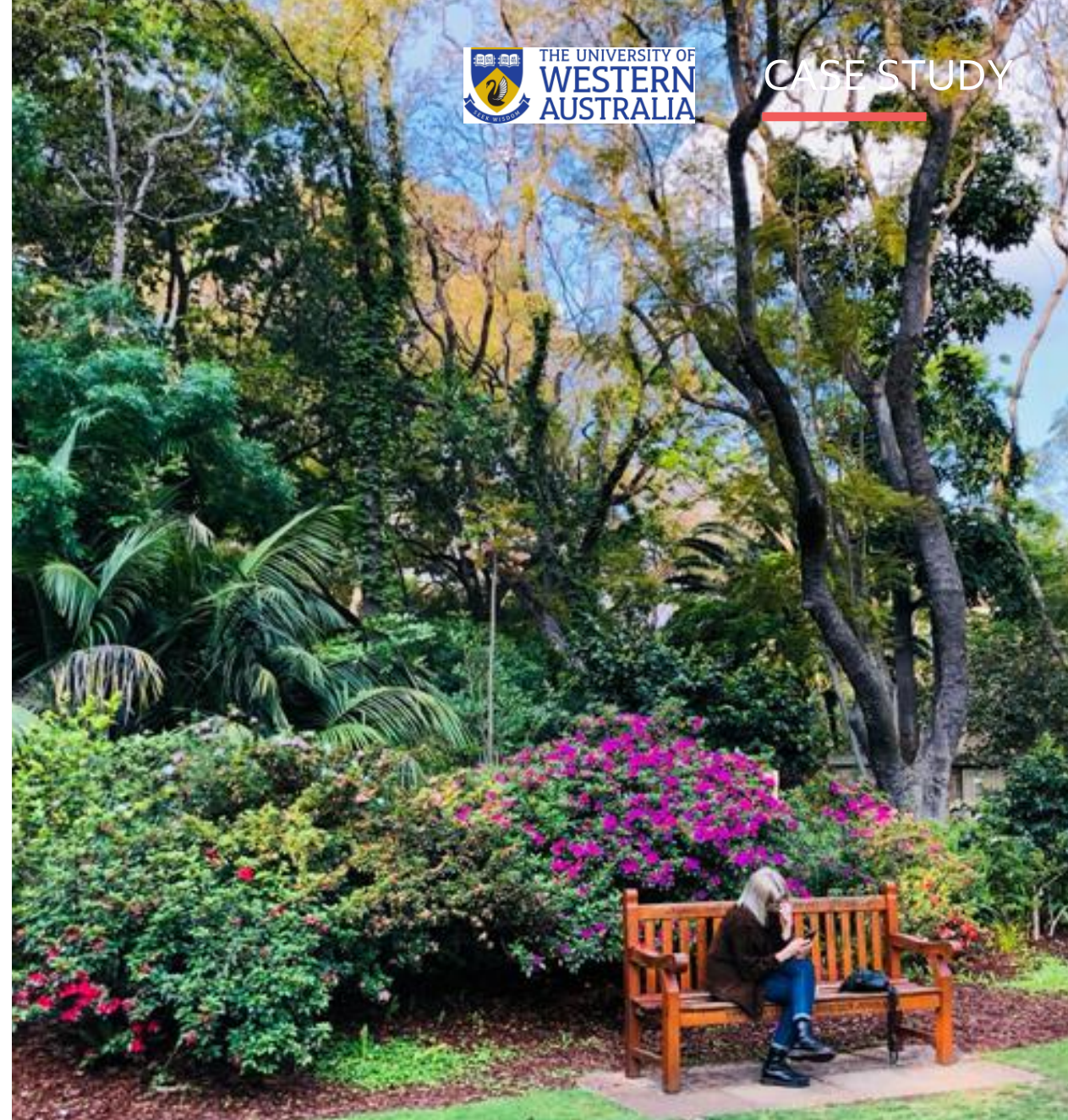
# Nature and sustainability

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*UWA has a beautiful campus, it is the primary reason I chose this university. Perhaps sustainability could be a focus – like removing plastic straws, cups etc.*

*I'm proud to be a student here :)*









# Technology and amenity

- Wifi can drop out
- The activity based campus = flexibility
- The tension? Students also want help switching off



*"In the Geography building G19 we struggle with access to the internet.. For some classes this can really impact learning, such as needing to download data for lab work."*



*"There's not a kitchen near my building. It's a small thing but helpful to have toasters, sandwich press and microwaves around as lots of students bring food from home for financial and health reasons"*



# Hyper diversity and belonging

- Clubs and societies
- Meeting others
- International students



*"Most students seem to be in their teens and that can be difficult - and since so many people do not attend lectures in person you often do not have a chance to strike up conversations with people."*



# Libraries are the heart

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- Variety of spaces
- Adequate seats
- Quiet/ peaceful

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- Not enough charging points
- Hard to find a spot
- Crowded/ noisy



*"Reid Library is the go-to spot whenever I'm on campus - whether it's if I'm waiting for a class, need to go to the toilet, eat and get a drink/coffee."*

## Other



**Safety perception** was high, but almost a 20% variation between males and females



**Access and use** challenging for some students with disabilities



Some food venues preferred over others due to cost and quality

# Understanding 'why' can make your job easier



Targeted, prioritised projects

Influence future work

Better briefing and updated policies

Engage with other stakeholders





Cultural heritage	★	★	★
Accommodation	★	★	★
Natural environment	★	★	★
Transportation	★	★	★
Teaching spaces	★	★	★
Community	★	★	★
Retail and amenity	★	★	★
Safety	★	★	★
Study and co-working	★	★	★
Sport and recreation	★	★	★
Technology	★	★	★





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# Summary

# Wrap up

Your whole campus is  
a living lab!



Keep it simple and start  
with what you know now



Validate  
assumptions, get the  
briefs right



Develop  
projects that will  
make an impact



# Stay in touch



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## Questions?