

# ***Utilising Sport to Enhance University Reputation***

National Forum 2024

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# ***Strategic Pillars***

Education

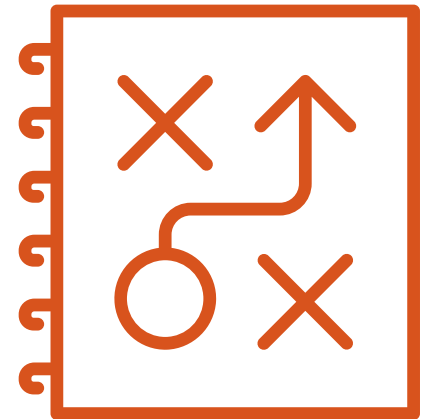
Research

Facilities

Partnerships

Community

Health and Wellbeing



# ***Promoting Brand***



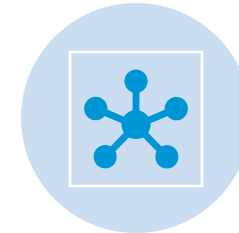
Promote success



Attract and retain  
top performers



Recognition



Engage



Experience

# Success Measures



Student attraction, retention, and engagement with university sport at all levels



Growth in participation and membership



Student-athlete selections, alumni appointments, awards



Enhanced teaching, research and learning contributing to student success

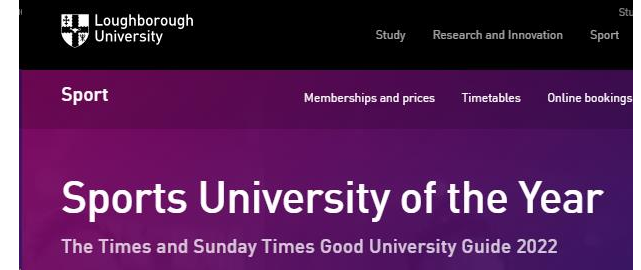
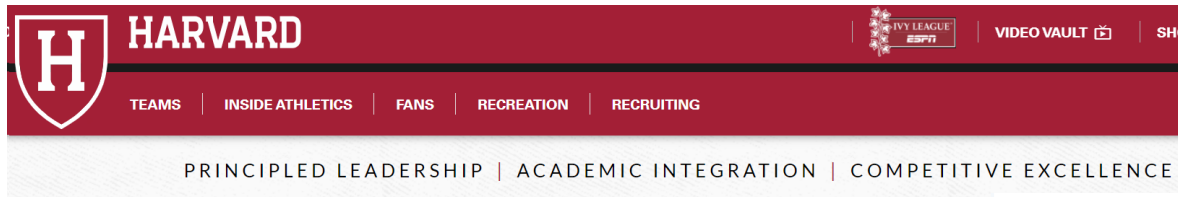


Improved physical health and wellbeing outcomes and benefits throughout the university



Student satisfaction and diversity across programs and initiatives





"UC WILL BE AUSTRALIA'S LEADING UNIVERSITY FOR WOMEN IN SPORT AND A TOP 3 SPORTS UNIVERSITY IN AUSTRALIA, FOCUSING ON GENDER EQUALITY AND WOMEN IN SPORT, SPORT INTEGRITY AND BUILDING A CULTURE OF WELLNESS IN CANBERRA."

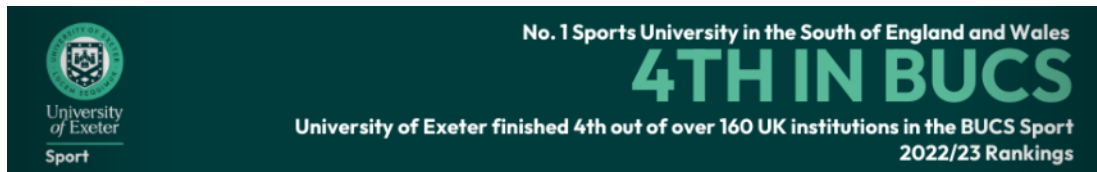


## SPORT AT LA TROBE

### AUSTRALIA'S UNIVERSITY OF CHOICE FOR SPORT

We are committed to making a positive difference to our community through sport.

"We are continuing our journey to be regarded as the leading university in Australia for participation, performance and inclusion in sport."



## We are Sports University of the Year



We were delighted to be named Sports University of the Year in *The Times and Sunday Times Good University Guide 2023*



Victoria University is ranked number 7 globally for sport science.\*

Duke University is committed to excellence in athletics as part of a larger commitment to excellence in education





**Sydney Uni**  
SPORT & FITNESS

# The utilisation of sport to enhance university reputation.

Ed Smith, CEO  
Sydney Uni Sport and Fitness

“How the SUSF operates correlates with what we know to be the University at its best – strongly supporting students while they’re here at university, and engaging with them long after graduation.

Professor Mark Scott, Vice Chancellor,  
The University of Sydney  
2023



**Sydney Uni**  
SPORT & FITNESS

“SUSF is so important and will play an important role  
in the campus experience  
here at the University in the next decade, and beyond.

Professor Mark Scott, Vice Chancellor and President,  
The University of Sydney  
2023



**Sydney Uni**  
SPORT & FITNESS



“For our students, being part of a sporting club draws them together, builds a sense of community, and helps them develop connections with the University that means they stay in relationship with us.

Professor Mark Scott, Vice Chancellor and President,  
The University of Sydney  
2023



**Sydney Uni**  
SPORT & FITNESS

“We have a long and prestigious history of sport at the University of Sydney – and we’re so lucky to have, in SUSF, a world-leading sports organisation committed to our community’s needs.”

Professor Mark Scott, Vice Chancellor and  
President, The University of Sydney  
2023



**Sydney Uni**  
SPORT & FITNESS

# Reputation with Domestic Students



**Sydney Uni**  
SPORT & FITNESS

# Reputation with International Students



**Sydney Uni**  
SPORT & FITNESS

# Reputation with Alumni and Benefactors

- \*Sponsors
- \*Philanthropists
- \*Bequests



# Reputation with International Rankings



# ***Questions***



# **ACT BRUMBIES & UNIVERSITY OF CANBERRA WOMEN'S ACADEMY**

**James Erwin**



**UNIVERSITY OF  
CANBERRA**







TO NURTURE AND CULTIVATE THE  
**WORLD CLASS TALENT** WITHIN THE  
ACT AND SNSW REGION, FOSTERING  
SUSTAINABLE GROWTH ACROSS  
**INTERNATIONAL, NATIONAL, AND  
YOUTH PATHWAYS** FOR WOMEN  
AND GIRLS IN XV's AND 7s.







# 2023 REVIEW

ATHLETE OUTCOMES

UC STAFF ENGAGEMENT

ACADEMIC ALIGNMENT



UNIVERSITY OF  
CANBERRA





# Athlete Outcomes



- **29 Academy Athletes**
  - 12 UC Student Athletes, 3 UC Alum
  - 8 new Super Rugby Women's Professional Contracts
  - 4 Wallaroos Managed Athletes
    - 3 Wallaroos, 1 PONI
  - 1 Fijiana International
  - 3 SuperW Youth Combine Selections
  - 1 AU7s Schoolgirl Selections

# UC Staff Engagement



## 10 Senior Women's Academy staff:

### Coaching Staff:

- **Academy Coach: James Erwin (UC)**
- **Contact/Collision Coach: Michael Burrows (ACT Brumbies)**
- **PONI Lead: Scott Fava (ACT Brumbies)**

### Physiotherapy Staff:

- **Physiotherapy Lead – Alice Grellman (ACT Brumbies)**

### Athletic Performance Staff:

- **Academy Athletic Performance Lead – Tristan Sharpe (ACT Brumbies)**
- **Head of Athletic Performance (SWA) – Billy Mason (UC)**
- **GPS Lead and Assistant S/C – Craig Bolger (UC : ACT Brumbies PhD Student)**
- **Sports Psychology and Mental Skills – Richard Keegan (UC)**
- **Sports Nutrition – Michelle Minehan (UC)**

### Support Staff:

- **Athlete Wellbeing and Engagement – Robin Duff (ACT Brumbies)**

# Academic Alignment

- 2 UC Sports Strategy High Performance Fellows.
- 1 50:50 UC Sports Strategy PhD Scholarship Recipient.
- 6 UC WiL Opportunities.
  - 3 Physio, 2 Health Science, 1 Exercise Physiology.
- 4 Research Papers.
- Pilot Schools Academy Pathway Program
  - Canberra Grammar School



# 2024 GROWTH





# 2024 Program Growth



## ATHLETE OUTCOMES:

- 10 Athletes in Wallaroos Managed Group
  - 3 Current UC Elite Athlete Students, 2 UC Alum
- 2 Athletes in World Uni7s Championships Squad
  - Both UC Elite Athlete Students
- 2 Fijiana Internationals
  - 1 UC Elite Athlete Student



## UC STAFF / STUDENT ENGAGEMENT:

- 3 new UC Staff
- 1 new PhD Student
- 3 new UC Graduates (2023/24)

## ACADEMIC ALIGNMENT:

- UC / Swansea University Research Partnership
- 7 new WiL opportunities
- 3 new Research Projects







# ENHANCING UNIVERSITY REPUTATION



## STUDENT RECRUITMENT:

- Domestic students enrolling at UC, and training within the Women's Academy in pursuit of professional Rugby.
- International Players looking to study at UC and join the Women's Academy, to pursue Super Rugby Women's contracts and National program selection.
- 3 new high schools looking to engage with the Women's Academy pathway program.

## ACADEMIC ALIGNMENT:

- Continued focus on industry leading research
  - via UC RISE, the Faculty of Health and the UC / SWANSEA University partnership.
- Exceptionally positive student feedback on the benefits of academic staff having current industry engagement and real-world examples whilst teaching.
- Clear high-performance pathway engagement for UC graduates.

# High-Performance Pathway



WOMEN'S ACADEMY

# ***Questions***

# Questions

What are some examples of how your university currently uses sport as a vehicle to enhance reputation? Both domestically and internationally

How do you know that its working?

What are the target regions for your university internationally?

What other departments and key colleagues own internationalization at your institution? How are you currently engaging international students?

What can your sport department do to enhance existing relationships or strategies for the benefit of the university's reputation?

