'Towards 2030'
Our Strategy on a Page

SSA
Swinburne Student Association

Our purpose	We exist to champion the student voice, creating opportunities for growth, leadership and community				
Our vision	To enable the design and delivery of a leading student experience at Swinburne where students drive the decisions we make				
Our core values	Students at the centre	Community catalysts	In it together	Go above and beyond	Making good happen
Strategy statement	By 2030, we are trusted by Swinburne students – past, present and future - to deliver relevant, personalised and accessible support through amplifying student voices and leveraging strong partnerships and data				

Goals	Empower students to take ownership of their student journey	Increase awareness and exposure of SSA brand, services and events	Establish and maintain organisational sustainability
Key initiatives	• Amplify student voice at every level of university decision-making* • Educate students on their rights • Inspire students to want and receive more from their university experience	• Increase SSA's brand and on-campus and digital presence with students and partners* • Continue to evolve SSA's service and event offering to meet changing student needs* • Explore and build strategic relationships with internal and external stakeholders	• Establish an annual reporting mechanism to showcase SSA's impact* • Develop a service and revenue plan defining the scope of SSA's service delivery model and shared service obligations* • Establish enduring feedback mechanisms with students and the university to inform service delivery* • Establish, grow and leverage key stakeholder relationships • Invest in workforce capability to meet changing staff needs
Measures	• % of students involved in decision making • % of students who feel their voice is represented by SSA • % of students who feel a sense of belonging • % of students who feel more confident navigating university because of SSA	• % of students aware of SSA services and events • # of students engaging in SSA services, events and initiatives • % satisfaction with events and services • # of followers on our social media handles • # or % of click-rate and engagement with our content • Type of student cohort engaging with SSA	• % of funding reinvested in student services • % achieving and maintaining a staff engagement score • % of strategic initiatives delivered on time • % growth of SSA – funding, FTE, student engagement • % of students that view SSA as a trusted source of support

* indicates a priority initiative.