

**TEMC 2017  
HEd Talk**

# **How to deliver retail choice, competition and campus culture on a shoestring**

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# In the beginning

- USC-operated
- 1 to 5 outlets in 18 years
- Remote retail
- Homogenised
- Not core business



# Survey Feedback

“The coffee is terrible”

“The sausage rolls are like  
rats’ coffins”

“The queues are too long”

“What university doesn’t  
have a bar?!”

“Food is too expensive.  
I’m a poor student”

“Bring in Subway!”

“There needs to be more  
choice”

# USC Retail Strategy

- Brain & Poulter
- Assess 'stickiness'
- Review offerings
- Model for growth
- Further analysis
- Campus demographics
- Economic viability
- Make recommendations to improve 'stickiness'








# Recommendations

- Creation of a 'hub'
- 3 minute radius
- Increase number and variety
- Diversify
- Local and branded operators
- 'Sticky campus' retail opportunities



# Campus Hub creation



-  Limit of 3 minute walk
-  Busiest section of campus
-  Lecture Theatres
-  Original food outlets
-  Main pedestrian thoroughfares

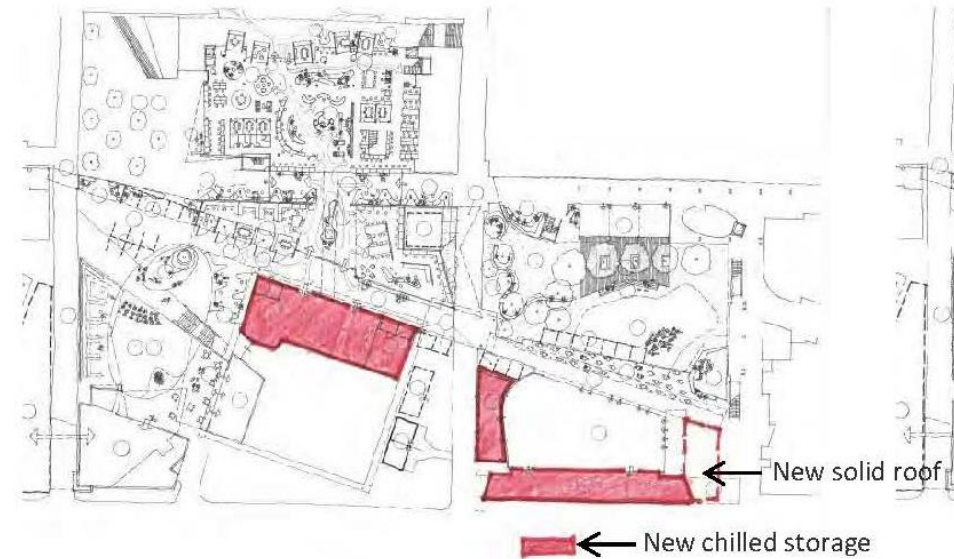
# “The Wedge” Precinct



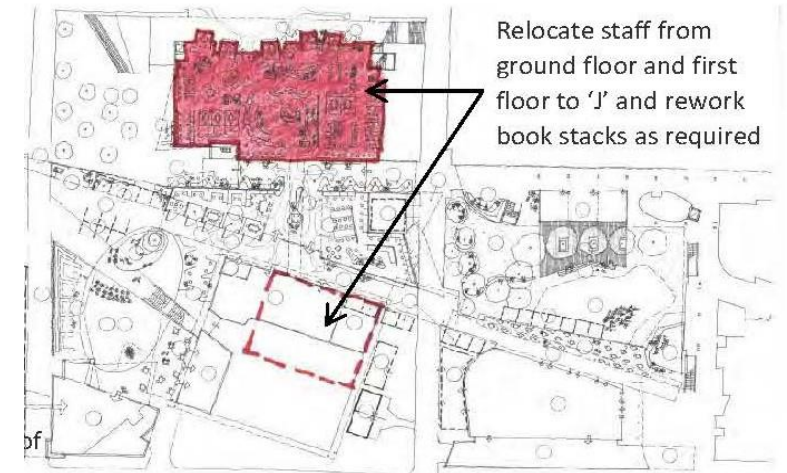
- 1 Food and Beverage outlets
- 2 Dining – internal + expanded covered external
- 3 Village Green + Stage
- 4 Function Centre + Deck
- 5 Café + Outdoor Dining
- 6 New Shopfront Glazing
- 7 New Entry Feature to cafeteria
- 8 To remain as existing
- 9 Learning Commons – library ground refit
- 10 Learning Commons – new build areas
- 11 Popup Markets, Display Pods
- 12 Art Gallery - Internal
- 13 Art Display - External
- 14 Western Screen/Green Wall
- 15 Town Square
- 16 Town Square Stage
- 17 Library Forecourt ( No changes)
- 18 Iconic Feature
- 19 External social learning settings
- 20 ‘High Street’ pedestrian spine
- 21 End of Trip Bike facility
- 22 Future Lift
- 23 Mezzanine MP Space + Iconic Feature
- 24 Future food and beverage expansion with solid roof
- 25 Existing electrical Installation
- 26 Tree of Knowledge retained
- 27 Internal connecting stairs
- 28 Market Stalls and associated landscaping

# Capital Works

- 7-Stage approach
- Estimated at \$24 million
- Budget \$3 million



Construction Package 1



Construction Package 2



# Delivery



# Managers' Offices



# Printery



# Cleaners Store

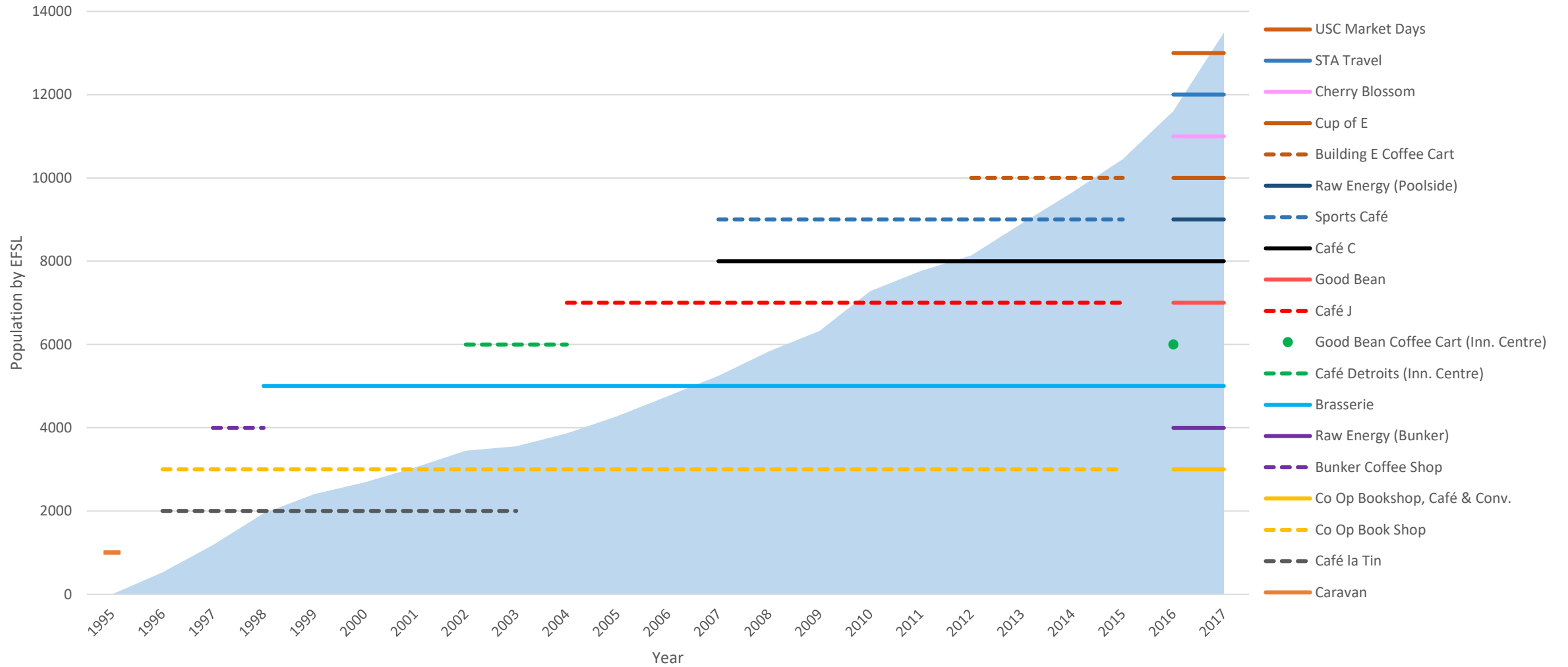


# Retailer selection process

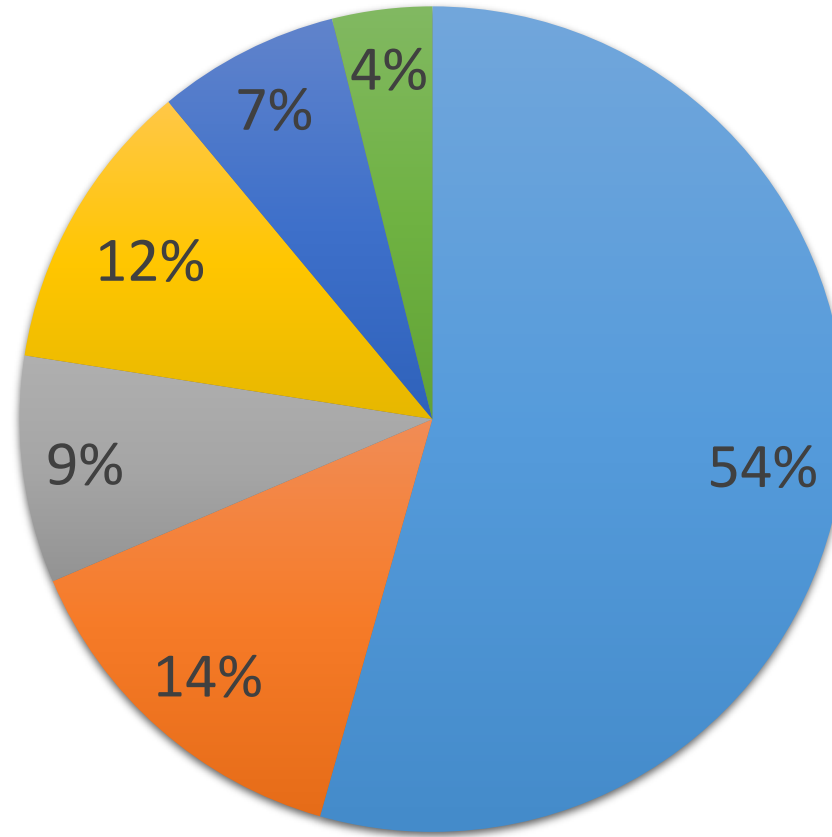
- Independent retail broker
- Local businesses
- Student employment
- Variety
- Healthy options



# Campus Growth



# Market share



■ Brasserie

■ Café C

■ Raw Energy

■ Good Bean

■ Cherry Blossom

■ Cup of E

# Other retail

- Monthly Market Days
- Convenience Store/Bookshop
- Travel Agent
- Microbrewery?
- Town Centre Development



# The Result

A 'tacky' campus

# Questions?