

# Strategic Intent Co-creation – IdeaPlace Engagement Closure Report

15 December 2023

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The establishment of the new Adelaide University requires a series of legislative and regulatory approvals and that, prior to its commencement, the two institutions will continue to operate at all times within their obligations under various regulatory and legislative requirements, including competition law.



# Executive Summary: total engagement with IdeaPlace

Across the **9 challenges**, and **2,688 registered users** there was...

**33,627**

Total number of **views** across all challenges

**8,654**

Total number of **star votes** made across all challenges

**1,805**

Total number of **comments** made across all challenges

Across a total number of

**559**

**ideas** generated across all challenges

## Registration and engagement insights:

The majority, **55%**, of registered users were from **UniSA**, with **42.3%** from **UoA**

**Professional Staff** were most engaged with the platform, making up **55.8%** of total registered users

Most of the ideas, **64%**, were generated within the **Co-Creation community**

Between UniSA and UoA, an average of **45.5% of users actively interacted** with the co-creation activity, beyond only viewing

## Key challenge insights and statistics:



The Challenge with the **most views** was the **Academic Structure** within the Co-Creation Community, at **7,206 views**.



The **top idea generated** was **People-focused culture – a four day work week** from the Enabling Culture Challenge and had **289 votes, 40 comments, and more than 600 views**.



The Challenge that generated the **most idea development** was **Next Generation Projects**, with a **total of 101 ideas submitted**.



The Challenge with the **least number of views and overall engagement** was the **Enabling Innovation Through Research** within the Strategic Pillars Community.



# IdeaPlace across two communities and nine challenges

The first co-creation activity at scale for the new *Adelaide University* focused on shaping our statement of Strategic Intent, which represents the first detailed definition of the future institution shaped by the collective intelligence of our staff, students and top industry partners.

The activity was hosted on IdeaPlace, an interactive online platform (developed by global enterprise, [PlanView](#)) that allows audiences to engage in “Challenges” to ideate and innovate through crowdsourcing, conversation building, and voting to preference and prioritise.

Participants were presented with nine Challenges clustered into two Communities. These two Communities featured different ideation processes to drive optimal engagement and output, depending on the Challenge content itself.



**Strategic Pillars Community: the core foundations of our Strategic Intent.** This Community was an “always on” approach, with Challenges remaining in the same phase of ideation for the duration of the activity. This process allowed for new ideas, comments, and 5 star voting at all times to test and explore the core foundations.

Enabling Culture	Enabling Achievement Through Education	Enabling Ambition	Enabling Innovation Through Research
Explore the evolution of the new university's culture where the best of both existing cultures come together to create something transformative.	Through contemporary approaches to education and widened participation, we aim to produce career-ready employable graduates from all walks of life.	Our ambitions will be the driving strategies to achieve our goals and aspirations for a new contemporary university.	Future-focused research of scale and focus can drive real innovation and knowledge-based transformation.



**Co-creation Community: the core elements of the new Adelaide University.** This Community progressed through a three-phased ideation journey:

- Idea Generation** – calling for ideas to be posted.
- Idea Development** – 5-star voting opened to preference ideas.
- Idea Prioritisation** – entered pairwise voting enabled by AI to compare and preference top ideas.

Core Values	Graduate Qualities	Next Generation Projects	Brand and Visual Identity	Academic Structure
Our values lay the foundation for a common purpose, guide our expectations of behaviour, resonate with the wider community, and support our individual and collective success.	Our graduates will take the new Adelaide University into the future. Graduate qualities represent the skills and characteristics needed to succeed and contribute to society.	Put your BIG idea for a next generation project or major long-term initiative for the new university (even a spiky one) into the sandbox to explore, develop and test.	Brands help tell a story and we are creating a new chapter.	Clearly defining how we organise ourselves, will help us to create a truly effective and connected institution.

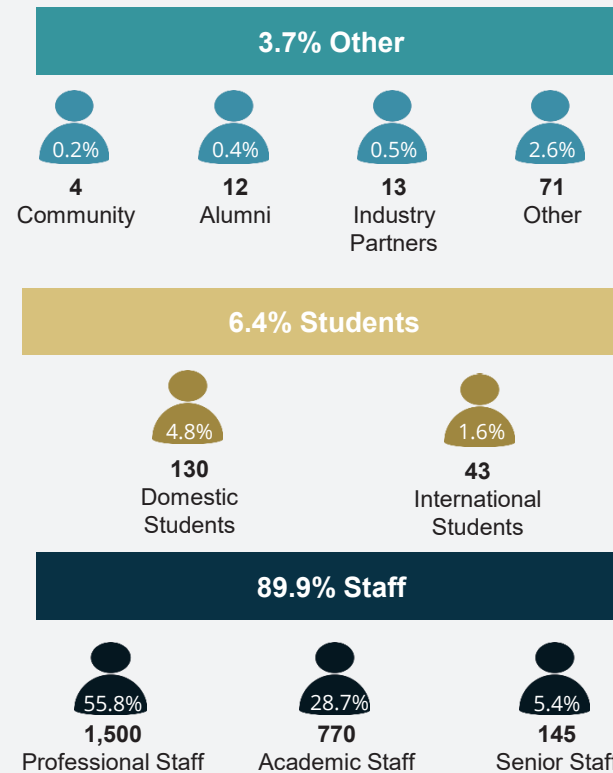


# Engagement across the platform

2,688 total registered users



The co-creation activity brought **2,688** registered users together to pave the way for the creation of the university for the future.



## Total views across all challenges



**33,627 views**

## Total views by institution



UniSA: **55% (18,396)**



UoA: **42% (14,035)**



Other: **3% (1,196)**



# Top 5 ideas across the two communities

The top 5 ideas based on the star voting have been outlined below:

## Strategic Pillars Community

**01**

**289 votes**

A people-focused culture, prioritising a four-day work week.

★ 4.80

**02**

**100 votes**

Set a culture that trusts staff and values their time by minimising bureaucratic red tape.

★ 4.90

**03**

**97 votes**

Providing equality in pay for roles for professional staff.

★ 4.90

**04**

**73 votes**

Course material access for all University staff.

★ 4.60

**05**

**72 votes**

Sit/ stand desks by default.

★ 4.90

## Co-creation Community

**01**

**81 votes**

A SMARTER (not longer) academic year.

★ 4.80

**02**

**62 votes**

Professional staff close to academic teams and student customers – not centralised.

★ 4.60

**03**

**60 votes**

Diminution of library in proposed structure of new University.

★ 4.90

**04**

**59 votes**

Flexibility for staff as well as students.

★ 4.80

**05**

**58 votes**

Placing First Nations at the heart of higher education right from the start.

★ 4.60

# Glossary and definitions of terms

Term	Definition
<b>Student</b>	A student is an individual who engages in learning at one of the respective universities. Students actively participate in the process of acquiring knowledge, skills, and understanding of various subjects or disciplines. This includes both domestic and international students.
<b>Staff</b>	Staff refers to the collective group of individuals employed by one of the respective universities to fulfill various roles and responsibilities in support of the institution's academic, administrative, and operational functions. This includes a diverse range of positions, each contributing to the overall mission and functioning of the university. This group is comprised of academic staff, professional staff, as well as senior staff/leadership.
<b>Alumni</b>	Alumni refer to individuals who have graduated or completed their studies at one of the universities. These former students have earned degrees, such as bachelor's, master's, or doctoral degrees, from the respective universities.
<b>Other</b>	The group referred to as 'Other' is comprised of individuals who may fall part of these categories: Industry Partners and Community.
<b>Views</b>	Views refer to the number of times a specific post or piece of content has been accessed or viewed on IdeaPlace. This metric is used to measure the popularity, reach, and impact of content.
<b>Users</b>	Users are people who have registered with IdeaPlace, have access and navigate the platform. They create accounts, browse content, and interact with features.
<b>Pairwise voting</b>	Pairwise voting is enabled by AI to compare and preference top ideas.
<b>Co-Creation Community</b>	This Community contains five Challenges to form the core foundations of the new <i>Adelaide University</i> , including Core Values, Graduate Qualities, Next Generation Projects, Brand & Visual Identity, and Academic Structure.
<b>Strategic Pillars Community</b>	This Community contains four Challenges to form the core foundations of our Strategic Intent, including Enabling Culture, Enabling Ambition, Enabling Achievement Through Education and Enabling Innovation Through Research.
<b>Category of idea</b>	A Category refers to a theme that an idea been categorised as. Individuals who generated an idea had to assign a category to that idea from a pre-determined list of categories by choosing the most relevant.



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**THE UNIVERSITY  
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