Value Proposition and Strategic Direction

TEFMA

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Leaders in tertiary education strategic property and facilities management

TEFMA is dedicated to enabling tertiary education institutions to integrate property into their institutional strategic plans thereby optimising the development and utilisation of land and property as a strategic resource. We provide the sector with data to inform and influence federal and state governments, sector stakeholders and industry so that the full socioeconomic benefits of tertiary education in Australia and New Zealand can be realised.

The tertiary education sector is large, complex and varied. Property portfolios and associated facilities and services are an important strategic consideration for the sector. Developing the right blend of core, non-core, specialist and commercial properties can drive organisational efficiency and provide a real competitive advantage.

We are structured to be informative and accessible, to lead discussion and debate for the sector through proactive engagement with our members, industry partners and universities as they seek to optimise the contribution of property and facilities to their institution's performance. Our members are the experts in the tertiary education sector.

This puts us in a privileged position and we utilise this capability, together with our unique data and analytics, to provide authoritative support to all members and to university strategic decision-makers.

TEFMA is recognised for its thought leadership, the relevance and quality of its education and other member services and its ability to bring people together on matters of common interest. We are committed to building on our deep, shared understanding of the sector's challenges and opportunities to develop our services and fill service gaps.

In fulfilling our strategic role, we value a strong association with Universities Australia and Universities New Zealand. In association with these representative bodies, we continuously review our intellectual property, our portfolio of member services, our delivery models and the type of support we provide to university decision-makers. Our resourcing and governance arrangements keep us member focused, stakeholder relevant and financially sustainable.

TEFMA Board

Our Strategic Priorities

To deliver leadership in tertiary education property and services, we are committed to four overarching strategic priorities:

» Member Services and Support	» Engagement with Stakeholders	» Analytics to Inform Decision-making	» Nurturing Industry Partnerships

Member services and support

TEFMA has a deep understanding of the challenges and opportunities facing the tertiary education sector. We use our unique sector knowledge and experience and our industry and stakeholder partnerships to enable members to innovate and find more efficient and cost-effective ways of designing, developing and servicing properties and the people who use them. We:

» Enable members to provide their institutions with authoritative advice on how property and facilities can contribute to the institution's overall strategic objectives

» Provide members with data and analytics that enables institutions to optimise space utilisation, strategic asset management, capital management, asset lifecycle management, acquisition and divestment opportunities and associated funding models, student accommodation, buildings and grounds management and campus master-planning. We also provide member services relating to energy, procurement, technology, building environments, sustainability and much more.

» Support members to provide authoritative advice on workplace health and safety, security management, incident management and offer university decision-makers a range of alternative service delivery models.

Our members have diverse professional development opportunities to learn, upskill and connect with each other. We:

» Offer a wide range of education programs, scholarships and awards. Our education programs are also available online and are provided in regional areas

» Deliver an annual conference that brings together a large number of members, stakeholders and recognised industry experts from Australia and New Zealand

» Operate member, stakeholder and industry networking events to share information and experiences, foster collegiality and promote collaboration between all those interested in tertiary education property strategy.

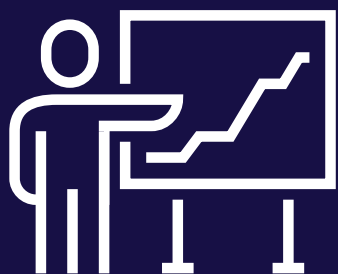## Engagement with stakeholders

Universities Australia and Universities New Zealand are our preeminent stakeholders.

We recognise that tertiary education institutions will increasingly utilise property and facilities in their strategic plan to compete for student market share and high quality research, adapt to government reforms, seek value-adding partnerships and capitalise on rapidly evolving technologies. By staying tuned-in to these challenges and opportunities TEFMA uses its unique sector knowledge and experience to:

» Provide Universities Australia, Universities New Zealand and individual universities with data and reporting that can be used to influence government policy and demonstrate the positive socioeconomic impact of universities on communities, cities and regions

» Bring experts together to help members solve complex property and facilities problems and to share good practice

» Help institutions innovate and find cost effective ways of owning and operating assets

» Act as an information hub for universities and other stakeholders.

Analytics to inform decision-making

TEFMA is a repository of exceptional data, analytics and benchmarks. We use this to assemble a suite of core and complementary services that enable members and stakeholders to develop solutions for their unique strategic priorities. Our data and analytics are reliable, relevant and practical.

- » For tertiary education executives, especially Vice-Chancellors and Deputy-Vice Chancellors (Corporate), we provide data and analytics to inform their institution's strategic plans
- » Our members and stakeholders make extensive use of our unique, sector specific benchmark data. Our data is customisable, enabling members and university decision-makers to address the specific needs of their institution
- » International standards and benchmarks are used to ensure the relevance and currency of our services
- » Our thought leadership pieces, underpinned by data and analytics, are frequently utilised resources.

We ensure our data quality and accessibility by:

- » Using knowledge management practices to collect, assemble, categorise, analyse and report data
- » Enabling access to all data and services online or through face to face workshops and networking events
- » Verifying the quality and consistency of our data and services using a robust auditing process.

Nurturing industry partnerships

TEFMA has reciprocal arrangements with a wide range of sector-relevant industry partners. We:

- » Work collaboratively with industry partners to strengthen our collective knowledge
- » Learn from industry partners through our education programs, our events and at our conference where they participate as contributors and expert presenters
- » Facilitate communities of practice, jointly investigate special interest topics and run forums comprising industry partners and members
- » Work with industry partners to co-create intellectual property and upgrade our analytics and member advice
- » Provide industry partners with accurate insights into property challenges and trends in the sector and keep them informed of sector requirements
- » Assist members to connect with relevant industry partners on the specific needs of their tertiary institution.