

STICKY CAMPUS

Re-Inventing Retail for the 24/7 Campus

TEMC 2014

Cairns



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HIERARCHY TO CREATE A STICKY CAMPUS

1. Curricular

2. Design

3. Co-Curricular

4. F&B & Retail



F&B INFLUENCERS

1. Campus Composition
2. Length of Time on Campus
3. Attendance Type
4. Degree Type
5. On Campus Residential
6. Competition



CAMPUS COMPOSITION TO FURTHER SUPPORT F&B

	High	Medium	Low
% International	25%		
% Asian International		50%	
Library Strike rate		16%	
On campus Residential			
Non catered Residential			
High % faculty and post graduates		37%	
Low Prac faculties			
High first year population	50%		
High % car travel	90%		

F&B NEEDS BASED ON TIME



2
Hours

Hydrate

Coffee
Cold Beverage

4
Hours

+
Light Meal

Breakfast
Sandwich
Health
Takeaway

8
Hours

++
Light Meal

2nd light meal
Convenience
Food

12
Hours

+++
Main Meal




Alcohol
Cafe Food
Cooked To
Order

24
Hours

++++
Vending

Fresh Food

RETAIL NEEDS BASED ON ATTENDANCE TYPE

	Undergraduates	Postgraduates	Academic/staff
Customer			
Mix	63% (48% - 75%)	17% (3% - 35%)	18% (10% - 35%)
Values	Low price points, seating, socialising, Study space	Aspirational, privacy, extended hours	Privacy, variety, recognition, convenience
Food	Fast foods, health, Asian, bar, fresh food, brands, Dude food	Cafes & bars, CBD quality	Cafes, fast foods, health, bar, fresh food
Specialty	Youth brands, entertainment, Stationary, Convenience, Lifestyle	Low requirement	Service Retail Convenience Retail

RETAIL NEEDS BASED ON CUSTOMER TYPE – DEGREE TYPE



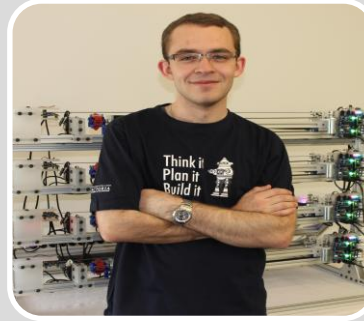
NURSING

Female
Healthy
Sushi
Boost
Salads
Made to order
sandwich



LAW

M&F
International
Made to Order
Cafe



ENGINEERING

Male
Value for Money
Pies
Subway



SOCIAL SCIENCES

M&F
Value for money
Conscious
Vegetarian
Middle Eastern
Fair trade coffee

ON CAMPUS RESIDENTIAL RETAIL CHARACTERISTICS

- Asian or Inter/Intra State driven
- Asian ressie prefers Asian Regional Foods
- Inter/Intra prefer European & Cafe foods
- Basket Shop retail only of low price point/
big value items:
 - Instant Noodles
 - Cereal & Milk
 - Energy Drinks
 - Bread & fillings



COMPETITION



METROPOLITAN

- More off campus competition
- More use of public transport
- Plan for less on campus retail per head

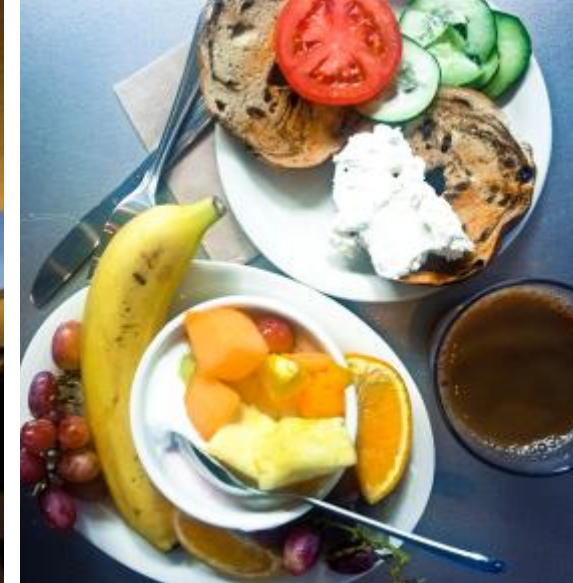


REGIONAL

- More reliance on cars
- Paid parking can keep population on campus
- Growing on campus ressie
- Need to drive to off campus centres
- Plan for more on campus retail per head

GLOBAL CAMPUS RETAIL TRENDS

GEEK
COMFORTABLE
BAR & CAFE



94% of Freshmen
Live On Campus.

UC Berkley









Tuesdays, Noon-6pm
Jun 10 – Oct 28

The market accepts WIC & SFMNP coupons and food stamps. Find us at **THE PLAZA** in front of the Science Center.

HARVARD UNIVERSITY DINING SERVICES • 2014



Farmers Markets Harvard University

Part of the University of St Andrews
Edible Campus
 Space to Sow, Grow and Eat for all

PLEASE
 EAT WHEN
 READY

Sites around the campus



NUS Foodie Mobile App



- Be the first to catch the latest exciting F&B **promotions** in the campus
- Your one-stop **directory** guide at your finger tips to all the dining outlets in NUS.
- Looking for somewhere to eat? Simply do a **search** to get a listing of F&B outlets **near** you!
- Featuring real-time **crowd** estimation at canteens and food courts in main campus
- Tired of the same food everyday? Check out **recommended** food outlets!



WE FEED

▶ 50, 000 persons around campus

WE SERVE

▶ 1 meal every 1.4 seconds

per school day

National University of Singapore





Food Literacy Project

Food/Beverages

Like Following Message

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Patricia Cheung
- 
Melinda Harvey

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Harvard Crimson

About

delicious

Mission

The Food Literacy Project cultivates an understanding of food from the ground up. Education focuses on four integrated areas of food and society: agriculture, nutrition, food preparation and community. Ultimately, the project goal is to promote enduring knowledge, enabling consumers to make informed food choices.

Basic Info

Founded 2005
Location Cambridge, Massachusetts 02138

Contact Info

Website <http://www.dining.harvard.edu/ftp/index...>
<http://foodliteracyproject.wordpress.com/>



Stanford University



UCLA



LSE London



sQuid eMoney is now on your LSE card

Pay with sQuid is on your LSE card
The LSE has teamed up with sQuid, the eMoney payments network, to introduce the very latest in contactless smart card technology designed to make your life and time at the LSE that much easier.

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sQuid on your LSE card gives students and staff an exciting way to pay for food, drink and other items. sQuid can be used across the LSE campus, wherever you see the sQuid "Q". This will mean a faster and more convenient way to pay, a better way to manage your money, with a statement of your transactions available online at any time.





ARTS RESTORE LA WESTWOOD







Copenhagen

CONVENIENCE STORE VENDING



San Francisco State University USA



BIKE CAFES & BIKE SHOPS



Portland Uni



Thammasat University



Monash University





University Village net to University of Illinois, Chicago

AUSTRALIAN CAMPUS RETAIL INNOVATIONS



Park'd Food Trucks @ Curtin

POSTED ON
Monday 9 June 2014

The Park'd food trucks are back for second semester!

EVENT DETAILS

Pop-up food trucks have come to Curtin, with loads of tasty options.

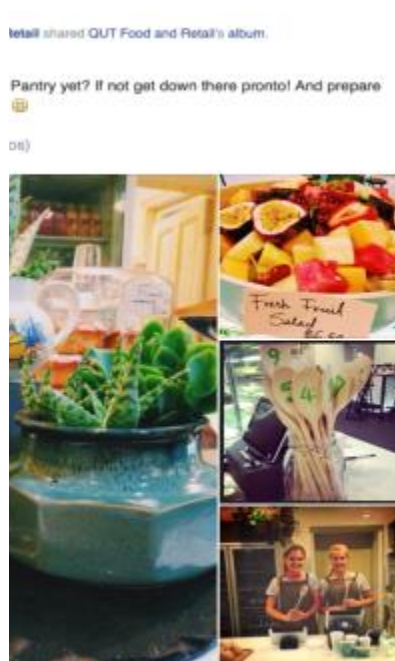
DATE	All year round
TIME	10.00am - 3.00pm
VENUE	Various locations, Curtin University, Bentley
COST	Varies







Lena Karmel Lodge Residences at ANU



park'd

FOOD TRUCKS @ CURTIN

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Curtin University



Park'd at Curtin
@ hours ago ·

Welcome to Week 3! Here's the food truck schedule for this week:

Monday 18 August

*Angazi - Wicked Waffles

*Henderson Court - Higher Grounds

*Bus Stop East - Jumpings, The Green Mo... See More

park'd
Food Trucks @ Curtin
Where to find us
this week on campus

Food Truck	Angazi	Henderson Court	Bus Stop East
Wicked Waffles	Wicked Waffles	Wicked Waffles	Wicked Waffles
Higher Grounds	Higher Grounds	Higher Grounds	Higher Grounds
Jumpings	Jumpings	Jumpings	Jumpings
The Green Mo	The Green Mo	The Green Mo	The Green Mo



Park'd at Curtin
August 12 · Edited ·

Looking for something different for lunch today? The Green Mo is now offering a raw vegan salad with raw hummus and raw crackers. They'll be serving it at Henderson Court today.



Like · Comment · Share

Student and Staff offer

Apple on Campus is an exciting partnership between the University of Adelaide and Apple. Current staff and students are entitled to get **up to 12% off the RRP** on selected Mac computers, around the clock, through an exclusive online store!

This discount is only available to **current University of Adelaide staff and students**, for the duration of the agreement, along with additional promotions and discounts on Apple accessories and software.

University of Adelaide



University of Delaware



University Village Washington

KEY TAKE OUTS

1. Retail is a small contributor to sticky campus
2. Campus specifics influence retail
3. Brands, multi purpose retail and “retail” models delivering better results
4. Pop Up, mobile, vended & virtual can contribute





Telephone: +61 2 8231 5799

Email: info@brainandpoulter.com.au

Website: www.brainandpoulter.com.au

