



STICKY CAMPUS - Re-Inventing Retail for the 24/7 Campus

The current surge in building significant amounts of on-campus student accommodation throughout many Australian and New Zealand Universities, coupled with increases to non-semester training courses, 24 hour libraries and continued expansion of multiple learning pathways is opening up inspiring opportunities to increase and re-invent the amount and methods of delivering retail on campus to ensure students can interact on campus across longer day parts.

Different Students Need Different Retail

The Australian Government student data for the first half of 2013 showed just over 1.1m domestic and international students enrolled at higher education providers (HEP's) across the country, an increase of 3.8% from the same period in 2012. Public university enrolments account for the majority of this number at 1,060,316 students, up 3.3% over the same period.

Importantly, approximately 23% of this population are overseas student enrolments, which has shown an average annual growth rate of 5.9% per year between 2002-2011. Australia is currently the third most popular destination for international students behind the US and the UK. With the bulk of international student enrolments coming from Asia, China is a stand out majority followed by India.

The way in which International Students study, socialize and eat on campus varies distinctly from domestic students. Failure to respond to these requirements by adjusting the retail offer and hours is driving students off campus and diminishing retention rates for continuing studies. Getting a retail mix with high appeal to the different user groups requires careful analysis and planning.

International Student Growth Fuelling Increased Accommodation Demand

Opportunities for development, management and acquisition exist for this growing student base. Whilst it is well known across the globe that higher education providers encourage a large proportion of students to live on campus where the student experience enhances and improves overall performance, these consistent rises in student numbers across the country have placed increased pressure on the student accommodation sector and campus retail.

Studies illustrate that students residing on campus outperform their peers who live off campus. For this very reason, many universities are re-thinking their immediate and long term planning approach and embracing new campus wide masterplans to include delivering and enhancing a thriving community within the University grounds.

This includes opportunities to increase the number of beds on offer, currently around

42,000 according to Jones Lang LaSalle Property Management, improved flexibility with 24 hour access and dynamic retail to enrich the student experience, engagement and equity principles.

The “Sticky” Campus

It is becoming more common for Universities around the world to further support their central education strategies with the cost effective utilization of their extensive resources by allowing 24 hour student access to the campus. This flexibility of collaborative learning areas integrated with technology offers unbelievable convenience allowing students to work when the mood takes them. Importantly, this global shift unlocks extensive opportunities, both experiential and financial, to develop a thriving and exotic after hours campus community and RETAIL is central to providing students and faculty with more reasons to stay on campus for longer and more often.

Latest Campus Retail Trends

In this Abstract we will present best practice retail offers from around the globe that are proving to successfully engage students and staff in a broader and richer campus life experience. The presentation will include trail blazing international retail trends along with case studies from several Australian Universities in regards to how they are implementing innovative, vibrant and commercially successful retail strategies after hours. Case Studies include:

- Australian National University
- University of Sydney
- Deakin University

In addition, the abstract presentation will provide the latest planning statistics for identifying the quantities of sustainable retail for “sticky” campus environments.