

**Concurrent Session F**  
**Tuesday 1 September**  
**11.45am – 12.35pm**



**Session 3**

**How Does Strategic Asset Management Planning Influence Campus Master Planning?**

**Julie Rich**

*University of Newcastle*

*Julie Rich has 27 years' experience in the planning and delivery of physical infrastructure. The majority of her career has been based in the Hunter Region within the urban renewal sphere for State government. In her time with the Honeysuckle and Hunter Development Corporations along with Urban Growth NSW she negotiated and managed contracts totalling over \$750 million. In her current role as Associate Director, Campus Strategy with the University of Newcastle, Julie is overseeing the development and implementation of a new master plan for the University's primary campuses and driving greater value from its \$1 billion asset portfolio.*

Prior to embarking upon developing a new master plan, fortuitously the University of Newcastle had prepared a Strategic Asset Management Plan (SAMP). The SAMP provides a consolidated view of the University's physical assets, in simple terms it identifies buildings that should be retained, requires further investment or beyond their useful life. The SAMP acted as an important foundation layer that was combined with the University's strategic vision to strongly influence the principles and approach taken in the University's 2014 Draft Campus Master Plan. As a result the University is now well positioned to make short and long term infrastructure investment decisions knowing that some of the benefits produced will include:

- Guiding new development and future divestment opportunities in a coordinated way
- Ensuring the capacity of facilities reflects the current and emerging research and teaching needs
- Co-ordinated redevelopment of poor performing assets and the corollary reduction in the functionality and condition backlog
- Increased utilisation of facilities and the public realm
- Greater environmental sustainability, particularly in terms of energy consumption and greenhouse gas emissions
- Encouragement of industry and community partnerships and cross-disciplinary collaboration
- Enhanced performance of retail and commercial operations
- Minimising the duplication of services

This presentation will provide you with an insight on the value of combining strategic asset management and campus master planning processes to establish informed decision making around a campus' physical assets.