



Increasing the impact of University Sport in the Pacific

FISU Oceania strategy

2020 - 2023

Our strategy is to increase



PARTICIPATION



ENGAGEMENT



CAPACITY



AWARENESS

Participation



What we want to do:

- Exceed minimum numbers for World Cup qualifying events
- Increase the number of NUSFs sending teams to World Summer University Games and World University Championships

We will achieve this by:

- Holding World Cup qualifying events that are affordable and accessible for as many NUSFs as possible
- Providing administrative support and assistance to NUSFs so they are able to facilitate participation at FISU sporting events

Engagement



What we want to do:

- Expand FISU Oceania membership
- Increase the number of NUSFs sending students to FISU related student opportunities
- Increase the number of NUSFs hosting events for IDUS
- Increase the number of university within the FISU Health Campus program

We will achieve this by:

- Raising awareness and understanding of the benefits of FISU membership to potential new NUSFs and current non active NUSFs
- Expanding our promotion of FISU student opportunities and provide administrative support to NUSFs who choose to send students to these events
- Providing funding to NUSFs to deliver programs as well as helping them to raise awareness of IDUS in their region
- Connecting to all Oceania universities to introduce them to FISU, Oceania and the Healthy Campus project

Capacity



What we want to do:

- Ensure NUSFs are sustainable with good governance practices
- Resource NUSFs with the knowledge to deliver successful programs
- Find additional funding source(s) for FISU Oceania

We will achieve this by:

- Working with NUSFs to ensure they have established committees, hold regular meetings, are financially sound and are networked with their communities
- Providing educational workshops in the areas of event management, team management as well as governance and risk/incident management
- Developing a stakeholder package to pitch to companies in the Oceania region as well as seeking alternate grant and funding opportunities

Awareness



What we want to do:

- Increase understanding of who FISU Oceania is and what we do
- Connect with relevant associations, universities and networks within the region

We will achieve this by:

- Establishing a marketing strategy to include a new brand identity, new website and increased social media footprint that provides a more in depth view of who FISU and FISU Oceania is and what it is we do
- Identify and meet with key associations such as OSFO, National Olympic Committees, Oceania federations of major sporting codes and university Vice Chancellors to promote awareness of FISU Oceania and to see how we can link with their organisation

What success looks like



3 NUSFs @ 3x3 in 2020 and increasing by 1 NUSF each year

4 NUSFs @ Summer University Games 2021 & 2023

6 NUSFs attending World University Championships 2022



Inactive NUSFs active and current NUSFs maintain annual FISU membership

3 new NUSFs by 2021

Annual increase on NUSFs sending students to FISU opportunities

2020 IDUS events x 5 NUSFs and increase by 2 NUSFs each year



All NUSFs with established and working committees

Visit each NUSF at least once every two years to conduct meetings with committee and conduct workshops

Apply for 2 grants per year and approach 2 potential sponsors per year



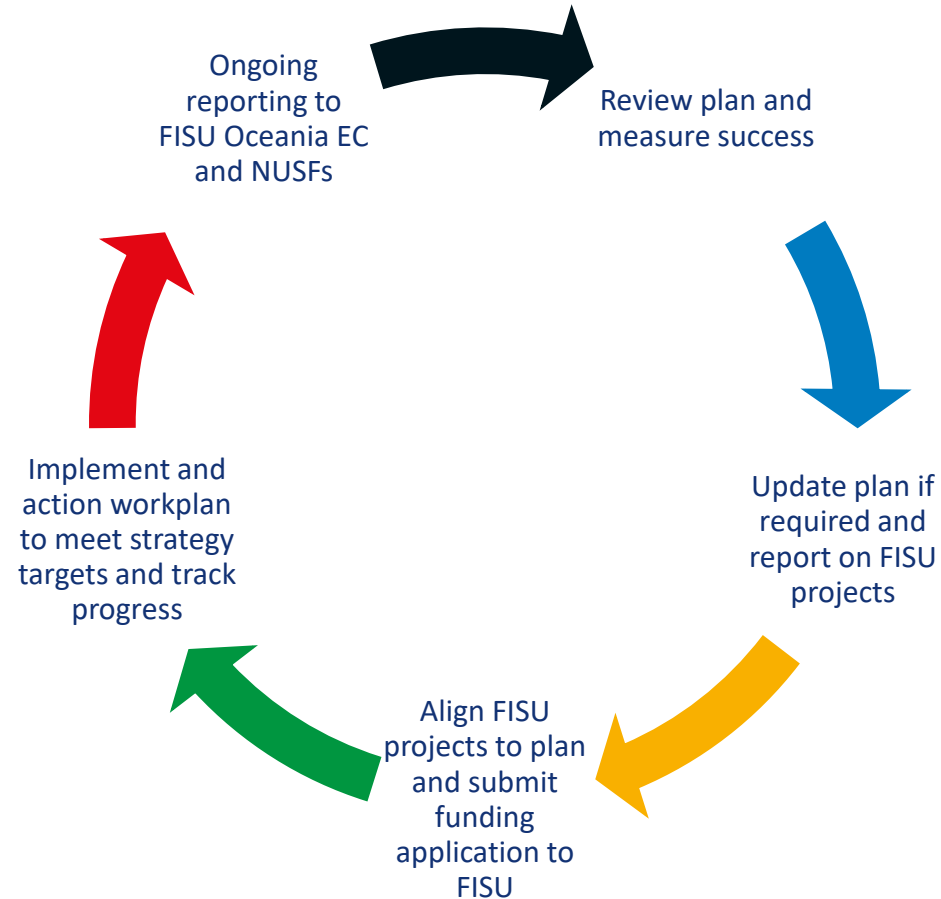
New brand identity and website by May 2020

Marketing plan developed and reviewed annually

NOCs and universities supporting and engaging with their NUSF

(increasing each year)

Strategic plan annual review



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office@fisuoceania.com
www.fisuoceania.com

