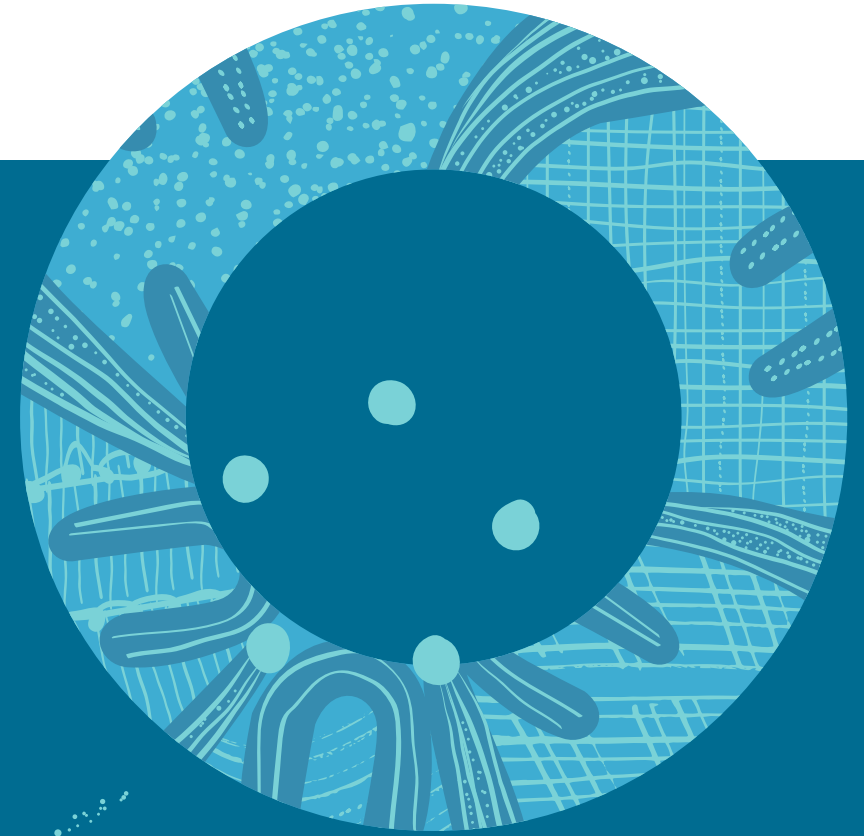# Data as an asset?

Unimutual conference 2023

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University of Canberra

How and where does data fit in to your strategy?

Data or information?
What is it? Where to find it? Good v bad?

Data use examples
Strategic, operational & project interrelatedness

Data driven decision making
Basing decisions on fact, not feel

Other considerations
What else?

Key Takeaways

Data refers to a collection of raw facts, figures, and statistics that are collected through observation, research, or analysis. It can take many forms, such as numbers, text, images, audio, or video. Data can be analyzed to derive insights, patterns, and trends that can be used to make informed decisions or predictions. With the advent of technology and the growth of the internet, data has become an increasingly important resource for businesses, governments, and individuals, as it enables them to better understand and respond to the world around them.

- ChatGPT. March 2023
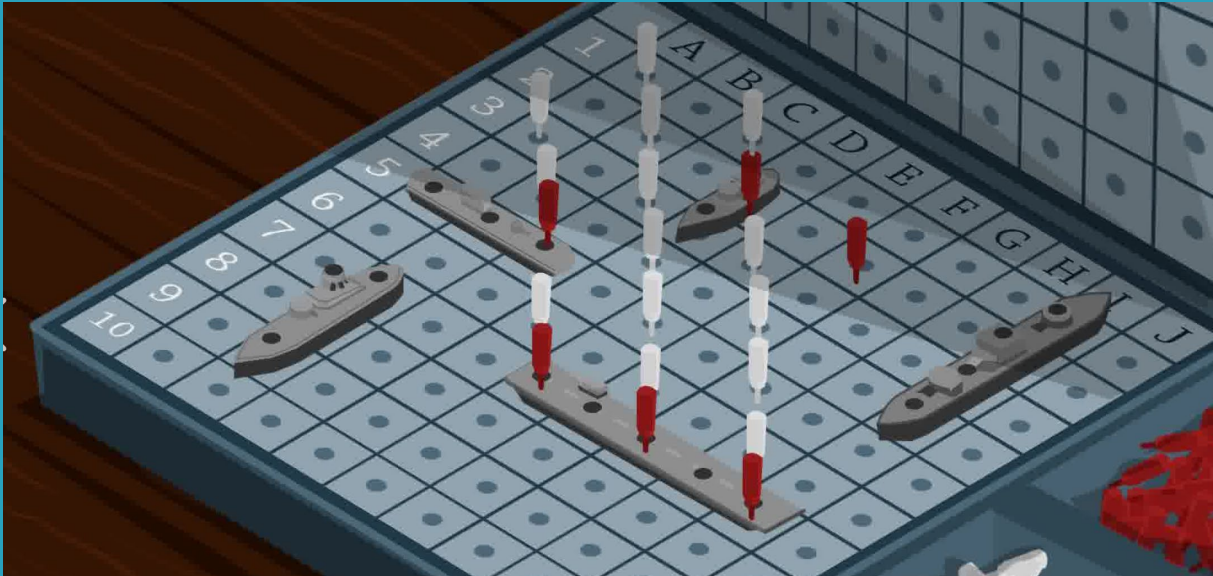
Definitions & focus

ASSET

IASB - "a resource controlled by the entity as a result of past events and from which future economic benefits are expected to flow to the entity."
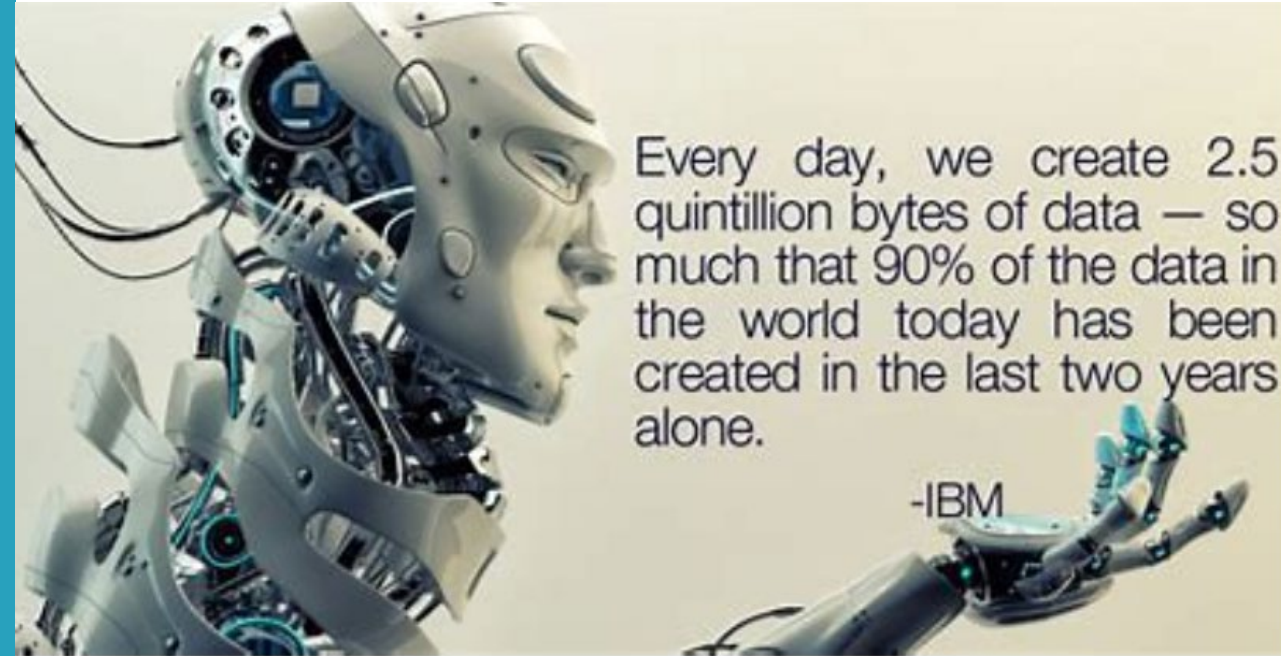
ISO 55000 - "An asset is an item, thing, or entity that has potential or actual value to an organisation or individual because it supports the achievement of objectives or has the ability to provide a return on investment."

Yesterday

Today

Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone.

-IBM

Good data = good information

Timeliness → Consistency → Completedness → Relevance → Accuracy

Data use - storytelling

17,000 students

2,500 on-campus residents

3,000 international students from more than 100 countries

20-24 represents our largest age group

65% undergraduates

55% female

1:28 teacher to student

96% doing a Bachelor degree

70% doing it full-time

LARGER PROPORTION
of domestic undergraduate students than the average Australian university

OUR RESEARCH RESULTS, AND JUST IN 30 years

TOP 1%
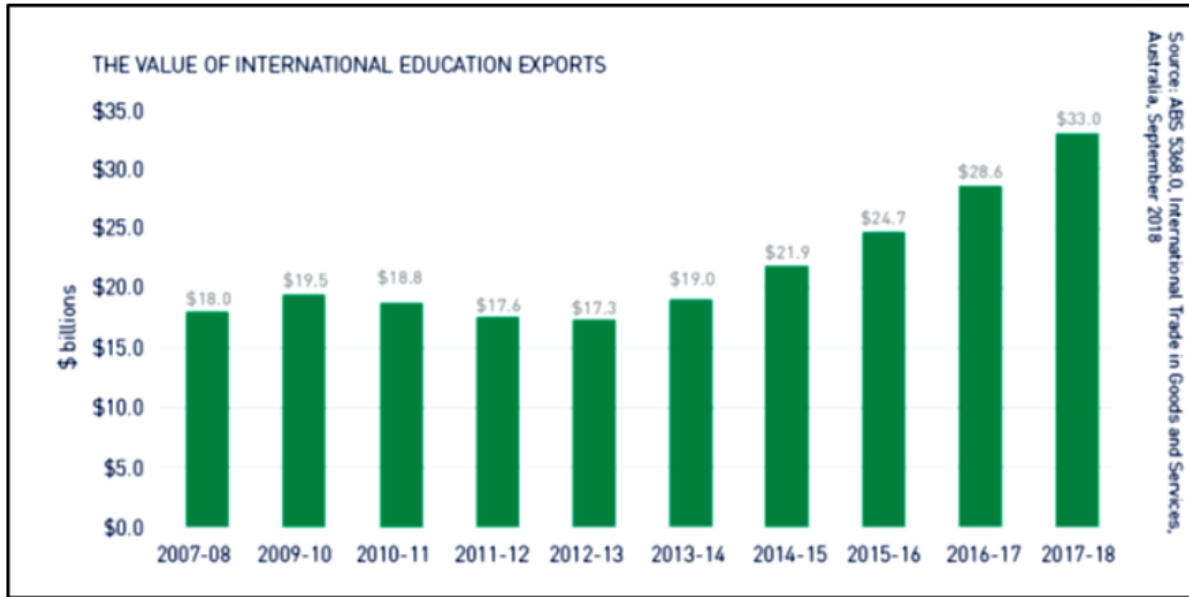in the world*

TOP 10
in Australia*

WORLD'S TOP 20
young university[†]

FASTEST RISING UNI
in Australia and the world[‡]

87 PER CENT
graduation employment

5-STAR
staff Qualifications and teaching quality

Data use – trend mapping & forecasts

THE VALUE OF INTERNATIONAL EDUCATION EXPORTS

Source: ABS 5368.0, International Trade in Goods and Services, Australia, September 2018

(Source: ABS International Trade in Goods and Services Australia, September 2018)

"In May last year, 34,260 international students arrived in Australia to start university degrees, in May this year that figure was just 40."

Australian Financial Review - August 19, 2020

Primary visa grants by month, higher education and postgraduate research sectors, 2018–19 and 2019–20
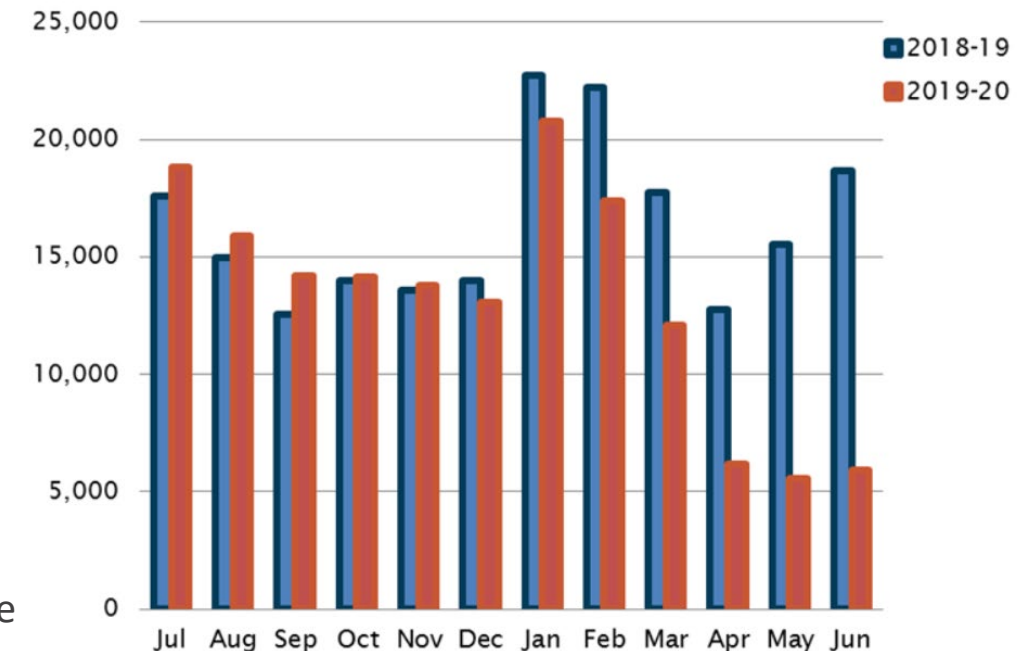
Strategies witnessed to mitigate revenue losses:

- Delay or scaling back of uncommitted capital works & major projects
- Reappraisal of infrastructure requirements
- Review of viability of campuses with consolidation intent
- Course rationalisation and program prioritisation
- Hiring and pay rise freezes, stuff cuts and "efficiency" restructures
- Discretionary expenditure freeze including travel, consultancies & maintenance

Data use – benchmarking

Energy & Renewables

Total energy use 8.3PJ (equivalent to 220,000 homes) annually
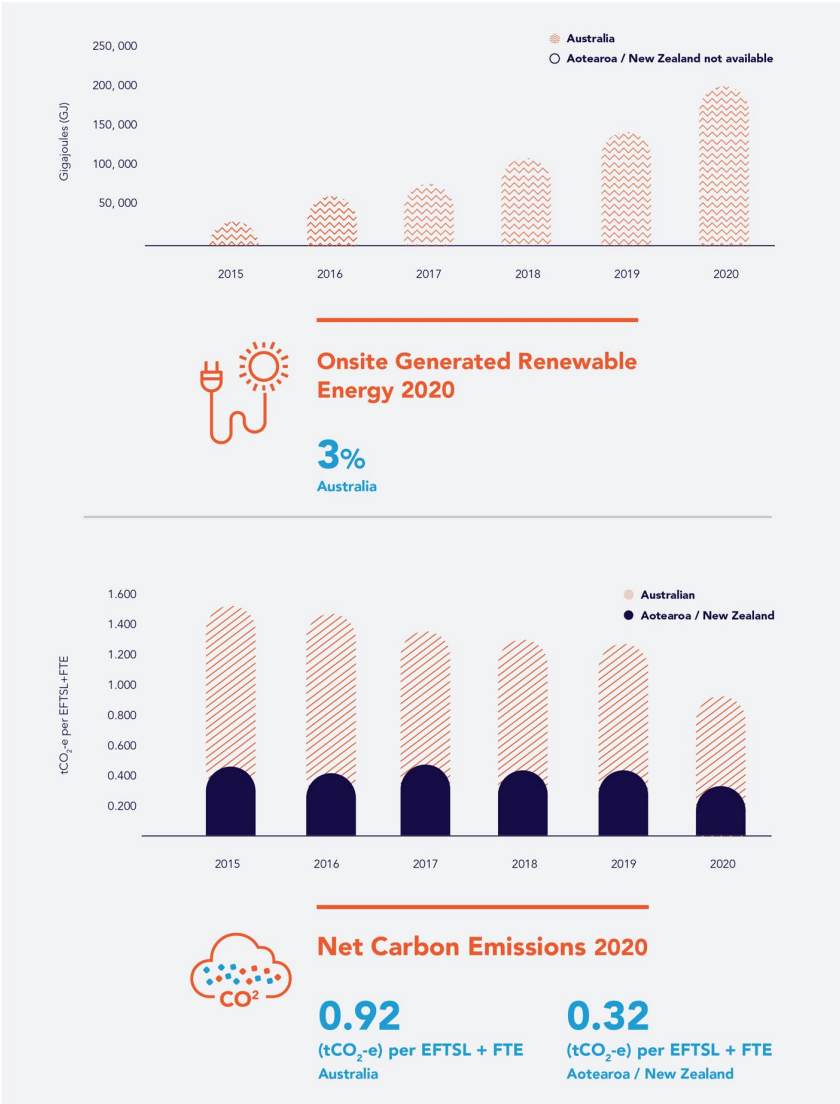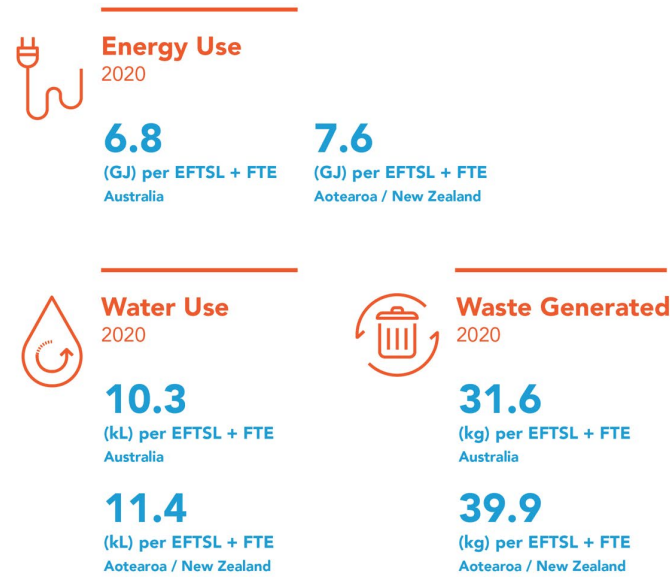
5 institutions have zero investment in renewables

More than half of all Aust institutions produce less than 1% of what they consume

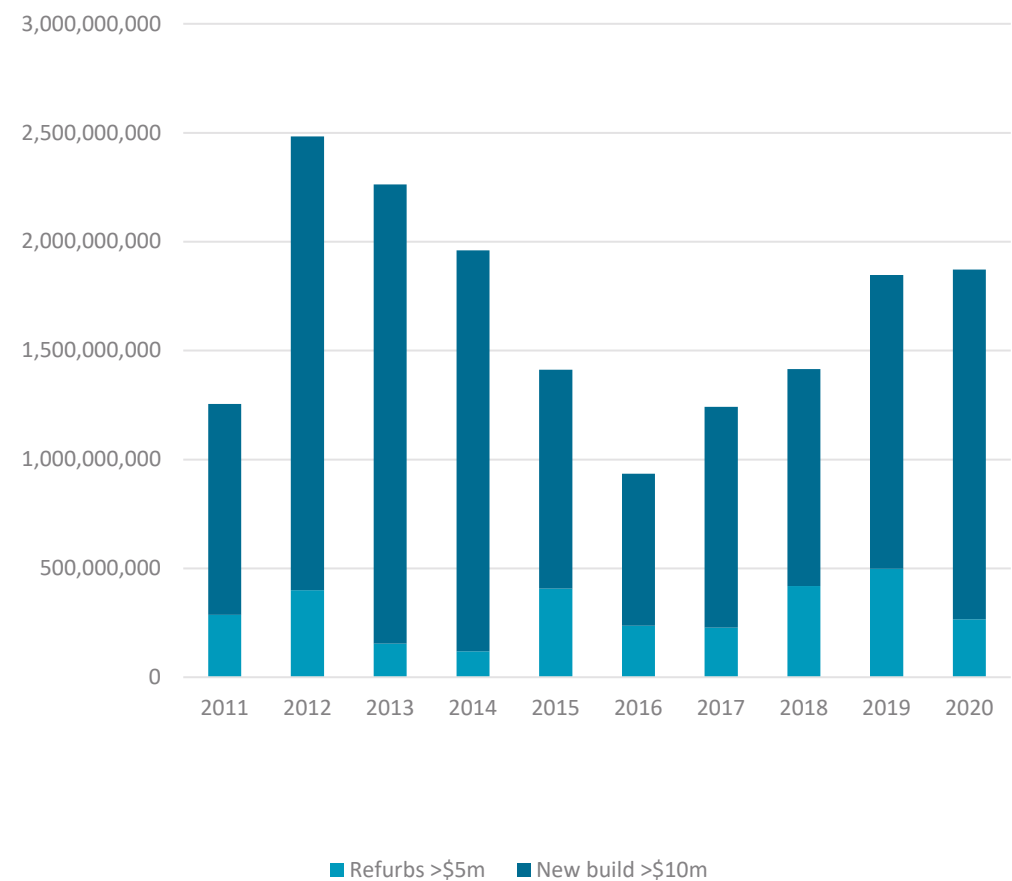## Institutions' Environmental Performance

Higher education institutions have made commitments to sustainability by declaring climate emergencies, divesting from fossil fuel interests, publishing net zero emissions targets and outlining waste and water reduction targets.

The following diagrams demonstrate that resource use is an integral sustainability theme in Facilities Management, covering the four key resource and emission categories: Energy, Carbon Emissions, Water and Waste.

Energy Use
2020

6.8
(GJ) per EFTSL + FTE
Australia

7.6
(GJ) per EFTSL + FTE
Aotearoa / New Zealand

Water Use
2020

10.3
(kL) per EFTSL + FTE
Australia

11.4
(kL) per EFTSL + FTE
Aotearoa / New Zealand

Waste Generated
2020

31.6
(kg) per EFTSL + FTE
Australia

39.9
(kg) per EFTSL + FTE
Aotearoa / New Zealand

Onsite Generated Renewable Energy 2020

3%
Australia

Net Carbon Emissions 2020

0.92
(tCO_2-e) per EFTSL + FTE
Australia

0.32
(tCO_2-e) per EFTSL + FTE
Aotearoa / New Zealand

Data use – budget prioritisation

Australian Higher Education Capex investment

Legend: Refurbs >$5m — New build >$10m

Asset replacement ratios
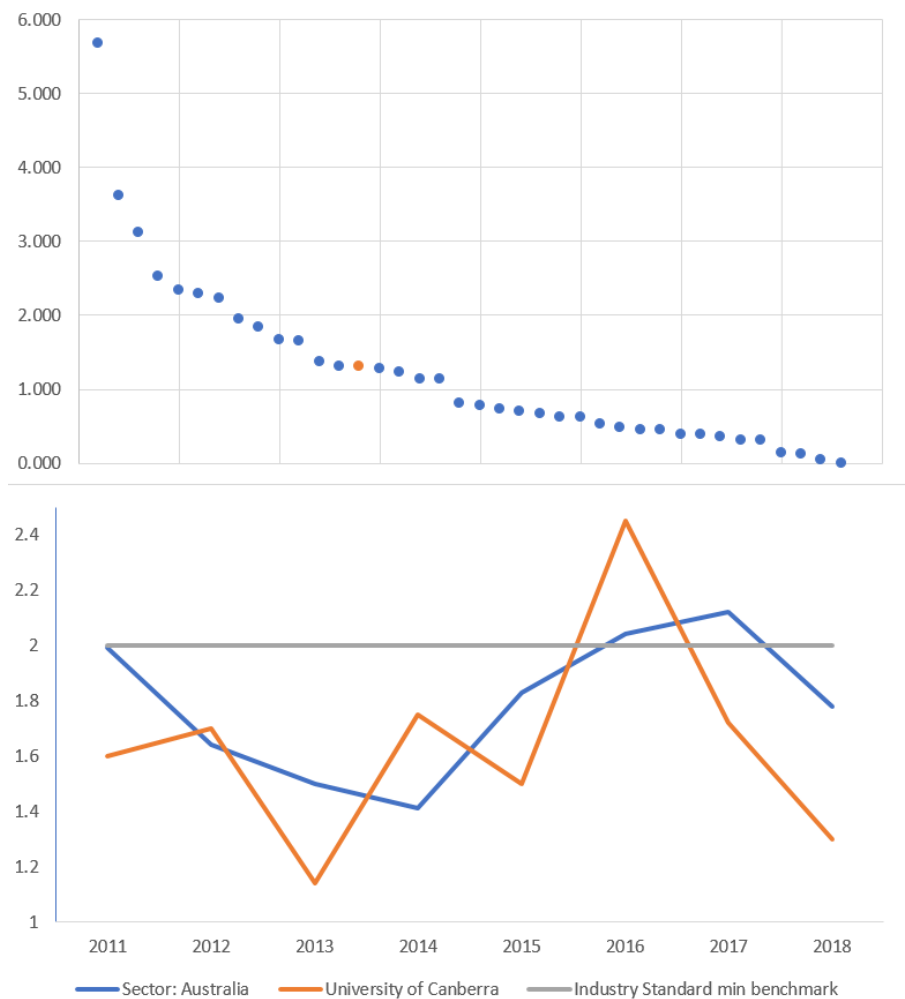
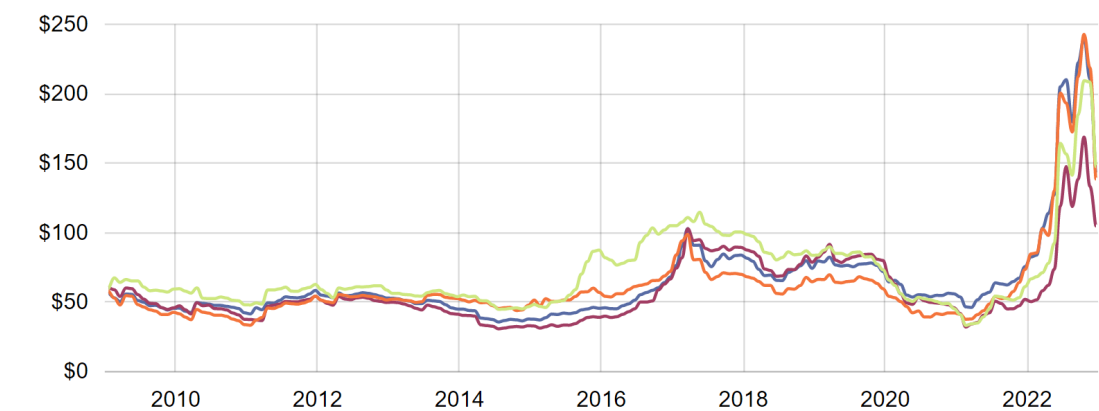Legend: Sector: Australia — University of Canberra — Industry Standard min benchmark
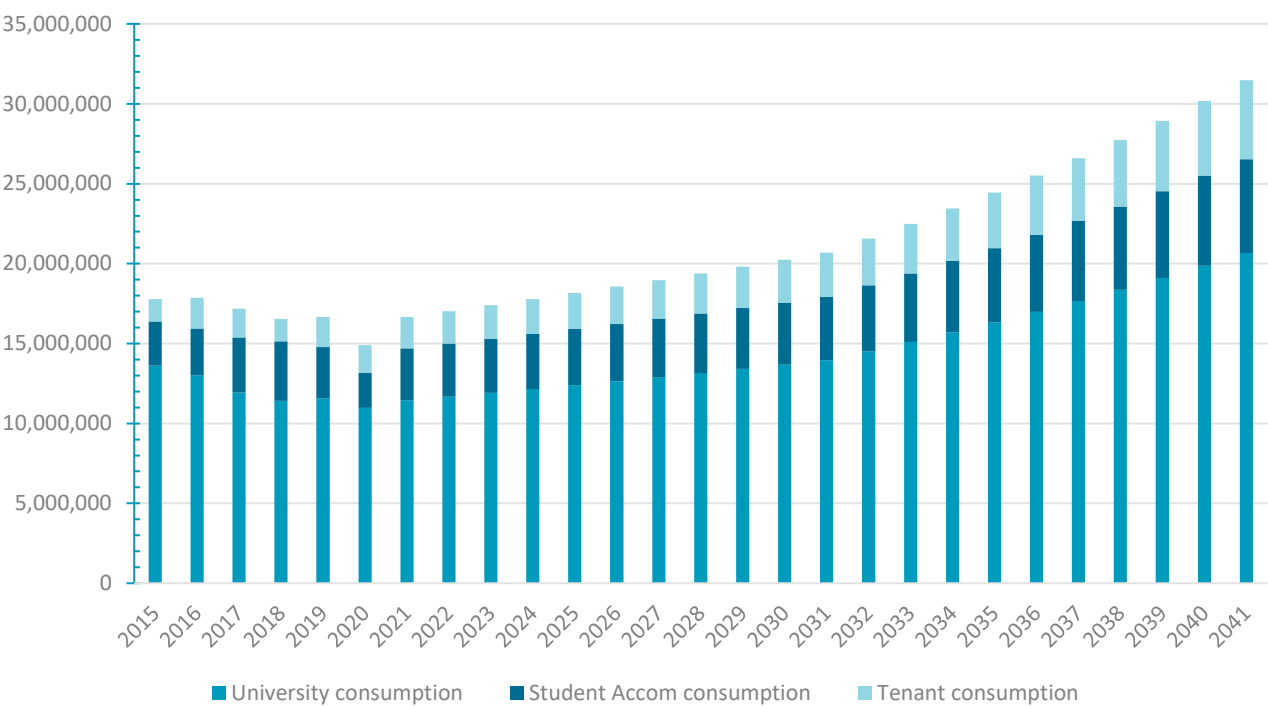
Data use – strategic investment decisions

Data use – strategic investment decisions
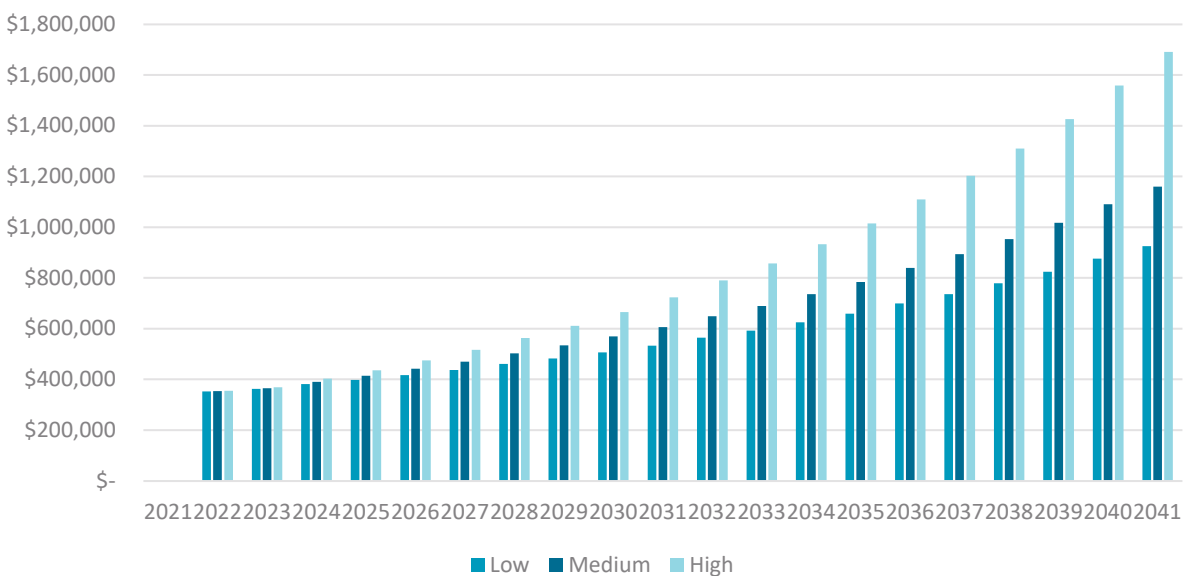

Electricity Futures Index (EFI)

Electricity consumption (kwh) history & assumed forecast

Positive annual P&L impact

University consumption   Student Accom consumption   Tenant consumption

Low   Medium   High

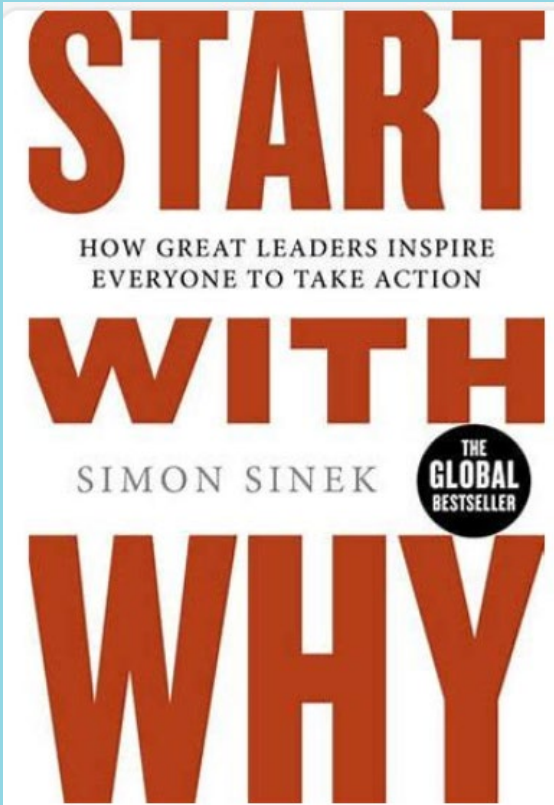# Data use – unlocking innovation (a parking story)

What else?

Create a team with you to walk together

Key Takeaways

1. Start with WHY
2. Promote the benefits of a Data Strategy
3. Centralise and make GOOD data accessible
4. <mark>Manage data as a shared ASSET (use ISO 55000)</mark>
5. Align decision frameworks with strategy, and base informed decision making on FACT, not feel
6. Explore data, champion diversity of thought, debate, deliberate and ACT
7. Be agile, and willing to change
8. Ensure governance, build capabilities and capacity for resilience in people, process & place (systems)
9. NETWORK, collaborate and share

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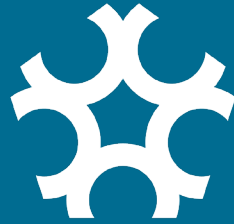
The University of Canberra acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce Campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.