

# WAUC ANNUAL REPORT 2018

SEMINAR ROOMS  
THEATRE  
AUDITORIUM

nous

performance  
influence  
learning

University  
Club

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## Our History

WAUC was established in 2014, as the first student-run Management Consultancy Charity in WA. Since, it has delivered 36 projects for a diverse range of WA-based not-for-profits in sectors ranging from health & social services to economic development.

Our consultants have been committed to driving social impact in the WA community through the collaboration of WAUC's unique perspectives, as well as the expertise and experience of our clients, thereby overcoming the challenges NFPs may face.



## Our Mission

*To deliver lasting social impact in the WA community by creating more effective NFPs, and actively develop professional skills in our students*

# 2018 was a year of consolidation and maturity for WAUC



## CLIENT PROJECTS

11 projects delivered in 2018  
36% of clients are repeat clientele

“Great organisation which helps you develop and meet other like-minded students at uni.”  
– Project Leader, JD, B.Arts



## ALUMNI

WAUC alumni continue to work at top-tier global firms, with 80% of alumni highly rating WAUC’s contribution to skill development



## STUDENTS

58 consultants  
3,900+ hours of volunteering  
23 workshop and mentoring sessions

“I don't think WAUC has a weakness per se. I saw a great level of interaction throughout WAUC, there was a good social component and WAUC definitely stands amongst itself in the WA charitable consulting space.”  
– Consultant, B.Com



## PARTNERSHIPS

WAUC entered into new partnerships with UWA, Azure Consulting and Visagio for 2019

20  
18

## Message from our Chairman

2018 was a year of consolidation, planning and continuous improvement.

WAUC engaged in 11 client cases, continuing our mission to deliver social impact through improving business outcomes for WA charities, and developing talented students across a range of disciplines at university. For the first time since its inception in 2014, the board constituted 7 directors, developing 6 portfolios to improve WAUC's sustainability, client outcomes and volunteer experience. With a wider range of board experience, WAUC developed a 3 year strategy to guide its operations, strategic planning and governance, to be first implemented in 2019.

In 2018, WAUC launched its first official training compendium as an official support mechanism for volunteers. Our industry support network was expanded, by engaging two new industry consulting firms for training and networking. Our growing network of professional consultants improves our client outcomes, and volunteer networking and development opportunities.

Going forward, WAUC plans to give its consultants better access to support networks and materials.

In 2019, WAUC expects to see further improvements to its volunteer case experience. New funding from industry sponsors presents new opportunities for WAUC to engage in professional development activities for volunteers. WAUC is excited to leverage its 3 year strategy to improve client and volunteer outcomes, improve our service and grow. We are excited to bring on board a new CEO to bring this strategy to fruition, and further our offerings for both clients and WAUC volunteers.

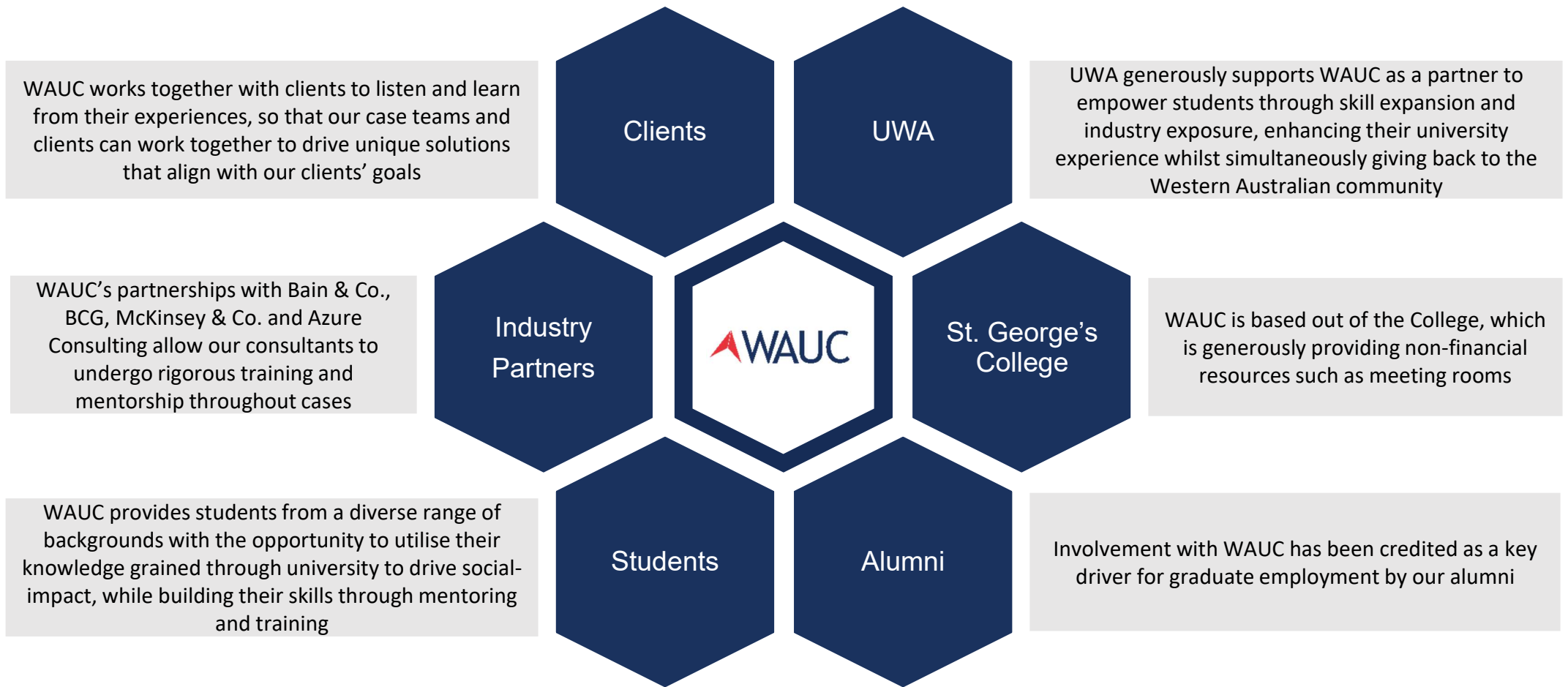


**Luke Frewer**  
*Chairman*

# 2018 OVERVIEW



# WAUC began at UWA, and has continued to work with university stakeholders to provide the best outcomes for students and clients



# In 2018, we completed 11 projects for WA-based NFP's spanning a wide variety of subtypes and sizes

**36% OF CLIENTS HAVE PREVIOUSLY ENGAGED WAUC**

## CASE EXAMPLES

## CHARITY SECTOR AND SIZE



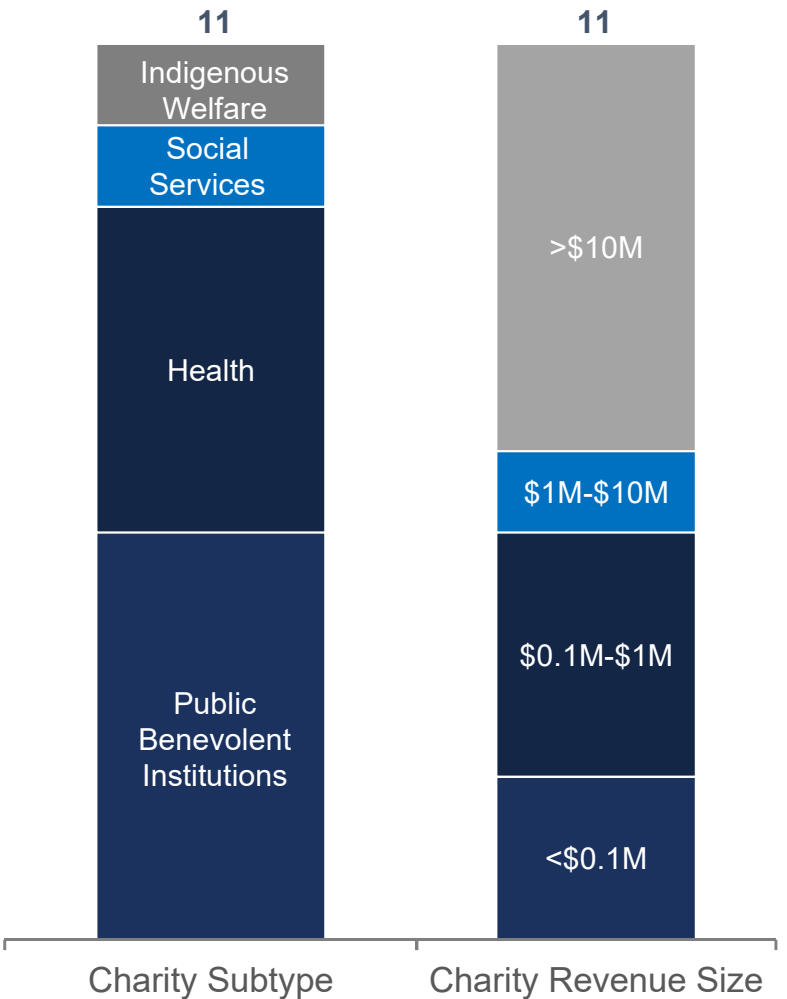
### REPEAT CLIENTS



*Expansion strategy to improve reach in WA*

*Profit maximisation strategy for an underperforming business unit*

*Developed a tool to help reduce inefficiencies in the NFP sector*

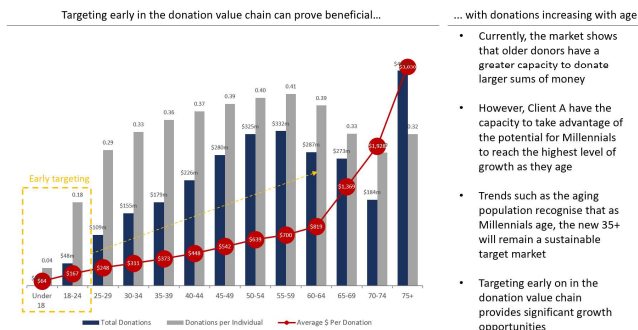




# Our projects are executed over 12 weeks and tailored to maximise impact for clients

## Case Study: Millennial engagement strategy for a children's welfare charity

Millennials present the best opportunity for Client A to increase funding as average donations increase with age

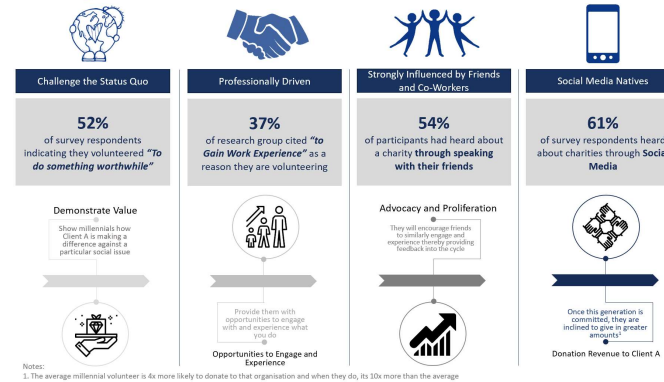


**1**

### Weeks 1-3

- Project Leaders structure the case approach
- Age-Donation statistics gathered and analysed
- Most attractive demographic identified (Millennials)

More-so than previous generations, Millennials are action and socially-driven

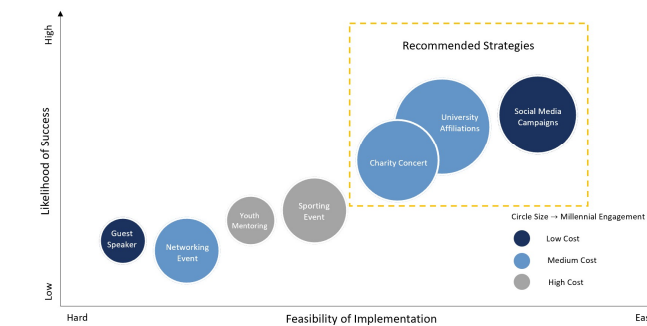


**2**

### Weeks 4-6

- Hypothesis for engagement strategy is built
- Hypothesis tested through survey for Millennial demographic, as well as wider research on Millennials

Social Media, University Affiliations and Events presents opportunities for Client A to engage with millennials



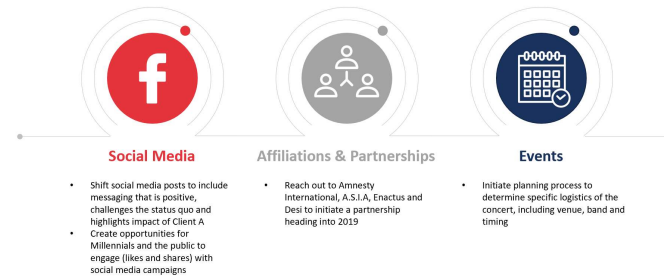
Source: WAUC Qualitative Analysis

**3**

### Weeks 6-9

- Survey results are analysed in conjunction with Client X's capabilities and costs to narrow down the best go-to-market strategies for Millennials

Next Steps



**4**

### Weeks 10-12

- The team creates Social Media, University Affiliations and Events initiatives, which are then presented in the final deck to the client

# Through our partnerships with top-consulting firms, our consultants undergo rigorous training and mentoring

## Individual Case Team Mentoring Sessions



### WEEK 1

#### Framing the Problem Workshop

WAUC Executive and Board introduce consulting and teams will begin framing their cases.

### WEEK 2

#### Issue Tree Workshop

Bain & Co. teach consultants about the concepts of issue trees to further frame the case. Each team is given guidance and feedback.



### WEEK 8

#### Storylining & Consulting Skills Workshop

McKinsey & Co. teach consultants concepts of hypotheses such that teams can narrow down the critical data needed to drive the case forward.



### WEEK 10

#### Slide Design & Presentation Skills Workshop

Boston Consulting Group works on slide design and presentation skills to drive effective communication with clients. Case feedback is also given.



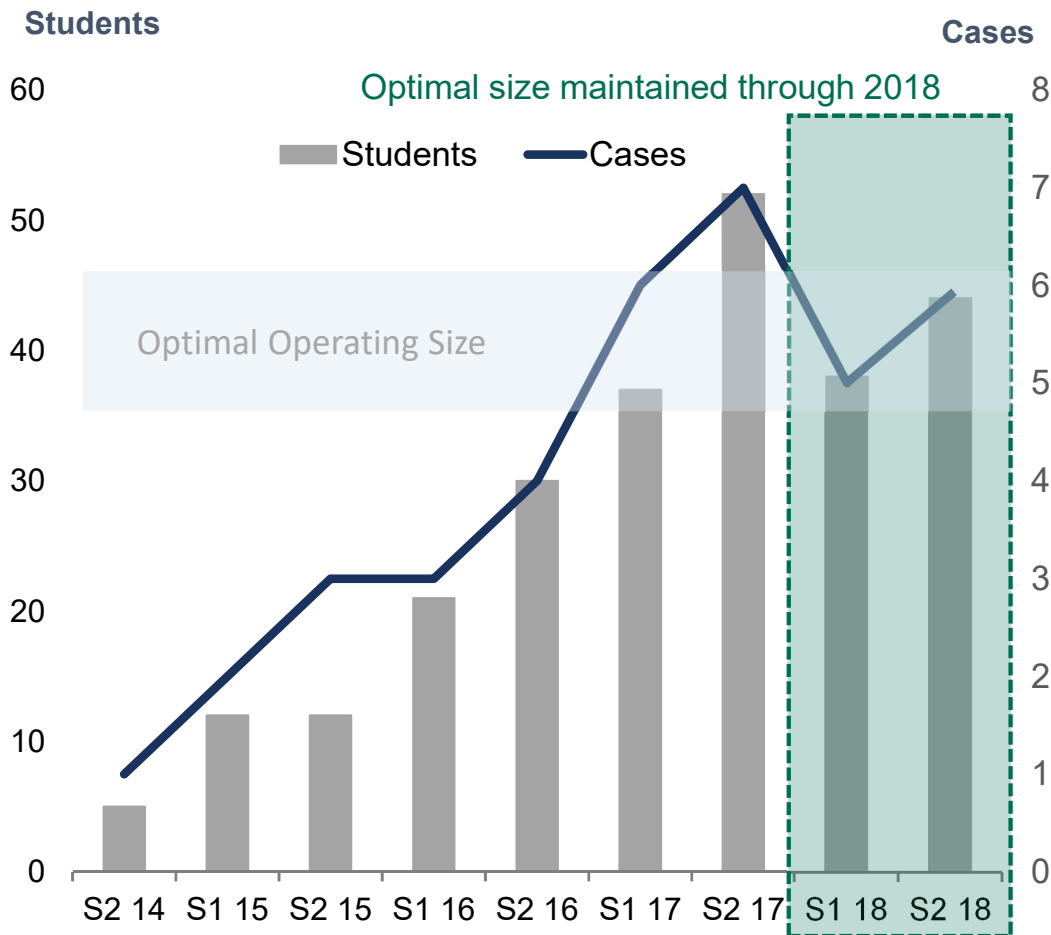
### WEEK 12

#### Role of Consultants & Case Examples Presentation

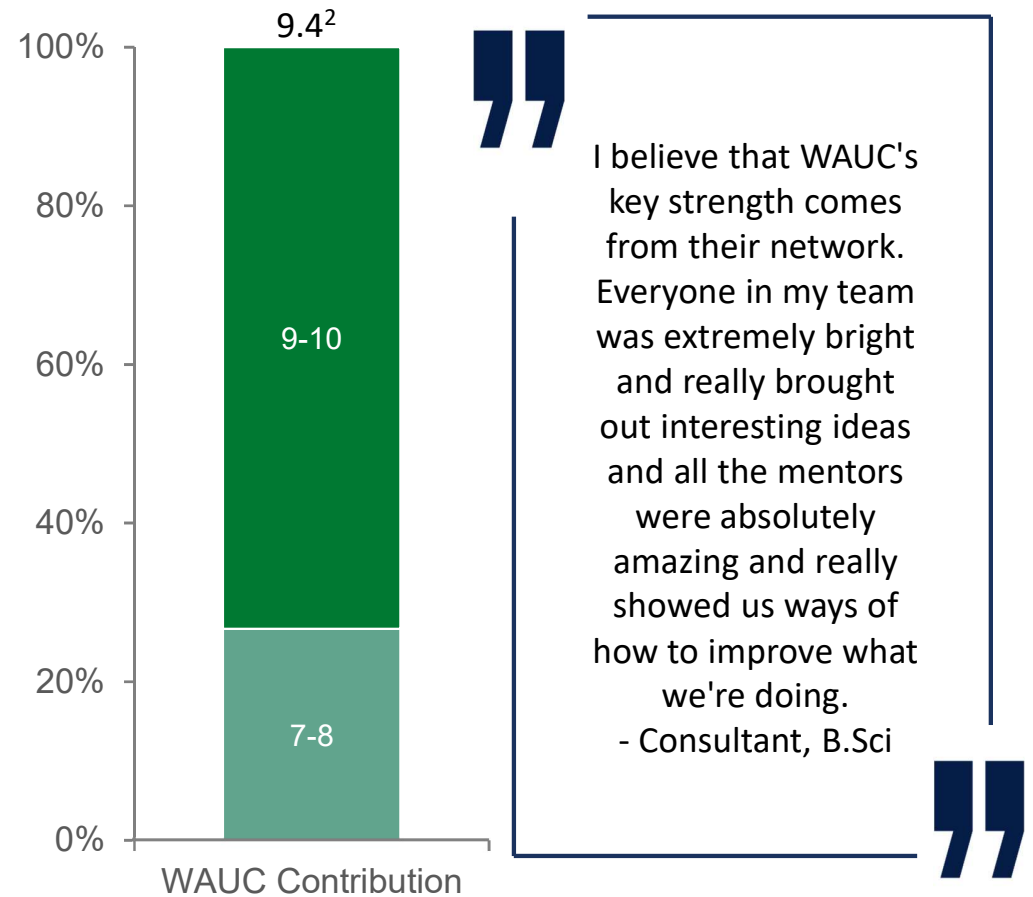
Azure Consulting present what it means to be a consultant as well as their experiences in the NFP space.

Hence, WAUC has continued to grow, with our consultants advocating for the work we do

WAUC GROWTH SINCE INCEPTION



WAUC NET PROMOTER SCORE DATA<sup>1</sup>

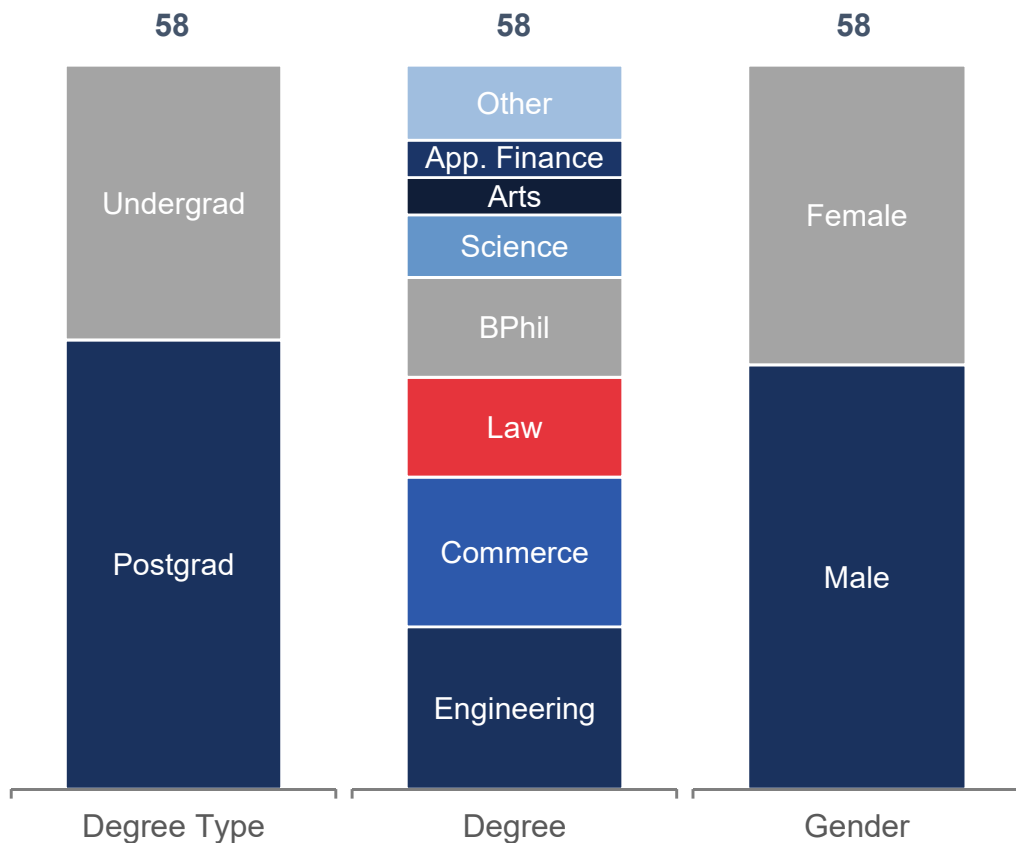


Note: (1) "How likely are you to recommend WAUC to another student"  
 (2) The NPS Score for the Semester 2 Student Survey  
 Source: WAUC student survey 2018 - All responses (n=15)

# WAUC’s diversity allows our consultants to drive unique and valuable insights for clients

## WAUC STUDENT DIVERSITY 2018

Students (2018)



## Q: WHAT IS WAUC’S KEY STRENGTH?

“The **vast backgrounds** that the student consultants come from brings about **different outlooks and perspectives to tackle the problem at hand**, and the work done is a testament to the commitment of each one.”

- Consultant, B.Com

I believe WAUC's **competitive advantage lies within the cohort**. We've got a network that is **diverse, resourceful and ambitious**. These aspects paired with our external relationships i.e. MBB firms make for a great entity. I'd say WAUC is very much a stand-alone within WA.

- Project Leader, B.Com

Networking is the real secret strength of WAUC that no one discusses much, but **you look around the room and consider where some of the people will be over the next 5 years**, the networking that has come as a result of WAUC is tremendous.

- Project Leader, B.Arts

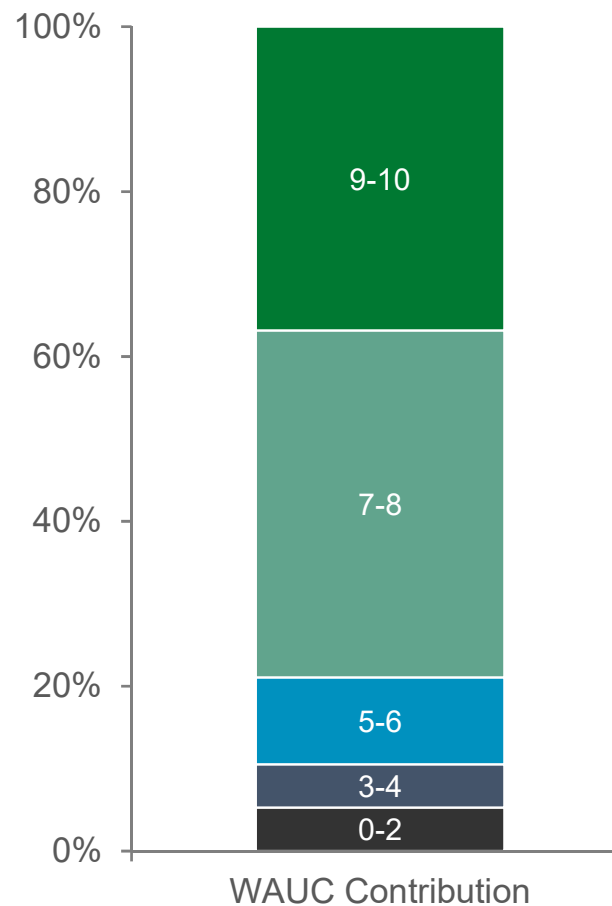
Source: WAUC Database and WAUC student survey 2018 - All responses (n=19)

# WAUC's alumni have gone on to work at top-tier firms, crediting WAUC with development of skills

## ALUMNI FIRMS



## WAUC CONTRIBUTION TO SKILL-BUILDING<sup>1</sup>



“WAUC is an outstanding charity to volunteer with, **the calibre of students** that are selected as consultants is **beyond amazing** and should be maintained at the same level.”

– Masters of Finance

“Great organisation which helps you **develop and meet other like minded students** at uni.”

– Masters of Engineering

Note: (1) “How much did WAUC contribute to your development of skills?”  
 Source: WAUC alumni survey 2018 - All responses (n=19), WAUC student data

WAUC appreciates the support of our partners to help us deliver lasting social impact and actively develop our students' skills

**PRINCIPAL PARTNER**

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**INDUSTRY PARTNERS**

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**RESIDENTIAL PARTNER**

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WAUC is proud to be a registered charity with the Australian Charities and Not-for-profits Commission

# Our partnerships over 2018-19 have provided the platform for WAUC to enhance student training to better service our clients

## Objectives and Goals

### Implement Technical Workshops



In addition to our existing workshops, in 2019 we will be implementing optional technical skills sessions run by our industry partner firms. These will aim to upskill our consultants in areas of data collection and analysis. Not only will this enhance the quality of our service to clients, but also represents another invaluable opportunity WAUC consultants are exposed to.

### Enhance Project Line Management



After a successful pilot trial in 2018, this year WAUC alumni who have gone on to work in professional consulting firms will generously be providing case mentorship for all teams. Meanwhile, the associated roles/responsibilities of Executive Advisors and MBB Mentors will be more clearly defined, to ensure a strong, focused support network for all case teams.

### Increase Accountability & Motivation



A major focus in 2019 will be upon increasing consultant accountability and motivation to achieve a high standard of work for our clients. With a greater emphasis upon case deadlines alongside the initiation of two annual WAUC awards to recognise exceptional achievement, we hope to enhance WAUC's culture of excellence and clarify case expectations.

