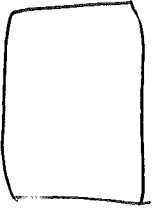
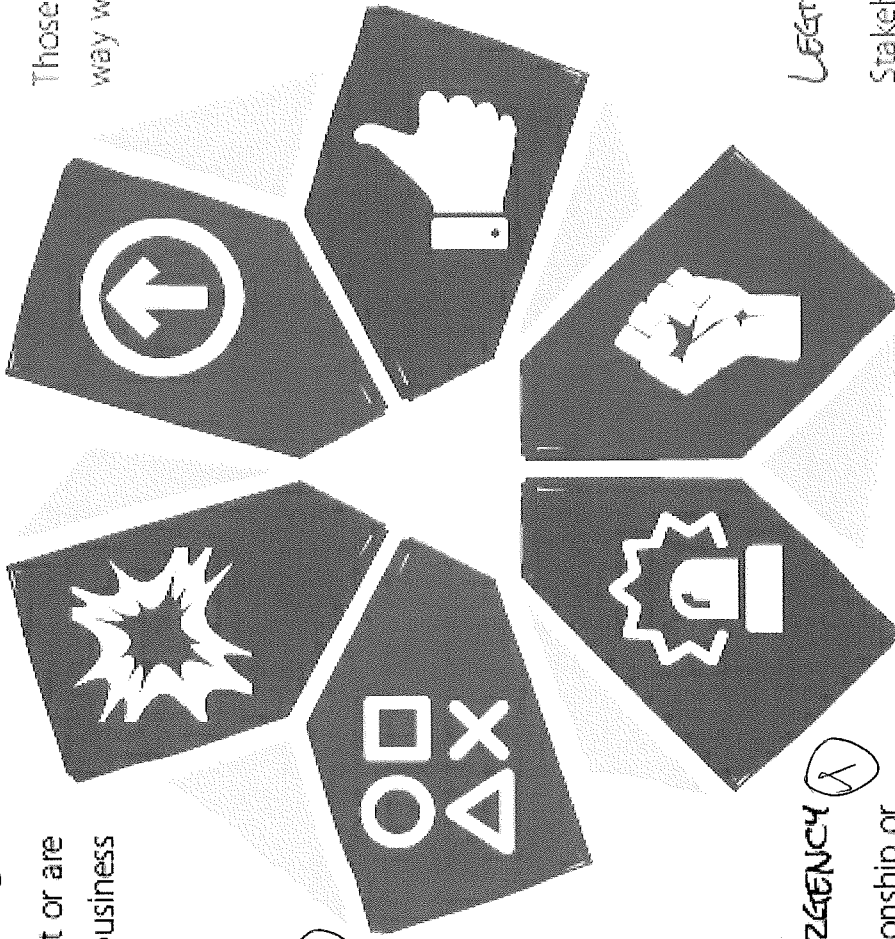


① Awareness



IMPACT ⑥

Those who can impact or are impacted by our business



DIVERSE ⑤ PERSPECTIVES

Stakeholders who can further organization's understanding of an issue

INFLUENCE ①

Those who can influence the way we operate

INTEREST ④

Those who are interested in our success or whose wellbeing is of interest to us
We also looked at three additional factors while finalizing our stakeholders.

LEGITIMACY ③

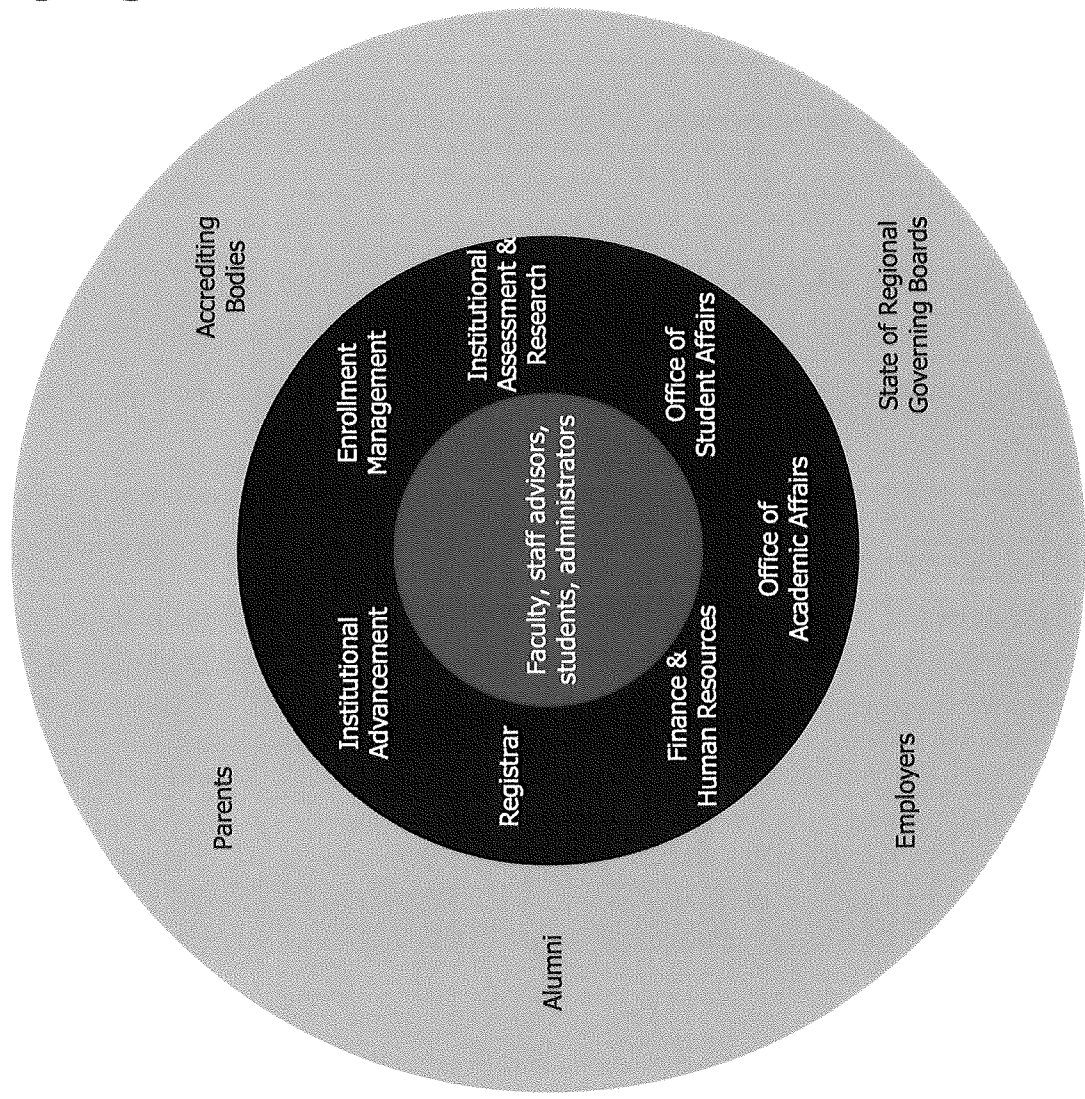
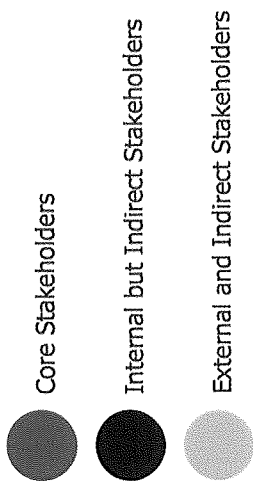
Stakeholders with legitimate claims, either contractual or ethical

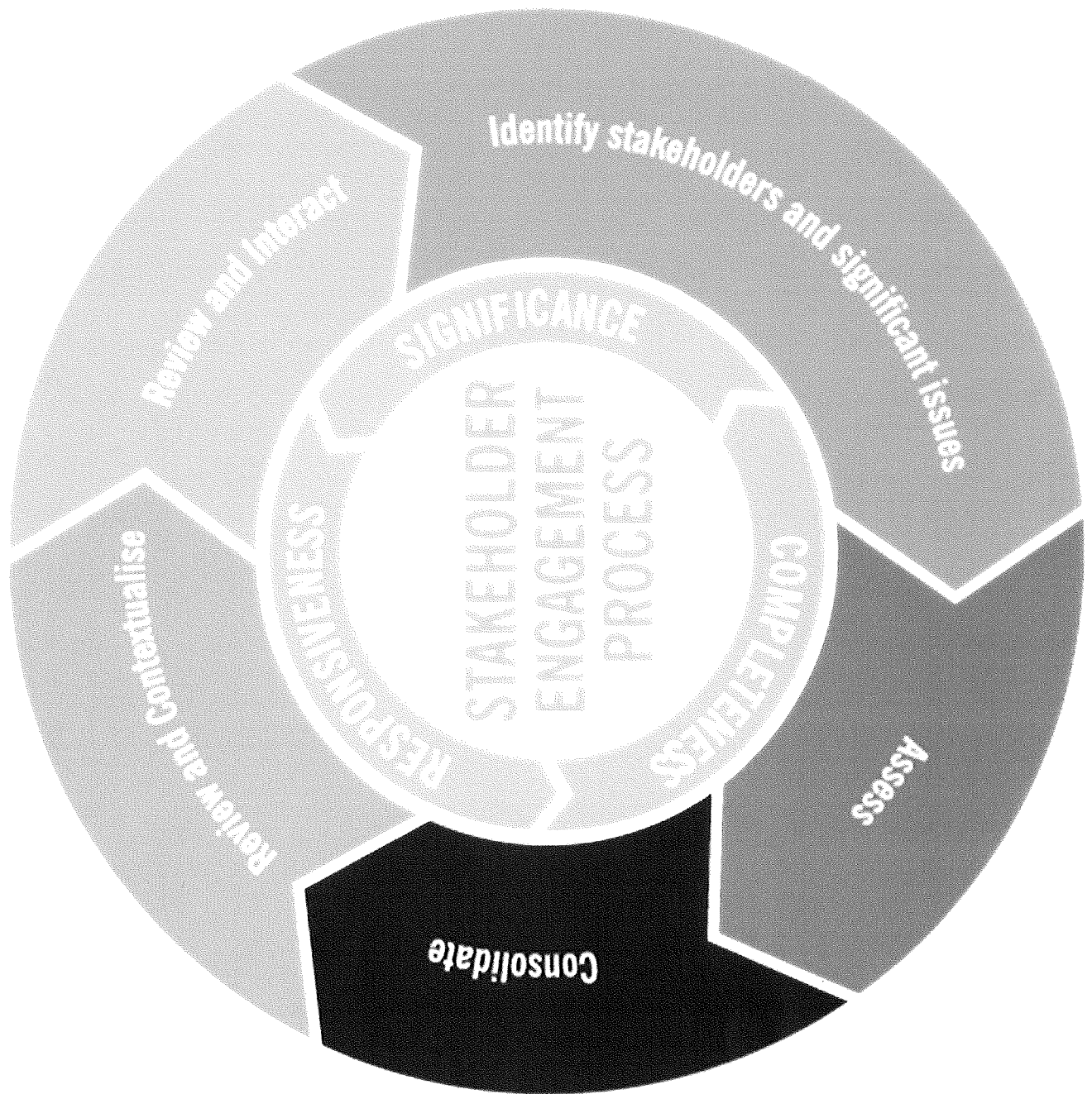
URGENCY ②

Stakeholders with a relationship or claim of a time-sensitive nature

Who are our stakeholders?

| | | |
|-------------------------------------|----------------------------------|-------------------------------------|
| Students | Alumni | Prospective Students |
| Academic Staff | Administrative Staff | Future Staff Recruits |
| Senior University Executives | Project Team | Colleagues |
| Human Resources | Trade Unions | Procurement |
| Disability Office | Records Management | Communications and Marketing |
| Finance | IT/Customer Support Staff | Suppliers |
| Government Agencies | General Public | Press and Media |
| Press and Media | Local Community | |





The Stakeholder Analysis

process:

1. Identify all stakeholders (Brainstorming)
2. Identify stakeholder needs & interests
3. Classify groups of interests (Stakeholder Mapping)
4. Identify areas of conflict: Organisation v Stakeholder, Stakeholder v Stakeholder
5. Prioritise, reconcile and balance stakeholders
6. Align significant stakeholder needs with organisation's strategies and actions

