### Planning Framework

<table>
<thead>
<tr>
<th>Level</th>
<th>Plan</th>
<th>Purpose and Contents</th>
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| Organisational | **UB Charter**                           | • Establishes the charter for the University and outlines the University's Purpose, Values and how the University will Achieve its Purpose.  
• Incorporates the University's strategic priorities and KPIs. |

Top-Down (setting direction for operational response)  —  Bottom-Up (responds to direction and informs operational capacity and strategic issues)

| Operational | **School/Directorate/Centre Operating Plans** | For each School/Directorate/Centre the plan sets out the:  
• Role, function, opportunities and challenges.  
• Key strategies and actions that deliver on the UB Charter. |