



USASA **empowering you**

# Annual Report 2021

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# empowering you

Distributed

**>\$66k**

in leadership & club grant money across

**113**



Facilitated the launch of **12** new clubs

USASA Clubs gained **5,525** club members



**84**  
Cultural, Social Justice, Academic & Special Interest clubs supported



Gave out **8,000** orientation bags & student diaries

Gave out **\$5,070** in prize money &



**>80** free movie tickets



Advertised **>650** job opportunities

Facilitated the launch of **12** new clubs



Hosted Art on Campus which showcased **57** student artworks

**21** election nominations & elected **15** candidates for the 2022 board



Distributed **+\$55k** in emergency financial assistance to students



Verse Magazine posted **>3,300** copies across Australia

USASA supported **30** individual social events across all campuses



USASA Student Board Reps sat on **101** formal enquiry panels



**>780** academic advocacy enquiries supported

USASA Spaces had **>4,500** face to face student interactions



# Welcome



**Daniel Randell**  
Chief Executive Officer



**Isaac Solomon**  
2022 President

The following pages outline the activities of the University of South Australia Student Association (USASA) in 2021.

Like many businesses, 2021 was a challenging year for USASA as we entered the second year of the global pandemic and a constantly changing and uncertain environment. With restrictions here and overseas directly impacting our students, we saw perhaps more than ever before the critical role the Association plays in supporting and engaging students.

The USASA Advocacy service had its busiest year in 2021 with a 35% increase in cases from 2020 including a 51% increase in Academic Misconduct cases alone. Whilst we saw a decrease in students presenting to the Financial Counselling service in 2020 (predominately due to lower on-shore international student numbers) we saw an increase in critical cases relating to areas such as homelessness and domestic violence.

USASA worked closely with the University on the administration of the Student Hardship Fund and the expansion of the Financial Counselling program to establish new Financial Literacy outreach programs.

Despite the many challenges, there was much for us to be proud of in 2021. Thanks to a trademark license agreement established in 2020 with the University we were able to launch our first line of UniSA branded merchandise during Orientation in 2021, with over 2000 individual items sold throughout the year.

A number of new projects were launched in 2021, including our How To Adult and Working on Wellness programs in addition to a new Student Voice project and financial literacy podcast to be launched in early 2022. Our student clubs and societies continued to be a key area of engagement with students and despite the many challenges for clubs to actively engage on campus, saw an increase in club memberships and record activity grant funding disbursed. We held our biggest Club Awards to date (also our first to be live streamed), a successful Clubs Executive Training Conference and engaged clubs through key events such as Campus Fair and Clubsfest. We also managed to sneak in a sold-out pub crawl between lockdowns!

The UniSA Online campus was a particular focus in 2021 with a number of new initiatives targeted at Online students. We learnt a lot in 2020 and we put those learnings into practice in 2021, expanding our online engagement footprint, creating targeted programs for online students and expanding on our range of virtual and hybrid events. We also established our first online-only student clubs and added UniSA Online Student Representative position to the USASA Board.

USASA continues to provide a voice for students and ensure that they are 'at the table' when it comes to University decisions that effect them. We are grateful to the energy and dedication of our 2021 Board at a time where it was needed most. We also acknowledge the departure of long time Board financial adviser Nick Andersen and thank him for his 10+ years of service to the Association.

# UniSA Online Campus

was a particular focus in 2021



expanded our online engagement footprint

## Proactivity



created targeted programs for online students

## Resilience



expanded our range of virtual & hybrid events

## Flexibility



established our first online-only student clubs

## Innovation



added UniSA Online Student Representative to the USASA Board

At USASA we have such an incredible team of staff who bring their passion for supporting and engaging students with them every day. Thank you for all that you do.

As we are now coming to the end of our current Strategic Plan we are able to look back proudly at all that we have achieved over the last 3 years and the importance of getting it right. With a new Strategic Plan to be developed in 2022 we use that oft-used saying, that the best way to predict your future is to create it. We now look forward to the next horizon.



# About USASA

The University of South Australia Student Association (USASA) Inc is a non-profit student-owned organisation that strives to provide a diverse and exciting university experience for the students of UniSA.

Under the USASA Constitution the objects of the University of South Australia Student Association are:

- a. to promote and defend the interests and welfare of Students at the University, and ensure the provision of adequate support services for Students;
- b. to promote the growth and development of the Students of the University with particular emphasis on the quality of the teaching and learning environment and the development of academic excellence;
- c. to encourage participation in University decision making, including nominating Students, as required, to serve on appropriate University-wide councils or committees which have provision for Student membership;
- d. to promote an awareness of the common interests of Students and to provide a common meeting ground, social centres and such other facilities as may be necessary to secure the further objects of the University of South Australia Student Association;
- e. to promote and encourage equity and access at all levels for all Students within the University;
- f. to promote diverse Student interests, discussion and action towards relevant issues and to publish or otherwise disseminate information and opinions on matters of interest to Students;
- g. to provide, conduct or manage such educational, cultural, recreational, social, sporting or commercial facilities or activities as its Members require and the Board determines are for the benefit of Students;
- h. to promote and encourage the implementation of sound environmental practices among Students and staff of the University;
- i. to represent all Students for the purposes of the above objects and for the purposes of student representation and advocacy in compliance with the requirements of the National Student Representation Protocols set out in Chapter 3 of the Student Services, Amenities, Representation and Advocacy Guidelines made under Section 238.10 of the Higher Education Support Act 2003 ("Act") and any

- amendments to the said protocols and the Act; and
- j. to do all things incidental or conducive to the attainment of the objects of the University

The association delivers programs to support student engagement and activation across all 6 metropolitan and regional campuses; including management of social and academic clubs, student support resources (student spaces), student leadership program, student magazine, a professional advocacy service and on and off campus events and activities.

**"I actually feel like USASA is pretty impressive, and my short time at UniSA has so far greatly exceeded all my other experiences with tertiary education, and the support and culture that goes with it."**

2021 Brand Awareness Response



# Our Mission:

To empower students to shape their own University journey.

# Our Vision for the UniSA Student:

Someone who is empowered with the skills and capacity for living and leading.

# Focus Areas:

- Area 1. Student Leadership
- Area 2. Student Support
- Area 3: Student Community

## Empowered students with the skills & capacity for living & leading

- A willingness to take risks
- Initiative & self awareness
- A commitment to service & team work
- A sense of social responsibility
- Leadership
- Academic Capacity

Facilitating students as partners in decision making





USASA Board lobbied for additional  
**support & education**  
 for **International**  
**Students** in regards  
 to wage theft &  
**exploitation.**



**27**  
 election  
 nominations



**1,404**  
 students voted  
 in the election



Advocated to the University for

**enhanced**  
**learning**  
**support**

for students studying online



**15**  
 USASA  
 Student  
 Reps  
 elected as  
 the voice  
 for all  
 UniSA  
 Students



**USASA**  
**Student**  
**Board**

# Student Representation - The USASA Board

The USASA Board is the peak decision making committee of the Association, consisting of fifteen Student Representatives elected annually in October. In July 2021 UniSA Online was formally recognised as a campus of the University by USASA with the election of an Online Student Representative.

The Board's function is to act in student's best interests and make decisions regarding the delivery of student targeted activities and services. It also has overarching responsibility to manage the conduct of USASA's business and affairs, including the management and control of funds and property.

The Board consists of the following Officers:

- a. President;
- b. One Representative for each of Campus of the University situated in Australia;
- c. One additional Representative being an Undergraduate Representative for each of the metropolitan Adelaide Campuses;
- d. One Postgraduate Student Representative;
- e. One International Student Representative;
- f. One Aboriginal & Torres Strait Islander Student Representative;
- g. One Online Student Representative;
- h. General Manager ex officio;
- i. Advisers ex officio:
  - a. a practising solicitor; and
  - b. a practising accountant (chartered or CPA)





# 2021 USASA Board



Vacated in October



**Advisors:** Arthur Siow (Legal Advisor), Nick Anderson (Accounting Advisor)

**Observer:** Richard Irons (Director Student Academic Service UniSA)

**Ex officio:** Daniel Randell (Chief Executive Officer USASA)

# 2021 Student Board Activities

USASA provides Student Representation on University committees and boards including the University governing Council. In 2021 USASA represented students at:

- University of South Australia Governing Council – President and Postgraduate Student Representative
- Academic Board
- Formal Inquiries
- Academic Review Meetings
- Student Appeals Committee
- UniSA Sexual Assault and Harassment (Policy) Steering group
- Student Engagement Advisory Group
- UniSA Council Governance and Nominations committee
- Student Hardship Fund Steering Group
- Student and Academic Policy Advisory Group (SAPAG)
- JRG and Student Success Committee
- Indigenous Student Success Program Governance Group
- Respectful and Safer Communities
- Reconciliation Week Planning Group
- Naidoc Week Planning Group
- University Staff Hiring panels

USASA Student Representatives have been active across 2021 participating in University working groups and committees, attending key events and working with the University leadership to ensure that student voices contribute to decision-making.

The USASA Board has a number of committees established to undertake work on behalf of, and make recommendations to, the Board. These committees include:

- Governance Committee
- Finance Committee
- Education Committee
- Clubs Committee
- Diversity, Equity and Access Committee
- Events Committees (various)

The USASA Staff and Student Representatives have been actively involved with a number of issues and processes affecting students. In 2021 this included:

- Consultation and feedback on the University Academic Enterprise Plan (2021-2025)
- Lobbying for additional support and education for International Students in regards to wage theft and exploitation
- Consultation with the Department of Infrastructure and Transport regarding the implementation of a Diversity and Access framework for Adelaide Metro
- Working closely with the University to support students effected by the COVID-19 pandemic, particularly students from India and SE Asia in the first half of 2021
- Consulting to the Chief Academic Service Officer regarding the campus consolidation project
- Supporting student clubs to effectively run their AGM's and executive election processes
- Lobbying the Nursing School regarding the pricing, design and quality of uniforms
- Continuing to work with University staff on the development of UniSA's first Ally Network to support LGBTQI+ students
- Advocating to the University for enhanced learning support for students studying online
- Review of the Student Complaints Policy and Procedures
- Undertaking First Responder training to support student disclosures of sexual assault and harassment
- Development of an Academic Integrity education campaign
- Consulting Mawson Lakes students on their needs and preferences for a new student space

# USASA Board Induction & Development

USASA delivers a comprehensive professional development program for all Student Representatives. This commences in January with the Board Retreat, is closely followed by the Staff/Board Symposium in February and is supported by a training plan and coaching throughout their terms. We were fortunate to be able to deliver the Retreat as a face to face event in 2021.

## Board Retreat

Held at the Adelaide Hills Convention Centre, Hahndorf, from 18th – 19th January, the Board Retreat is a combination of personal development, team-building and upskilling activities designed to best position each Student Representative for their role on the Board.

Topics of sessions include:

- Introduction to USASA
- Individual strengths, styles and personalities: high performing teams
- Governance operations and committees
- Finance for Board members
- Board etiquette and development of a Board charter
- Team building activities
- Constitutional navigation and interpretation
- Personal goals and objectives
- Developing leadership skills
- Advocacy processes
- Strategic planning



## Staff/ Board Symposium

The Board symposium is a full day event designed to compliment the Board Retreat with a focus on gaining a greater understanding of both USASA and University programs and services. Presentations were delivered by USASA services staff and key University personnel with topics including:

- USASA Advocacy and Financial Counselling
- USASA Student Representative Support and Leadership
- USASA Events
- USASA Clubs and Societies
- USASA Marketing and Communications
- USASA Student Spaces
- University Structure and E25 Overview
- Facilities Management Unit
- Student Engagement Unit
- Student and Academic Services

## Ongoing Training and Support

The USASA Board Representatives are also supported by a planned suite of professional development throughout their terms. These areas are selected to enhance their leadership capacity while Representatives but are also intended to enhance their wider career practice and development overall. This training was delivered by a variety of in-house and external trainers and due to the impact of COVID, most of these training opportunities were delivered online.

- Aboriginal Cultural Safety
- Mental Health First Aid
- Responding to Disclosures of Sexual Assault and Sexual Harassment
- Mental Health first aid

In addition to these formal training sessions, the CEO, Coordinator Governance and Student Leadership and Board Advisers provide ongoing mentoring and support throughout the year to the student representatives. With continued disruption due to the pandemic this support has also included a focus on pastoral care and maintaining social and professional connections while working remotely.

# Elections & Governance

The USASA Student Board is the peak decision-making body of the Association. USASA holds annual elections so that our members – the students – can choose who will lead the organisation on their behalf. In addition to USASA's governance, Board Representatives also provide input to a range of governance committees and processes throughout the wider University.

In 2021 USASA held two election processes, being the annual election for Board Representatives and a separate election in June/July for the newly recognised position of UniSA Online Student Representative.

## USASA Board Elections

Held in October annually under rules outlined in the USASA Constitution, the elections provide every student with an opportunity to gain leadership skills and work towards a better student experience. Successful candidates take up their position on the 1st January of the following year. Two elections were held in the 2021 calendar year: a bi-election in June/July for the newly created position of UniSA Online Student Representative, and the election of the 2021 Board in September/October.

In accordance with the USASA Constitution, the USASA Board passed a motion on 20 July 2021 to set the timeline for the election and to appoint a Returning Officer. The Board set the timeline as set out below and appointed Debra Arnold to be Returning Officer (RO) and Bridget Laffy to be Assistant Returning Officer (ARO).

Notice of Election: 9am 6 September	RR 5.1-2
Nominations Open: 9am 6 September – 4pm 17 September	R 7.2
Voting Open: 9am 11 October – 4pm 15 October	R11.1; C5.4.1
Provisional Results Announced: 5pm 15 October	R12.3

The results of the Election became final at 5pm 22 October 2021 with no changes.

## Nominations

There were a significant number of vacancies (3) at the time nominations closed, and even more uncontested positions (5).

At the close of nominations, 27 candidates had nominated and by the time voting opened, this number dropped to 19. The attrition of 8 candidates was due to: voluntary withdrawal, non-adherences to compulsory requirements, or being found otherwise ineligible for the positions that they had nominated. These are much lower numbers than in 2020, where there were 49 down to 35.

## International Students

The data suggests that the reduction in engagement for many of the positions was a consequence of delayed International Student arrivals and the requirement that candidates must be studying onshore. For example, in 2020 we initially received 20 nominations for the position of International Student Representative, and only 3 in 2021. Further, in 2020 we had 56% of all candidates being International Students, and only 27% in 2021. This trend is expected to continue in 2022 as the cohort who arrived pre-pandemic in 2020 graduate, and those arriving in 2022 are still acclimating to University life.

However, Offshore/Onshore status does not account for the lack of nominations received for Whyalla and Mount Gambier campuses which are typically contested by domestic students. It is generally observed that these positions fluctuate in interest and are often filled in by-elections. However, we were not able to promote the election in person as we have done in previous years, which may have contributed to the lack of interest.

## Voting

USASA utilises a secure online polling system, BigPulse, for management of our voting systems. All students on the electoral roll receive an automated email from Bigpulse at the opening of voting through which they are able to vote in one or all polls for the election.



The Electoral roll for the 2021 election consisted of 35,266 unique student email addresses. Voting opened at 9am on Monday 11th October where each student eligible to vote was emailed a unique voting link to an electronic ballot form. At the close of voting, 1404 students had cast a vote, representing 4% of eligible voters, down from 8.6% in 2020.

### Campaigning

#### *On-Campus COVID Campaign Restrictions*

Candidates were allowed to campaign on campus, however there were some restrictions due to the University's COVID-safe requirements. As with 2020, this involved having pre-determined areas with COVID-safe plans approved for campaigning on each campus, 1.5m social distancing, consent required before handing out flyers, with a new requirement in 2021 to wear masks. Unlike in 2020, candidates were not required to have completed COVID Marshal training.

### Governance

USASA continued to work alongside the University in governance matters and provide support to the University in this area. In particular, USASA strengthened its relationship with UniSA Online, which was also timely given their recognition as a campus by the USASA Board and election of a UniSA Online Student Representative.

#### *UniSA Online Student Advisory Group*

In March/April 2021, the USASA Coordinator Governance and Student Leadership provided advice and support to staff from UniSA Online as they established their internal Student Advisory Group. This included consultation on a suitable timeline, advice on communicating elections to students, and ultimately providing training to the elected representatives. Establishing the timeline was a joint effort, as we needed to ensure it was complementary to the UniSA Online Student Board Member election held April-June.

On Wednesday 21 April from 6-8pm, USASA delivered a training session for the newly elected UniSA Online Student Advisory Group. This training was

delivered via Zoom and included presentations, group discussions, and case study analysis.

The topics covered included:

- UniSA Online structure and background (delivered by UniSA Online)
- USASA Structure and background
- University Governance Structures
- Representing students across programs
- Identifying the root cause of issues
- Key contacts for out-of-scope referrals.

This training was well received by the attendees and provided a forum for them to come together as a group and better understand their roles, the relationship between USASA and the University, and how to connect with students.



# USASA Student Voice

From July 2021, USASA commenced the establishment of newly branded service, USASA Student Voice. This service aims to provide support to the staff and students of the University involved in decision-making that involves students. Although USASA has been providing this service to the University for a number of years in an ad hoc capacity, this was seen as an opportunity for growth, and a branding strategy was developed to assist in the way access to these services could be communicated to the University, while distinguishing it from the role of the USASA Board.

The Coordinator Governance and Student Leadership worked closely with the marketing team to develop appropriate visuals and imagery for the brand, culminating in a cohesive design with the tagline "USASA Student Voice – find your voice". Processes were established for launch in 2022, with the recruitment of a 0.6FTE Student Voice Project Officer. This service will provide resources, training, and direct support to staff and students involved in University governance processes.

**This service aims to provide support to the staff and students of the University involved in decision-making that involves students.**



**USASA Student Voice**

**Find your voice.**

# Leadership Grants

The USASA Leadership Grants program aims to support initiatives that enhance the student experience. Successful initiatives provide opportunities for students to develop the non-academic (or extra-curricular) student experience by supporting innovative personal development programs.

Students and non-USASA club affiliated groups can apply for small grants through the Leadership Grants Program to support their activities as follows:

- **Leadership Grant (\$1,000)** – For students to take part in personal development programs and initiatives.
- **Activity Grant (\$2,500)** – For non-divisional and non-USASA affiliated student groups to run large social and fundraising events or activities.

In 2021 USASA received 11 Leadership Grant applications totalling \$16356.79. Of these, nine were successful for a total of \$10335.85 in funding distributed. Funding supported students to participate in various leadership development activities including:

- PRINCE 2 Foundation Certification
- Social Work and Human Services Careers Expo
- SA Youth Parliament Registration
- What's the Buzz, Social and Emotional Literacy Training Day
- Australian Public Health Conference Registration
- Case Studies in Functional Genomics Online Course
- Psychology Students Graduate Ball
- CCNA Certification
- United We Are – International Student Welcome [event postponed to 2022]

The Leaderships Grants program continued to be affected by the COVID-19 pandemic in 2021. This included a decrease in applications for conference attendance and some event postponement was required due to changing government restrictions. There was an increase in the number of online conferences and courses, but on the other hand there was also an increase in applications for Activity Grants by non-USASA affiliated student groups. This demonstrated that there was still a strong demand for social connection and face-to-face interactions.

"Great program with  
heaps of support from the  
best staff."

2021 USASA Leadership  
Grant Recipient

>\$10335  
in grants distributed for  
leadership activities

**USASA  
Leadership  
Grants**

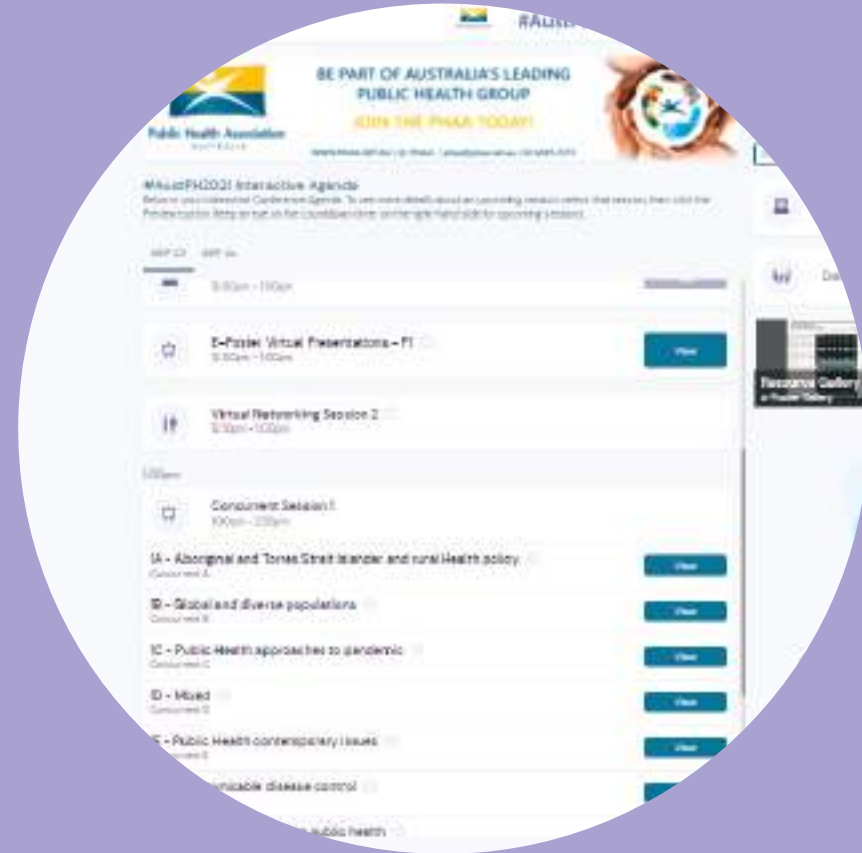
11

Leadership Grant  
applications submitted



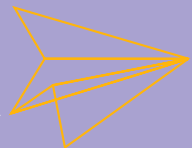


**"A Highlight I got to be apart of was the networking sessions. I got to talk with proffessionals in the field getting a feel and a taste for what networking is. I learnt that at the core of networking is the potential for partnership and collaboration for project work. This activity exposed me to some of the hottest research within the public health sphere that others are completing, and has piqued my interest in particular topics that I may pursue in my public health research or just my masters...**



**...The grant program is such a relief and a fantastic program by the uni"**

Obed, 2021 USASA Leadership Grant Recipient



**"As a participant of the training, I have increased my skills in SEL, allowing me to draw on strategies to support my students on placement, and currently as an SSO in the workplace. However, coordinating this event alone, I have developed project management and communication skills, learnt from challenges and how to overcome them for the next event and opened up contacts with my peers, within the Education Futures office and with the greater education community in Adelaide."**

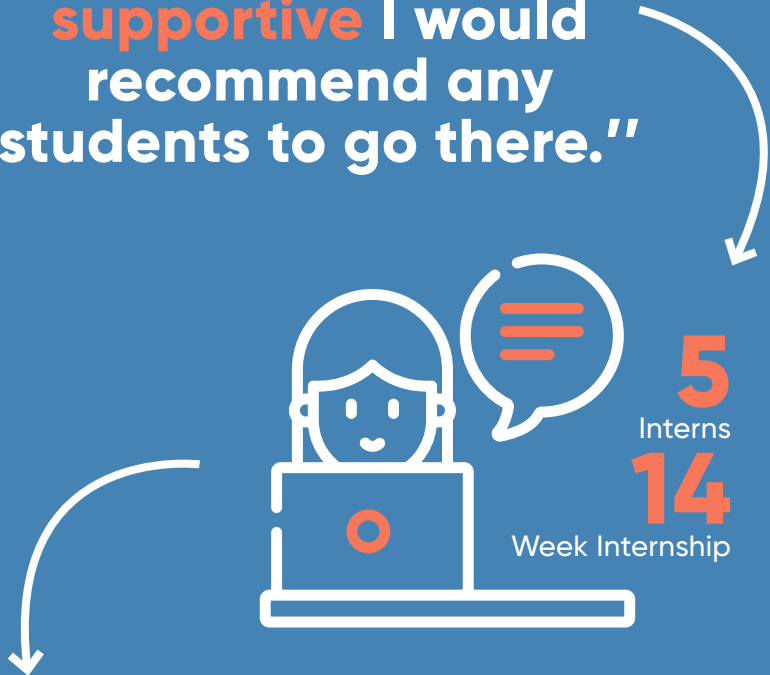
Emily, 2021 USASA Leadership  
Grant Recipient

**"I feel that contributing to the organisation of this project helped me to realise my leadership potential in an event management setting, and feel that in the future I would like to contribute to similar events."**

Nicole, 2021 USASA Leadership  
Grant Recipient



**"Advocacy Service is very helpful and supportive I would recommend any students to go there."**



**Supported Students with**



- Preclusions
- Academic Misconduct
- Academic Review
- Placements
- Reassessments
- Complaints
- Special Consideration
- PhD Supervisory Difficulties
- + Other Academic Issues

**Academic Advocacy**



# Academic Advocacy Services

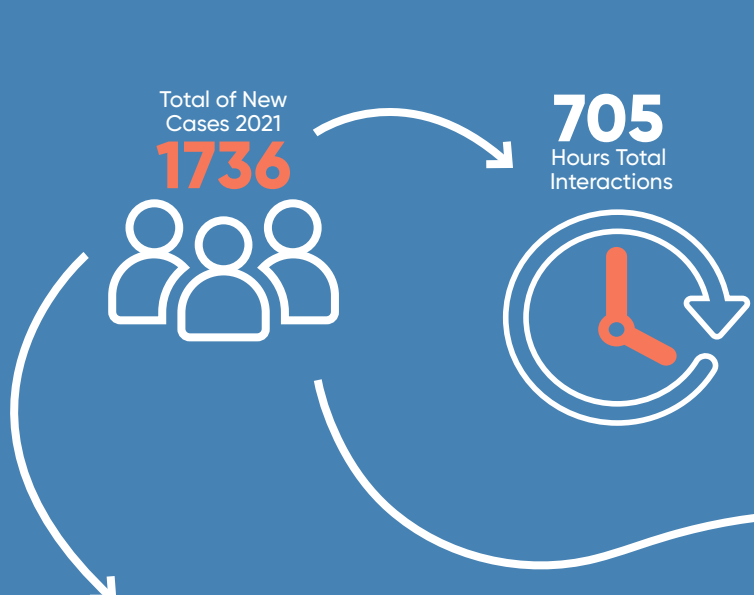
The Advocacy Officers of USASA are responsible for providing University of South Australia students with a wide range of information, advice and services to manage processes relating to their academic performance and progress. USASA Advocacy Officers are experts on the APPM (Assessment Policies and Procedures Manual) and are trained in case management and mediation.

In 2021 USASA Advocacy Officers supported students with matters concerning preclusions (Notification 3), academic misconduct, academic review, placements, reassessments, complaints, special consideration, PhD supervisory difficulties and other academic issues. Assistance included preparation and presentation of documentation and attending relevant hearings with academic staff members or panels within the University.



# Statistics of the Service

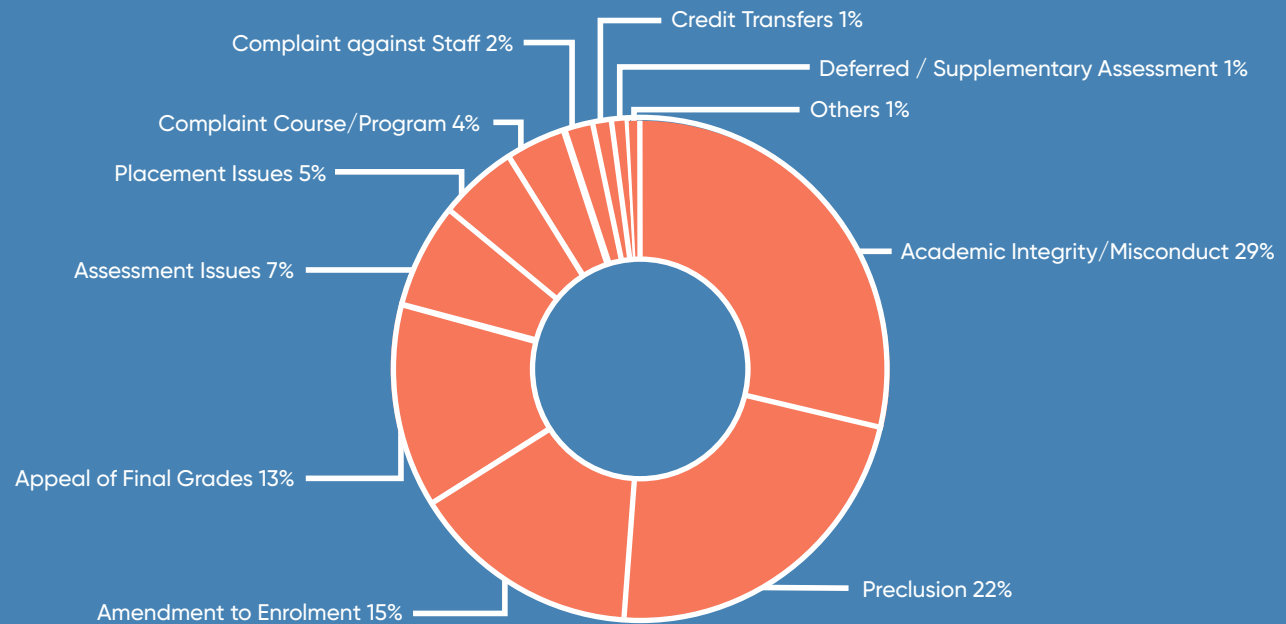
The following numbers covers the period of January 2021 and December 2021.



Interactions:	Time (Hours)	Percentage
Other (zoom)	322	46%
Face to Face	130	18%
Phone	129	18%
Email	123	17%

Study Level	Cases	Percentage
Undergraduate	638	63%
Postgraduate	161	17%
UniSA College	40	6%
Unknown	131	13%

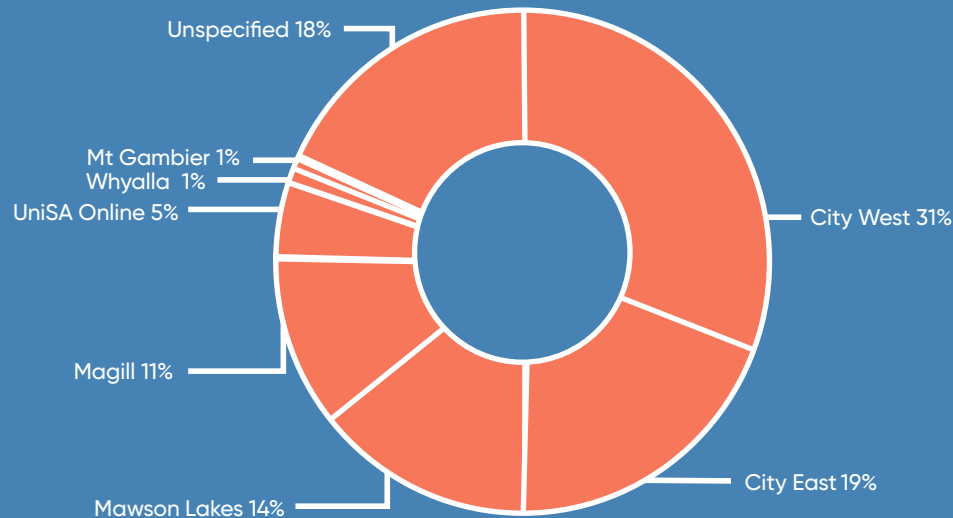
## Issues



# Statistics of the Service

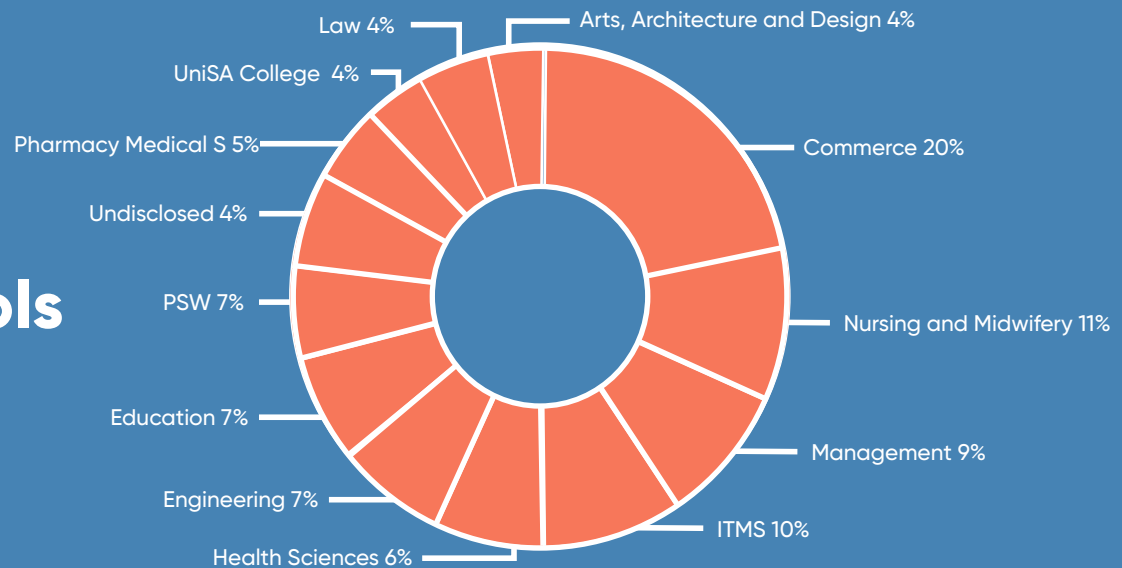
The following numbers covers the period of January 2021 and December 2021.

## Campus



**"My Advocate was an excellent source of help & support for me, she guided me in writing my letter, gave me excellent advice, helped me through the meeting process & was there to answer questions I needed at any time. She was a fantastic support."**

## Schools



**"The USASA Advocacy internship is designed in such a way that it allows students to grow both personally and professionally, which is something I appreciated since it encouraged me to break out of my shell and gain confidence in myself while also teaching me professionalism and work ethics."**

Riya, 2021 SP2 Advocacy Intern

**"It was an enjoyable experience working as an advocacy intern at USASA. I explored a different field and discovered an what I really want to do for my future career. "**

Veda, 2021 SP2 Advocacy Intern

## USASA contribution/ participation in University policy/process review

- Manager Student Support and Retention plus 2 x Student Representatives as members of SAPAG (Student Academic Policy Advisory Group)
- Both Manager Student Support and Retention and Student President members of APPM review group.
- Manager Student Support and Retention and Student President members of JRG (Job Ready Graduate) and Student Success working group
- Manager Student Support and Retention member of the Student Hardship Found Steering Group.

## Advocacy Internship Program

The USASA Advocacy Internship is a 14-week program aimed at developing the personal and professional skills of students while educating them on University policy. This enables the Advocacy team to enhance student support and experience, contribute to student retention and promote the advocacy service among students. The USASA Internship is popular among students as it provides an opportunity to gain professional development and experience, learn, review, and apply university policy and draw on the broad knowledge base of the advocacy team.

Two intakes for the program were held in 2021 in February and September with four students participating. In addition to the structured professional development provided through the program the interns worked with the University Student and Academic Services on a project designed to improve University communications with students. This project will continue into 2022

2.1.2

2.1.3



# Financial Counselling Services

"... a significant increase in the **severity of cases presenting...**"

179 emergency grants were approved for <math>< \\$55,000</math>



184 appointments with the Financial Counsellor

## Financial Counselling



The USASA Financial Counsellor has been supporting students in great need since the beginning of the pandemic and continuing in 2021. The Financial Counsellor provide support and assistance to students in areas including:

- Developing a budget to understand better their current Financial Situation
- Addressing cases of bad financial standing with the University and assist with the preparation of a payment agreement plan
- Accessing emergency food support
- Providing direction to access further financial support and assistance from community stakeholders

USASA has established relationships with Foodbank and Baptistcare Food Hub to provide referrals for students with emergency needs. Students are able to access vouchers for the purchasing of food items from Foodbank distribution centres with the cost being covered by USASA. Students accessing the Baptistcare Foodhub only needed to provide a student ID.

In total 184 Financial Counselling appointments were held with students in 2021 with 179 emergency grants provided totalling \$57,775, consisting of:

- 122 large grants (grants over \$100) totalling \$55,935
- 57 small grants (food vouchers, clothing, payments for medication, transport, phone credit, etc) totalling \$1,840

78% of grants provided were to international students, evidence of the severe impact of COVID restrictions on employment in addition to the flow on effects of COVID restrictions in students home countries, with particular flow on effects for students from India and SE Asia as a result of lockdowns in their home countries in the first half of the year.

Whilst we saw a significant decrease in requests for assistance in 2021 largely due to the decrease in International Students (who made up 96% of grant recipients in 2020) the Financial Counsellor reported a significant increase in the severity of cases presenting, in particular increases in reports of severe food insecurity, homelessness and domestic violence.



“They **helped me a lot**, thank you for **financial help.**”

“The financial counsellor that interacted with me I believe **went beyond and was exceptional.** She closely listened to my needs and current circumstances and check listed possible pathways. I would sincerely like to **thank USASA** and its wider financial team for granting me an emergency grant, which has brought a sense of slight relief.”

“I am **speechless**, thank you for **support** me in this **difficult time.**”

A focus for the program in 2022 will be the development of resources and education programs to provide early intervention strategies for students and increase financial literacy.

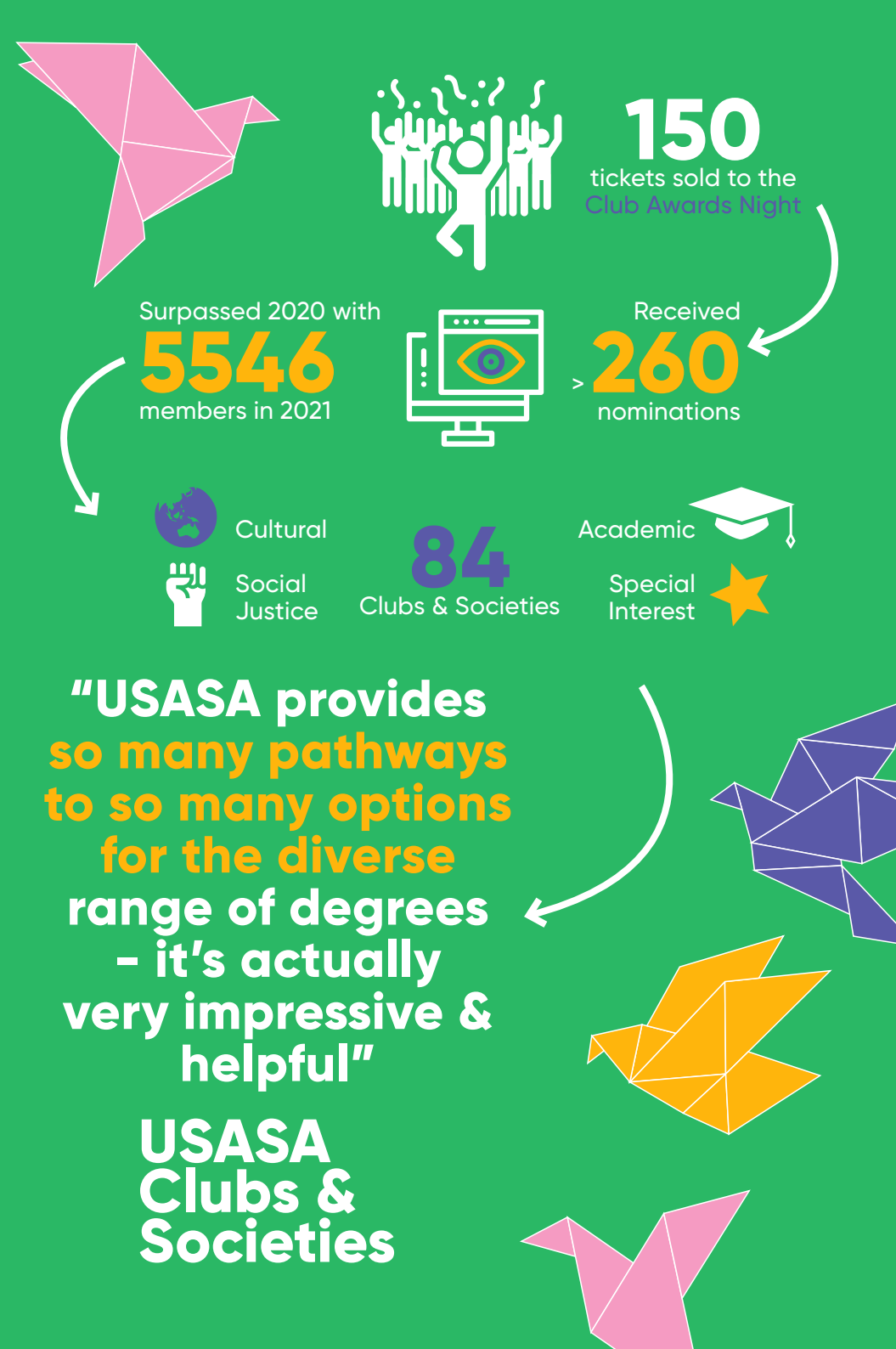


# Student Community: USASA Clubs

Student-led clubs continue to play a pivotal role in building community and culture at the University of South Australia. Research has shown that a strong sense of belonging is a key factor in retention and success at University.

There was a decrease in overall club numbers from 96 to 84 in 2021 with a number of clubs dissolving due to a lack of volunteers for club executive positions. USASA Clubs did however experience a small increase in total memberships from 5,454 in 2020 to 5546 in 2021. This was reflective of the broader trends around student social engagement in 2021 with a very challenging environment of uncertainty and changing COVID restrictions. Student run events decreased to 265 for the year, only a third of the events run in 2020, however student engagement within clubs remained strong as evidenced by the increase in overall memberships, indicating that students were still looking for that critical peer-to-peer connection whilst being reluctant to take on the responsibilities of club management in the background of the pandemic.

Despite these challenges USASA delivered its most successful Club Awards to date, largest pool of club grant funding distributed and continued to deliver sector leading programs and activities to support student led groups including the commencement of a club resource digitisation project, grant program redevelopment and expansion of the Clubs Conference program. USASA also commenced transition to a new Clubs Platform, MSL (Membership Solutions Ltd) which will launch in 2022.



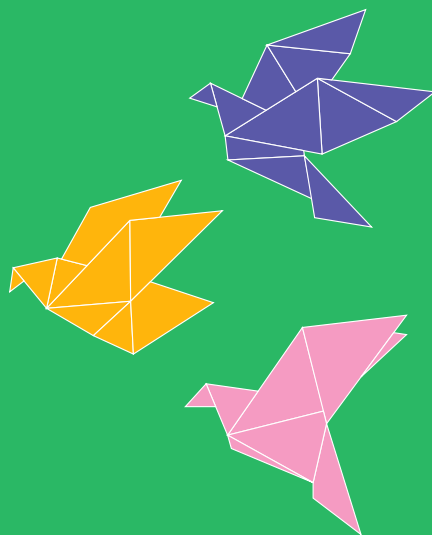
# USASA Clubs List 2021

(As of December 31 2021)



## Cultural Clubs

Aboriginal Student Club  
Activate Student Ministry  
Afghan Students UniSA  
Bangladeshi Student Society UniSA  
Chinese Students and Scholars Club of UniSA  
Evangelical Students Magill  
Evangelical Students Mawson Lakes  
Formosa International Student Society  
Hong Kong Students Assembly  
Indian Students Assembly of South Australia  
Indonesian Student Society UniSA – PPIA UniSA  
International Students Business Society – Hong Kong Chapter  
International Students Business Society – Malaysia Chapter  
International Students Business Society – Vietnam Chapter  
Islamic Society UniSA  
Japanese Culture Club  
OCF – Overseas Christian Fellowship UniSA  
Refugee Student Club  
Saudi Student Club  
Singapore Students Society  
The Enactus Group  
UniSA City Evangelical Students  
Vietnamese Student Society



## Academic

Architecture & Interior Architecture Club  
ASO – Aviation Student Organisation  
BOSS – Builders Organisation for Staff and Students  
CHS Future Researchers Group  
Clinical Exercise Physiology Society  
Commerce Student Society  
Education Social  
Health Management Society  
Illustration and Animation Gradshow  
Industrial Design Post Graduates  
Laboratory Medicine Student Society  
MED RADical Club  
Movement and Exercise Student Society  
Nursing and Midwifery Social Club  
Product Design Undergraduates  
Tourism and Event Management Club  
UniSA Communication Design Student's Club  
UniSA Contemporary Arts Club  
UniSA Human Resource Management Club  
UniSA Law Students Association (USALSA)  
UniSA Marketing Club  
UniSA Occupational Therapy  
UniSA Physiotherapy Student Society  
UniSA Psychology  
UniSA Speech Pathology Society  
USASOE – UniSA Society of Engineers  
Women in Business  
Women in STEM UniSA



## Special Interest

Adelaide Japanese Animation Society Club  
Artists, Gamers, Programmers United ASVA  
ChatBox  
Cheese and Snack appreciation Club  
Cyber Security Club (UniSACSC)  
ECC Alliance  
Figure Drawing Society of South Australia  
Future Industries Institute Student Alliance  
Internet of Things (IoT) Club  
Music Lovers  
On The Record Social  
Photography Club  
Redline Crew  
ROUSTAH  
TEDx  
The Crochet Club  
UniCast Radio Club  
UniSA Art Club  
UniSA Ballet Club  
UniSA Labor Club  
UniSA Outdoor Club  
UniSA Space Club  
UniSA Toastmasters Club  
University of South Australia Liberal Club  
Magill Community Garden  
Meditation Club  
Raising the Barre



## Social Justice

Access Guild  
Oxfam on Campus  
Student Sustainability Collective  
UniSA Women's Collective  
University of South Australia Rainbow Club

## Club Grants Program

The USASA Club Grants Program aims to support initiatives that enhance the student experience. Successful initiatives allow students to develop the non-academic (or extra-curricular) student experience by enhancing campus vibrancy and delivering original and engaging events.

Student clubs can apply for grants from the Club Grants Program to run events and purchase equipment to support their activities. There are two categories of grants for which students can apply.

Marketing Grant (max. \$500) – For eligible clubs and societies to make promotional equipment and marketing materials purchases.

Activity or Equipment Grant (max. \$2,500) – For clubs and societies to make large equipment purchases and/or run larger social and fundraising events or activities

The USASA Club Grants received a record 113 application in 2021 (an increase from 73 in 2020) with a total of \$107,692 requested and \$66,105 distributed, the largest grant disbursement in the history of the program.



**113**  
Club Grant  
Applications  
Submitted

**"We really appreciate everything you guys do for us. We believe we are building a great society and it's all thanks to you guys."**

UniSA Speech Pathology Society,  
2021 Club Grant Recipient

**>\$66,000**  
in grants distributed for activities



**USASA  
Club  
Grants**



# Club Executive Training Conference 2021

**April 12-13th 2021**  
**UniSA City West Campus, Adelaide**

The USASA Clubs Executive Training Conference is designed to create an environment that encourages networking and relationship development between club executives and across USASA clubs whilst educating club executives on the key foundations and responsibilities associated with their specific roles. We were pleased to be able to return to campus in 2021 with 40 attendees experiencing a COVID-friendly conference held predominately at the City West campus.

**Day 1: Monday 12th April**

9:00 am	Arrival	BH2-12
9:30 am	Welcome, Rules, Introductions	BH2-12
10:00 am	<b>Governance Workshop</b>	<b>BH2-16</b>
	<b>Team Building Activity</b>	<b>BH2-12</b>
11:00 am	Morning Tea	BH3-12
11:15 am	<b>Team Building Activity</b>	<b>BH2-12</b>
	<b>Governance Workshop</b>	<b>BH2-16</b>
12:15 pm	Lunch	BH3-12
1:00 pm	<b>Event Management</b>	<b>BH3-11</b>
	<b>Leadership</b>	<b>BH2-12</b>
2:30 pm	Afternoon tea	BH3-12
2:45 pm	<b>Leadership</b>	<b>BH2-12</b>
	<b>Event Management</b>	<b>BH3-11</b>
4:15 pm	Wrap up day 1	BH2-12 and BH3-11

**Day 2: Tuesday 13th April**

9:30 am	Arrival	BH2-12
10:00 am	<b>Marketing</b>	<b>BH2-12</b>
	<b>Risk Management</b>	<b>BH2-16</b>
11:00 am	Morning Tea	BH3-12
11:15 am	<b>Risk Management</b>	<b>BH2-16</b>
	<b>Marketing</b>	<b>BH2-12</b>
12:15 pm	Lunch	BH3-12
1:00pm	Trivia	BH2-12
2:15 pm	Afternoon tea	BH3-12
2:30 pm	batyr	BH2-12
3:30 pm	Break	BH3-12
3:45 pm	University Presentations	BH2-16
4:00 pm	Wrap up	BH2-16
4:30 pm	Networking Event	Strathmore Hotel
6:30 pm	Conference concludes	Strathmore Hotel



# USASA Clubs Awards Night

**Friday October 15th 2021**  
**Adelaide Oval, Ian McLachlan Room**

This gala event is an opportunity to recognise and celebrate the achievements of USASA clubs and students over the past year. In 2021 the event was held at the Adelaide Oval with the Brendan Hughes, Director Student Engagement Unit acting as MC and music provided by DJ Riley. Over 260 nominations were received for the awards, the highest number since the inception of the program, with 31 unique clubs nominated for individual awards. We were grateful for the additional support provided by the University in 2022 that allowed us to increase both the capacity and experience of the Club Awards. The event once again sold out with 150 attendees enjoying an evening of awards, food and dancing.

We are grateful to the support of our sponsors for the event; Scooda Branded Merchandise Solutions (Major Partner), UniSA Business School, UniSA Student Life and Olympic Party Hire

Congratulations to the following award winners:

- Club of the Year: UniSA Art Club
- People's Choice: Women in STEM UniSA
- Club Executive of the Year: Emily Cicconi - UniSA Human Resource Management Club
- Club Event of the Year: Women in STEM UniSA - 'Networking Event'
- Best Collaborative Initiative: Tourism and Event Management Club x UniSA Marketing Club - 'Welcome Back Party'
- New Club of the Year: ChatBox
- Best Club Merchandise: UniSA Speech Pathology Society - 'IPA Jumper'
- Best Marketing Campaign: Tourism and Event Management Club - 'Decade Rewind Quiz Night'
- Janet Henrie Golden Calculator: UniSA Art Club
- Miscellaneous:  
Break the Internet Award - Women in STEM UniSA  
Best Professional Development Initiative



## USASA Events

USASA delivers an annual program of events with a focus on supporting the orientation and transition to University, building communities and fostering wellbeing. Students are involved in all on and off campus events from conception to delivery. We were pleased in 2021 to be able to return many of our events to campus whilst continuing to develop and deliver online engagement programs from our learnings in 2020.

## 2021 Events Program

### O-Week SP2

**Dates:** 22nd February to 26th February | **Location:** All UniSA campuses

Orientation at UniSA is delivered in partnership with the Student Engagement Unit and Program areas of the University with the Student Life team providing overall project management. Due to limitations on outdoor events due to COVID our collateral was solely distributed through USASA spaces. Our spaces staff and student representatives were present to engage with students and advise them of USASA's key services and programs.

#### Key Event Objectives:

- To welcome students to UniSA
- To provide key program information and help students prepare for their first week of study
- To help students make connections with their peers and academic staff
- To help students transition into university and be respectful of their time
- To connect students with the services and extra-curricular opportunities available

#### USASA Objectives:

- Inform commencing students about who we are
- Create awareness of all USASA services available to students
- Provide an environment that makes students feel comfortable and encourages them to get involved

Gave out over  
**8,000**  
orientation bags  
& student diaries

Presented  
**physical  
and  
online  
events**



USASA supported  
**over 30**  
individual social events across all campuses



Hosted Art on Campus  
which showcased  
**57**  
student artworks

**"They've already  
empowered me  
so much."**

2021 Brand Awareness Response

## Social Events



- Distribute core collateral such as student diary & wall planner

The Orientation Bags, which featured student artwork printed on them, included the following items:

- USASA student diary 2021
- USASA academic wall calendar

USASA distributed over 3800 Orientation bags through USASA spaces on metropolitan campuses through O-Week.

### Campus Fair SP2

**Dates:** 10th March to 18th March | **Locations:** All metro campuses

Campus Fair is an informative, fun and vibrant event, project managed by USASA, the University of South Australia Student Association, in collaboration with the UniSA Student Life Team (as part of the Student Engagement Unit) and UniSA Sport.

At Campus Fair students expand and enhance their university experience and explore (or re-explore) what campus life is all about. Full of information and freebies, the event aims to immerse students into university life, connecting them with extracurricular University services including USASA & UniSA Sport student clubs; other USASA services such as advocacy, Verse & Social Events and UniSA services relating to wellbeing, health, career and volunteer opportunities, leadership, and many more.

Campus Fair 2021 was held in weeks 2 & 3 of Study Period 2, following Orientation Week, to allow key information on University offerings to be drip-fed to 1st year students, rather than overwhelming them with information in their first week on campus. Further to this, the event also aims to reorientate 2nd & 3rd year students, who may be more open to exploring the extracurricular opportunities available to them at this point in their studies.

The objectives of Campus Fair are reviewed yearly to ensure that the focus of the event remains relevant. In 2021, the objectives were reviewed slightly, with the aim to achieve the following:

- Create awareness and exposure of UniSA services and clubs
- Reorientate 2nd and 3rd year students to the extra-curricular activities and services
- Contribute to the campus life and student experience
- Drive membership of clubs – USASA and UniSA Sport
- Provide an environment that is safe and inclusive of all student cohorts

COVID restrictions provided a number of challenges for the event including limitations on space, requirements for enclosed fencing and restrictions on food service. The table below provides an overview of all activities and services per campus.



<p>City West Campus</p> <p>6 x UniSA Services 20 x UniSA Sport Clubs + UniSA Sport General 20 x USASA Clubs Free food by Honki Tonki USASA Info, Advocacy &amp; Verse Magazine stall Merchandise Store</p>	<p>Mawson Lakes Campus</p> <p>5 x UniSA Services 15 x UniSA Sport Clubs + UniSA Sport General 18 x USASA Clubs Free food by Charlie &amp; Co USASA Info, Advocacy &amp; Verse Magazine stall Merchandise Store</p>
<p>Magill Campus</p> <p>5 x UniSA Services 10 x UniSA Sport Clubs + UniSA Sport General 12 x USASA Clubs Free food by Since I Met Harry USASA Info, Advocacy &amp; Verse Magazine stall Merchandise Store</p>	<p>City East Campus</p> <p>5 x UniSA Services 12 x UniSA Sport Clubs + UniSA Sport General 12 x USASA Clubs Free food by Mr Wuhu/A Pot Called Kettle USASA Info, Advocacy &amp; Verse Magazine stall Merchandise Store</p>

Despite the restrictions and the lower than usual student numbers on campus the Campus Fair events were well received by students with 93% of students who attended the event indicating they were satisfied or highly satisfied with their Campus Fair experience. Campus Fair continues to be a key event for both engaging new students and re-engaging continuing students, and as a driver of student community with over 800 students joining student-led clubs during the two weeks of campus fair.



**Neon Night Crawl**

**Date:** 9th April | **Location:** Various

UniSA's biggest pub-crawl, the Neon Night Crawl, is for all students on all campuses. It provides an opportunity for students to connect and have fun outside of the University environment.

The Neon Night Crawl is held across four Adelaide venues on the Friday before the mid-semester break. Tickets purchased include a branded t-shirt free entry to the chosen pubs & clubs and food and drink specials. Due to COVID restrictions on venue capacity and food service the event was limited to 500 tickets. Once again the event was a great success with all tickets sold within 4 weeks of going on sale and 90% of attendees surveyed indicating they would attend again.



### Unitopia SP2

**Date:** 5th May to 20th May | **Locations:** On campus and Online

Unitopia is an event aimed to create an environment that is fun, stress free and educational, and to help students chill out and check in on their health and wellbeing in the lead up to exam time.

After being delivered online for SP2 & SP5 in 2020, due to COVID the restrictions placed on in person events, UniTopia SP2 was welcomed back on campus, coinciding with an online campaign. Based on a better understanding of engaging online content, the objectives of the campaign remained consistent with those defined in SP5 2020:

- To deliver the core health and wellbeing message through primarily peer to peer curated content
- To inform and educate students about the importance of looking after their health & wellbeing
- To create awareness of UniSA services that support student health & wellbeing
- To present initiatives that enable two-way interaction with activations and content where possible

USASA engaged with relevant UniSA Services and external organisations; some services taking part with both campus events and the online campaign, and some focusing on just one platform. On campus activities:

- batyr: Share your self-care tips while studying and get a free self-care pack
- Nature Clay: Relax and get creative with Art Club & Student Sustainability Collective. Create a botanical jewellery tray/coaster out of air-dry clay. The best clay creation won a \$150 gift voucher.
- Doggos: Opportunity for students to relax with the dogs
- UniSA Sport: How high can you Stack It! Stack cups into a pyramid shape and the highest pyramid in 30 seconds wins! Participants entered the draw to win a three-month gym membership.
- USASA Advocacy: Guess the Famous Advocate Quiz – Guess three famous advocates correctly to enter the draw to win a Resume and LinkedIn profile training session by Arrive & Thrive.
- USASA Financial Counselling: Indulge in a free mocktail expresso

martini and thought-provoking reflection. Discover your belief system towards money by what you assign value to the most when spending and how this is connected to our social wellbeing

- Bupa Market Stall: Free fruit give-away and dietary advice from a professional dietician for healthy eating habits
- Creative Caricatures: Take home your very own self-portrait
- Free lunch time snack by onsite vendors: Sit Lo (CWE), Zambrero (MLK) & Mr Wuhu (CEA & MAG)
- MC: Ryley from Tennyson Events

Online activities:

- UniSA Sport: 7 stretches for your study break
- Batyr: a guide to not studying
- UniSA Health Clinics: make your study space posture friendly
- Heath, quick and cheap recipes
- Get active outdoors – a snapshot of your favourite locations Australia wide
- Mindfulness practice: yoga therapy
- Bupa: 'food & my body' nutrition quiz
- UniSA Counselling: Pre Exam 'Hints n Tips'
- USASA Advocacy: guess the famous advocate
- UniSA Health Medical Clinic
- USASA Financial Counselling – values video

Whilst numbers were significantly down across all on-campus events due to the ongoing restrictions and lack of students on campus as a result of online teaching, those that did attend the events reported positive engagement with post event surveying showing 96% satisfaction with their activities. Online engagement was strong during the two weeks of the campaign with over 6000 engagements and a social media reach of over 60,000.



### Clubs Fest

**Date:** 1st August to 15th August | **Locations:** Online

Clubs Fest SP5 is an informative and fun event, project managed by USASA, in collaboration with UniSA Sport. This event aims to immerse students into university life, connecting (or reconnecting) them with extracurricular University services including USASA & UniSA Sport student clubs.

The objectives of Clubsfest are to:

- Increase student awareness of UniSA Sport and USASA Clubs;
- Offer UniSA Sport and USASA Clubs more exposure, to help them drive club membership;
- Contribute to a vibrant campus life and positive student experience;
- Provide an environment that is inclusive of all student cohorts.

Following the learnings from 2020 and SP2 2021 events, the need to ensure inclusivity of the online student cohort remained, and Clubs Fest Online Campaign was to be delivered in conjunction with the on-campus event delivery. Unfortunately due to the South Australian lockdown in July (one week leading up to the first event) the difficult decision was made to cancel all on-campus activities. Whilst these physical events could not proceed, the Online Campaign was successfully delivered, enabling USASA Clubs to be showcased not only to the online student cohort but also to students who were self-isolating and unable to attend campus.

Expanded from the Clubs Showcase schedule in 2020; Clubs Fest SP5 Online Campaign schedule was made up of showcasing individual Clubs as well as general campaign posts. The platforms used varied from Facebook to Instagram, dependent upon suitability of content. Both platforms received high levels of engagement.

Peer to peer content, including “Club Feature” posts, allowed specific Clubs to be highlighted. Video footage of interviews, captured from Campus Fair SP2 2021, enabled student representatives from these Clubs to communicate directly with the viewer and provide insight into the Club

and why they should join. There were 17 Clubs highlighted and featured throughout the two-week campaign.

At the end of each week there was an interactive quiz to see how engaged users were throughout the week of sharing information and to encourage them to go back and look at missed content. The USASA website remains an integral platform specifically as a core post campaign tool, with all content curated across the campaign embedded and uploaded to allow students to access at their own leisure and use as ongoing resources.

The campaign showed a significant increase in engagement from the first online clubs showcase in 2020, with over 3600 engagements and a reach of over 42,000. The campaign also saw 148 new members join showcased clubs, with a direct correlation between new memberships and clubs that had the most engagements.



### How to Adult

**Dates:** 31st August to 28th October | **Locations:** Online and on campus

The How to Adult program aims to provide the necessary life skills to help students enter the workforce, find balance, and adopt successful strategies to succeed in life. Supported through the Student Experience Fund and run as a pilot program in 2021, the objectives of the program were to:

- Educate all student cohorts on key life skills to help them enter the workforce, live, and learn independently
- Create & deliver interactive/engaging content through sessions
- To help fill an identified educational gap in current and emerging generations
- To create awareness of USASA and Uni SA services that support students

The program was delivered as a combination of both online and in person activities showcasing existing services, including USASA's Financial Counselling, Uni SA Career Services and existing partners. Program sessions were delivered as follows:

- 'How To Stand Out From the Crowd' – 31st August 2021
- 'How to Manage Your Money' – 29th September
- 'How to cook healthily on a small budget' – 28th October

These programs sessions were supported through an online marketing and education campaign. The project had significant involvement from students including the engagement of a Student Project Officer to assist in the deliver of the event and an event steering group consisting of USASA Student representative and student representatives from the Human Resource management club, Commerce Student Society Club, Tourism and Event Management Club, and UO Student Advisory Group Members.

70 students attended the on-campus events with an additional 48 students attending online via Zoom, Facebook and Twitch, with the 'How to Manage Your Money' session being the most popular. This pilot program showed that there is a real desire for students to engage in this space and we will look at ways to expand on the program in 2022.

### Working On Wellness

**Dates:** 4th October to 29th October | **Locations:** Online and on campus

The Working on Wellness (WOW) campaign supports the importance of student health and wellbeing, a message that was previously delivered through the flagship event known as UniTopia. Following the feedback from this event held in May, we trialled a new approach with the delivery of a multifaceted campaign aimed to improve the student experience across all cohorts. Throughout the month of October, WOW brought smaller on-campus and off-campus activations, promotional collateral including a wellbeing activity booklet, pin, gratitude wall and online content.

WOW Objectives:

- To deliver the core health and wellbeing message through primarily peer to peer curated content
- To inform and educate students about the importance of looking after their health & wellbeing
- To present initiatives that enable two-way interaction with activations and content where possible



### ON-CAMPUS ACTIVATIONS

Our student committee provided great feedback on the kind of activities that various campuses, degrees and student demographics would enjoy. As a result the following activities were delivered:

- Rage Room – City West, City East, Magill, Mawson Lakes
- Nap Nook – City East, Magill, Mawson Lakes
- Choose Your Own...Crafternoon – City East, Magill, City West
- Gamers Zone – City West, Mawson Lakes

### REGIONAL CAMPUS EVENTS

Free Breakfast and snacks provided to students throughout the month of October

### EXTERNAL ACTIVATIONS

- Nature walk
- Movie Night
- Cooking Classes

### ONLINE COMPONENT

The campaign offered an array of online activities across the month to tie into the rest of the working on wellness campaign which included a colouring competition, quiz, recipes, the booklet, online wall word search etc. A total of 771 students engaged with activities across all online content.



# Art On Campus

Art on Campus provides an opportunity for UniSA students to express their creativity and be showcased on campus. The project unites aspiring artists, designers, and creatives from all disciplines across the university. Students do not need to be enrolled in a creative program to enter Art on Campus, with the submitted entrant's artwork exhibited as a year-long outdoor mural on City West Campus, with the top two voted entrants receiving prizes.

The in-person mural is displayed year-long on City West Campus for the public to enjoy. The on-campus exhibition is complimented by an interactive virtual exhibition available through the USASA website with music to set the mood and instant interaction with artists portfolios.

In 2021 USASA received 58 artistic entries in the competition. All students and staff were invited to get involved and vote on the entries to determine the winners, with voting also open to the general public. With just under 5,000 votes cast the winning entries were:

- Social Media Vote (Popular Vote): Everybody's watching him, but he's looking at...Who by Marilyn Michelle De Witt
- Staff & Students Vote: Animals in the Night by Danielle Jayne Design



Winner of the Social Media Vote



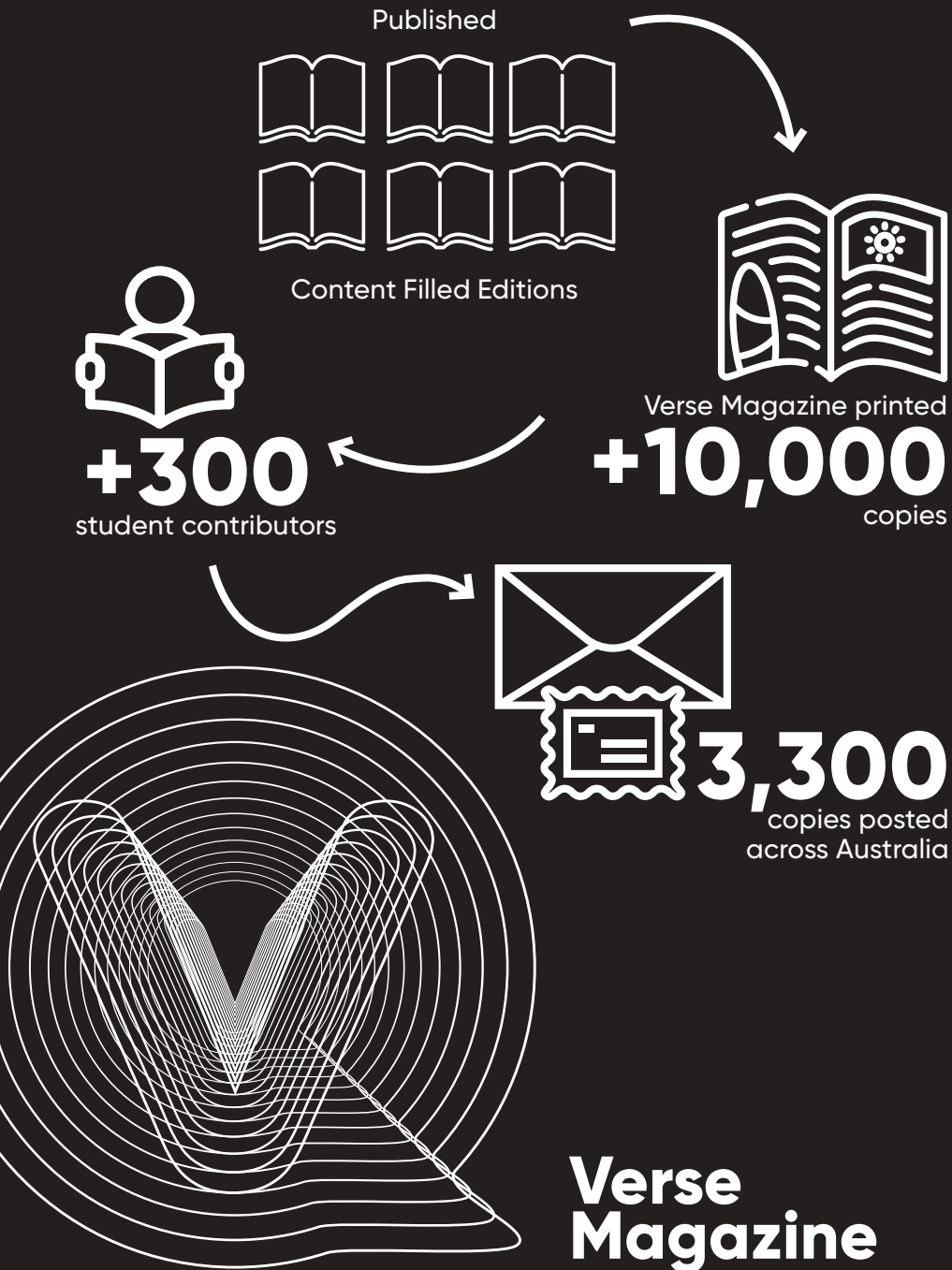
Everybody's watching him, but he's looking at...Who, Marilyn Michelle De Witt

Winner of the UniSA Staff & Student Vote



Animals in the Night, Danielle Jayne Design





## Verse Magazine

Verse Magazine is UniSA's student-run publication, created by students and for students, and distributed both in print and online. Verse provides the broad UniSA student community with the opportunity to connect through the magazine's content, engage and converse with one another, showcase work and assist in skill development. The magazine is entirely student-run, and the editorial team consists of a Head Editor, Comms & Digital Editor and Graphic Designer.

The 2021 Verse Student Team consisted of:

- Nahum Gale – Head Editor
- Stephanie Montatore – Comms & Digital Editor
- Nikki Sztolc – Graphic Designer

Each edition features the work of between 30–40 different UniSA students. The magazine sees a wide range of contributions in poems, art, travel stories, music reviews, opinion pieces and more; this is on top of regular segments including Humans of UniSA, feature artists, graduate interviews and social pages.


Verse Magazine received over 210 student contributions from 131 students in 2021, with 10,000 printed copies distributed across six editions. Each edition submission callouts go to all schools and campuses to collect new perspectives for the magazine. Repeat contributors and fresh contributors create an ever-changing mix of opinions, representing the six University of South Australia campuses. The magazine has dedicated sections to celebrate students, both current and graduating, and curated Spotify playlists and tongue-in-cheek horoscopes. A student always creates the cover art, often being the feature artist's work.

Some highlights of 2021 include:

- The posted subscription list grew to 657 students
- 3,942 copies published across Australia
- Over 10,000 copies printed and distributed on campus
- Over 210 student contributors
- Campus Fair launch events where 500+ Verse t-shirts were distributed
- Collaborated with the Student Sustainability Collective, where the team did a launch event at City West with sustainable crafts
- First Edition of 'Your Issue' – an end of year edition to cap off a successful 2021

"I like the USASA space. I think they run great social events & are very accessible & welcoming."


2021 Brand Awareness Response




USASA Spaces had  
**+4,500**  
face to face  
student interactions



Gave out  
**+1,350**  
free notebooks, pens,  
condoms and sanitary items

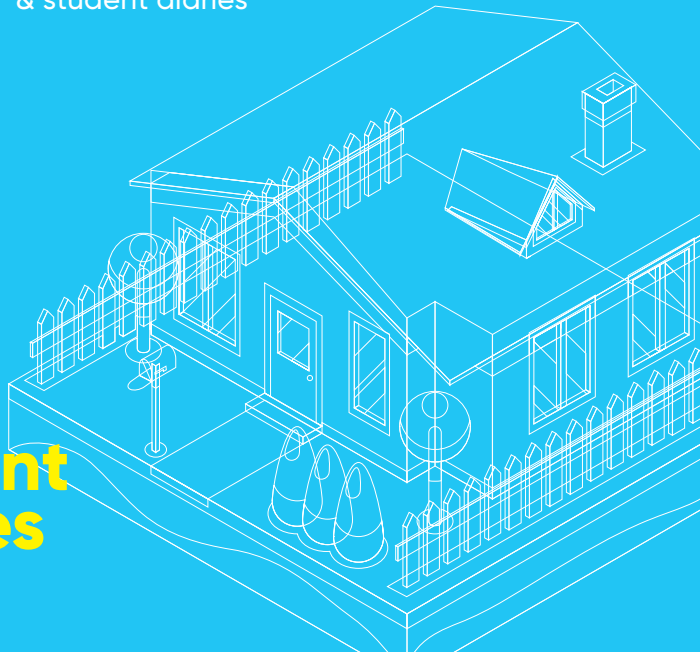


Gave out  
**+8,000**  
orientation bags  
& student diaries



**58%**  
awareness of USASA  
Student Spaces

**Student  
Spaces**



## USASA Student Spaces

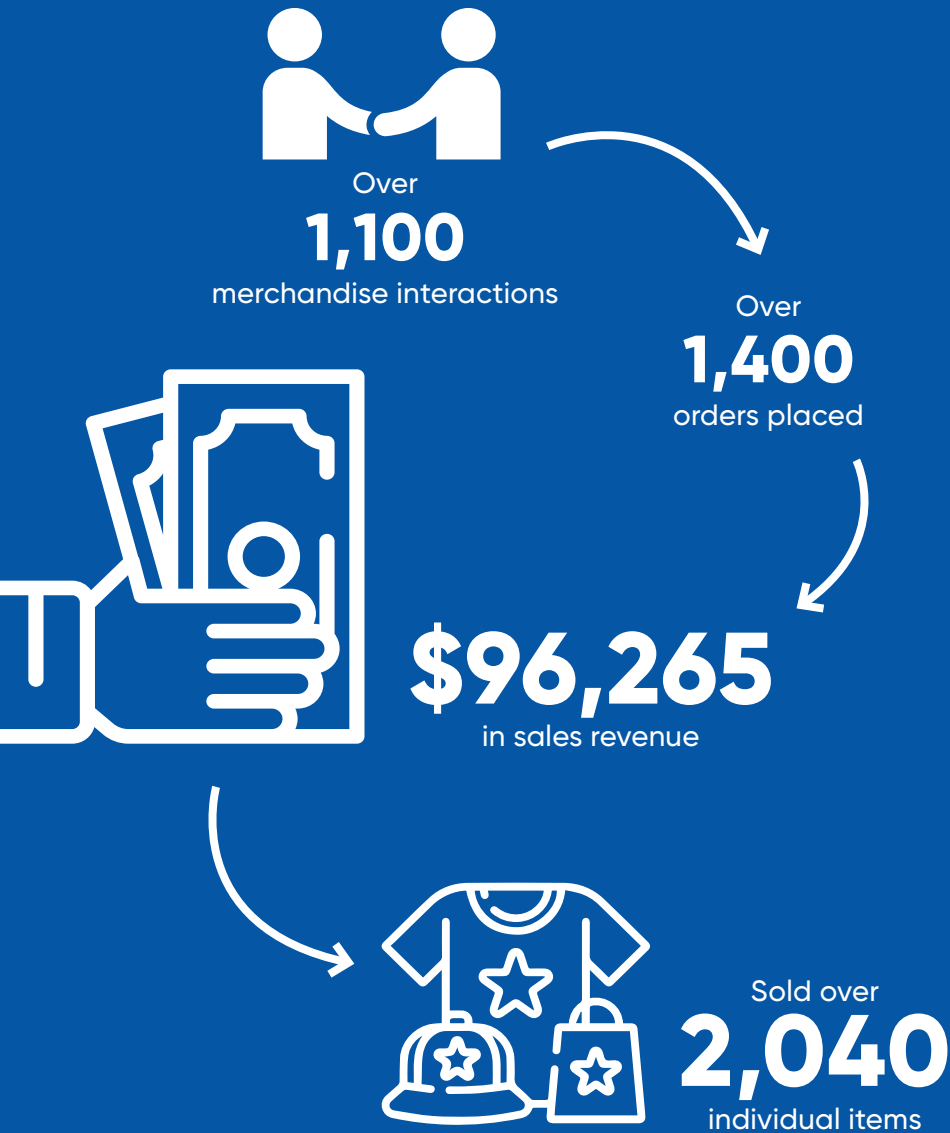
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USASA Spaces provide students with a place to connect, pick up freebies and information about our services and events. USASA spaces are available on every campus, with City West, City East and Magill campus spaces staffed by friendly USASA student-staff. In 2021 USASA was pleased to partner with the University to activate a new student space in the A building on the Mawson Lakes campus. Initially staffed on a part time basis, a project will commence in early 2022 to re-fit the area to create a purpose build student space designed by and for students.

USASA regional services include free tea and coffee and all the latest info for students.

### USASA services

- Key information about USASA services and events
- Club support and e-store
- Free sexual health and personal health items
- \$1 cup noodles
- Free study support items (diaries, pens and wall planners)
- Verse Magazines
- Suggestion boxes
- Friendly staff who are also UniSA students
- USASA-monitored notice boards



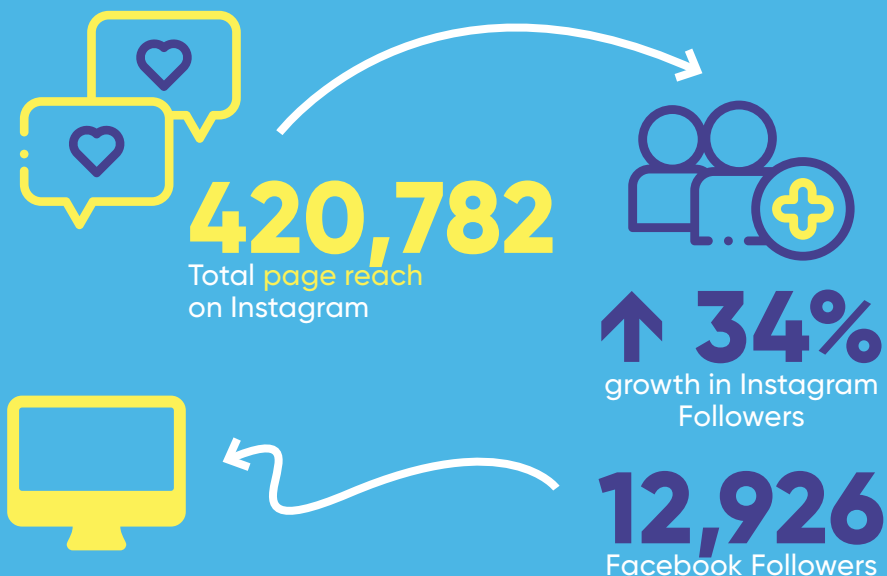
**UniSA Official Merchandise**

## UniSA Merchandise

In late 2020 USASA established a trademark licensing agreement with the University which allows USASA to produce and sell University branded merchandise. The goal of this project is to establish a genuine partnership where we are able to not only generate revenue from sales, but provide the opportunity to work with students and the University to expand and innovate into new retail product lines.

In late 2020/early 2021 USASA began production of an initial range of branded merchandise focusing initially on the past best sellers – hoodies, t-shirts, polos and varsity jackets – with the continuation of existing designs. A comprehensive online store was developed with partnerships established with regional campuses to allow students at Mt Gambier and Whyalla to purchase items online and have them shipped to campus at no cost.

The new product line was successfully launched during Orientation in 2021. Despite a number of trading interruptions due to COVID-19 restrictions forcing the closure of student spaces, the first full year of operations saw over 2040 individual items sold for a total of \$96,265 in sales revenue. The most popular items were the Men’s Varsity Hoodie’s, followed by Women’s Polo shirts. 2022 will see the expansion of our product line, a new fitout for the Mawson Lakes store and a new Online store.



Website Pageviews

↑ 51%

Website New Users

↑ 44%

Unique Pageviews

↑ 52%

in 2021

**"So far I have been happy with their online format, it's been easy to use."**

2021 Brand Awareness Response

## Connecting With Students

An important part of USASA's role at UniSA is keeping students informed of services, events, activities, and programs. USASA utilises a number of physical and web-based platforms to distribute key messages and information to students to stay connected with students and provide services in an online format.

With the continued impact of COVID, USASA's online presence was crucial for the promotion of services and played a large role in the organisation's awareness, accessibility, and approachability.

### USASA Website

The USASA Website is a hub of information and an important avenue for communicating with students. The website contains up to date and comprehensive content including USASA's available services, location, contact information, all USASA Clubs and Societies, Student Support for booking appointments with Advocacy and Financial Counselling, Student Board profiles, volunteering sign up, club and social events and much more. Additionally, the website provides an opportunity for external advertisers to promote services to students.

Post-COVID the website bounced back, almost doubling interactions across the board. From 274,026 unique pageviews in 2020, to 416,614 (↑ 52% in 2021). These numbers are testament to USASA's dedication to delivering services and being accessible in the online environment.

### USASA Website Quick Stats:

- Pageviews, total number of pages viewed: 557,024 (↑ 51% in 2021)
- Unique Pageviews, the number of sessions during which the specified page was viewed at least once: 416,614 (↑ 52% in 2021)
- New users, the number of first-time users: 74,209 (↑ 44% in 2021)

In 2021, USASA identified issues with functionality on the current website platform. Particularly for individual USASA Clubs utilizing backend systems, functionality with integration of the USASA Shop and customer service issues. As such, 2022 will see the launch of a new website interface and backend to provide more opportunities for users. The new system looks to provide a customised tailored solution for USASA, an integral part of the Associations

student services delivery structure. The updated platform will continue to add value to our student services offering an innovative and integrated platform – providing a one stop shop for content management and online service delivery.

### Social Media

In 2021 USASA continued to grow its social media audience, specifically Instagram and the newly established Discord server. Facebook's number of engaged users has been declining over the past year; however, we continue to see growth in almost all areas.

Facebook Quick Stats:

- The total number of page likes on Facebook has had steady growth to 12,926 in 2021 (↑ 3%)
- Number of static posts: 554 (↑ 21% in 2021)
- Number of video posts: 57 (↓ 54% in 2021)
- Total page reach: 683,642 (↓ 56% in 2021)
- Number of post engagements: 28,935

Instagram Quick Stats:

- In 2021 the total number of followers grew to 3,908 (↑ 34%)
- Number of posts (both static and video): 521 (↑ 31% in 2021)
- Number of stories: 616 (↑ 13% in 2021)
- Total page reach: 420,782
- Number of post engagements: 28,545
- Number of post comments: 1,666

### Newsletter

The USASA e-newsletter (known as the FYI) was sent to over 66,000 students in 2021. The email is generated through Mailchimp which enables, consistent template displaying content in clean, concise and user-friendly emails.

FYI Quick Stats:

- Subscriber list grew to 66,852 (↑ 17% in 2021)
- Number of e-newsletters sent: 25
- Number of opens: 364,527
- Number of clicks: 20,039

### Brand Awareness

Understanding the awareness of different aspects of the organisation allows for improvement and enables a strong foundation for USASA services. In 2021 survey data was collected from 1,291 students (↑128% v 2020) across all campuses. Significant data has been obtained consecutively since 2014 regarding the awareness of all aspects of USASA. The Brand Awareness Survey data is collected to better understand how the broader student body perceives USASA and where there is room for growth in future years. The survey assists in developing the organisations understanding of priority areas for student support in achieving success during their student life.

Survey's were collected from March 2021 – December 2021, through unbranded news banners in the fortnightly newsletters.

Key Findings

- USASA, including all USASA related services, was identified by 73% (↓6% vs 2020) of students as first to mind, unprompted, as supporting and representing students.
- USASA was identified by 26% (↓3% vs 2020) of students as first to mind, unprompted, as an organisation they could contact if facing academic issues.
- USASA with affiliated events were identified by 87% (↑16% vs 2020) of students as first to mind unprompted as running social events.
- USASA is identified by 80% (↑14% vs 2020) of students as first to mind, unprompted, as running clubs.
- USASA was identified by 80% (↓7% vs 2020) of students when prompted against other UniSA divisions.
- 58% (↓1% from 2020) of students were aware of the location of the USASA Student Spaces on their home campus.
- 79% of students identified that USASA gives the students a voice.



# January

All USASA services marketed

Launched updated campaigns for on-campus events & campaigns

Launched USASA Clubs instagram & social media campaigns



# February

Neon Night Crawl - launched

Meet the USASA Student Board

USASA Services Video Production

Orientation packs available at USASA Student Spaces

# March

Club Executive Training Conference - launched

Riddle Competition & Movie Tickets - launched, promotion throughout the year to encourage engagement

Board Rep monthly updates - launched



# April

Snack Stand - USASA Board Rep Event Launched

UniTopia - launched

Online Student Rep Announcement

Free 30th Birthday Mug - launched, promoted to encourage UniSA merch sales

Standardised Assessment Times - Board Rep Survey



# May

UniSA Online Rep Election - Launched

UniSA Online Facebook Student Group - Launched

National Reconciliation Week - Supporting UniSA events



# June

Online Trivia Night Event - launched

Art on Campus - launched

Clubs Fest - launched





# Supporting Students in 2021

## July

Club Executive Training Conference SP5 – launched

NAIDOC Week Activities – launched in collaboration with UniSA & the Aboriginal Student Club

Club Awards Nominations – launched

Statewide lockdown – Announcement (all in-person events adapted to online rollout)



## August

How to Adult – launched (including promotion of 12 week paid role, ongoing campaign)

2022 Election Campaign – launched

USASA Discord & Twitch accounts – launched

Design a Sticker competition – launched to encourage student content within the 2022 diary

Art on Campus – voting open (including first ever interactive online exhibition)



## September

Free reusable facemasks – available at USASA Spaces

Working on Wellness – launched (month long activities in replace of UniTopia throughout October)

Financial Counselling Podcast – announced

Club Awards Night – tickets on sale

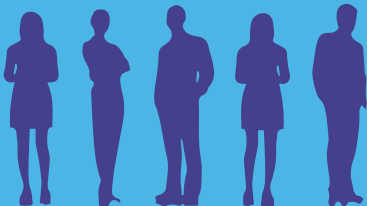


## October

Verse 2022 Recruitment – launched

Club Awards Night – first ever live stream to the online audience

2022 Election Provisional Results – announced



## November

Student Musician – announcement (open sign-ups for student musicians to activate in 2022)

Orientation week survey – launched



## December

'USASA - A year in review' facts campaign launched

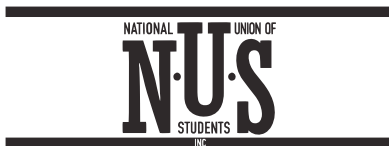
Online Game Show – launched (for UniSA Online Orientation)



# Affiliations and Memberships

USASA is an affiliated Association and/or has memberships with the following organisations to represent the needs of UniSA students on a local and national scale:

- National Union of Students (NUS)
- Tertiary Advisory Group (TAG) – re-branded to SEN (Student Experience Network) in 2021



**STUDENT  
EXPERIENCE  
NETWORK**

