



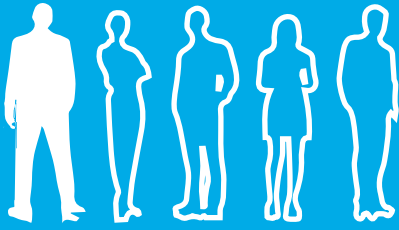
University of South Australia
Student Association Inc.

ANNUAL REPORT 2017



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1 in 5 STUDENTS at
UniSA INVOLVED with
USASA'S
86
ACADEMIC,
CULTURAL &
SOCIAL CLUBS

Advocacy program dealt with

982

cases

35%

Increase from 2016

74%

Increase from 2015

This increase can be attributed to improved promotion of the service both directly to students, but also the recognition of the value of the service by the University has meant a significant increase in referrals from academic staff.



49

Students
nominated for
elections and

2,712
VOTED

STUDENT REPRESENTATIVES CONTRIBUTED

>4,000

HOURS TO THEIR ACTIVITIES



WE GRANTED

\$45k

IN FUNDS



USASA provided over

3,500 HOURS

Of paid employment to students

>10,000

STUDENTS ATTENDED A USASA EVENTS

1.0 Introduction

The following pages outline the activities of the University of South Australia Student Association (USASA) in 2017.

USASA continues to be a significant part of the UniSA journey for students. With nearly 1 in 5 students involved in a USASA club and over 10,000 students attending a USASA event, we are creating experiences and fostering relationships that will stay with students for life.

USASA is consistently exploring innovative ways to create great outcomes for students. We delivered a number of new initiatives in 2017 including a campus art prize, sexual health project, revamped orientation model and two new internship programs which are providing unique and engaging experiences for students in addition to building employability skills.

There have been significant steps in the way we work with the University – in a spirit of partnership – which has seen us work closely with the Student Engagement Unit on the delivery of major events such as UniTopia and O-Week, and engage with University staff at all levels.

USASA is a genuine part of University decision making – whether it is student representatives on academic board and council, participating in the sexual assault and harassment policy review project or providing the experience of students into the review of Student Academic Services, we are an essential part of University processes.

We continue to provide direct support and assistance to students who are experiencing academic difficulties, with our Advocacy team dealing with 982 student cases in 2017. This increase can be attributed to improved promotion of the service both directly to students, but also from the recognition of the value of the service by the University which has resulted in a significant increase in referrals from academic staff. The demand on this service continues to grow, and with a 35% increase in student cases in 2017 and a 74% increase overall since 2015. The critical nature of this service to students cannot be dismissed.

2017 also saw the finalisation of the Clubs Strategic Plan late in the year, which will see the support and activation of our clubs continue to grow in 2018 with a renewed focus and additional resources. It is essential that we continue to 'raise the bar' in terms of how we nurture and support these groups, but importantly in how we raise awareness of the value of clubs with University staff and students.



Daniel Randell
General Manager

About USASA

 VOICE
ADVICE
PLAY



1.1 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 (campus counters), student magazine, a professional advocacy service and on and off campus events and activities. USASA structures its program and service delivery around 3 pillars: Voice, Advice & Play. Each pillar has a defined objective with strategies for delivery. As an integral part of University processes USASA's aim is to inspire students to speak up and to get their voice heard.

1.2 2015 - 2017 Strategic Plan

The USASA Strategic plan is designed as a 3 year plan supported by an annually developed operational plan developed by and with students at UniSA. It is intended to inform and inspire those who are involved in the organisation and those connected to it.

The plan connects and reflects the University strategic plan “Crossing The Horizon” by contributing to campus culture and delivering an outstanding student experience on and off campus. The Strategic plan provides the foundation for a funding agreement with the University to deliver key non-academic student services.

1.3 Strategic Objectives

USASA structures its program and service delivery around 3 pillars: Voice, Advice & Play. Each pillar has a defined objective with strategies for deliver. The strategic objectives for the next 3 years have been defined as:

Voice objective: To be an effective voice for representing students.

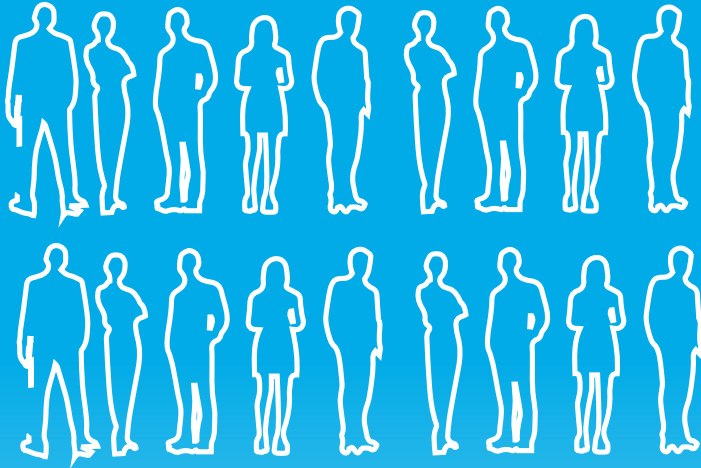
Advice objective: That students receive support regarding their rights and responsibilities and understand University policies and procedures.

Play objective: To have a campus culture where students have fun, make friends and take pride in their University.

OBJECTIVE	STRATEGY	WHO IS RESPONSIBLE
To be an effective voice for representing students	Student representatives engage and communicate with students	Elected Student Representatives
	USASA communicates the views and needs of students to the University	Elected Student Representatives General Manager
That students receive support regarding their rights and responsibilities and understand University policies and procedures	Provide a high quality Advocacy service to support students	General Manager
	Create awareness for students of their rights and responsibilities under the academic policies and procedures of the University	Elected Student Representatives General Manager
To have a campus culture where students have fun, make friends and take pride in their University.	Design and deliver events targeted at students which are fun, meaningful and engaging	Elected Student Representatives General Manager
	Provide support for and encourage the establishment of Academic and Social clubs at the University	General Manager

As 2017 is the final year for our current strategic plan, a process will commence in 2018 to map out our strategic vision for the coming 3 years.

Voice



USASA'S
STUDENT
BOARD
LED BY

14
STUDENTS



2017

ELECTION
NOMINATIONS
INCREASED
BY 120%
SINCE 2016



2.0 Student Voice

2.1 Student Leadership

The USASA Board

The USASA Board is the peak decision making committee of the Association, consisting of fourteen Student Representatives elected annually in October who are the 'voice' for all Uni SA students. The Board's function is to act on student's behalf 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) General Manager ex officio;
- (h) Advisers ex officio:
 - a. a practicing solicitor; and
 - b. a practicing accountant (chartered or CPA)

2017 Student Representative Group and USASA Board

Kayla Dickeson (President)

Louise Kyriaki (Postgraduate Student Representative)

Diana Wong (International Student Representative - resigned May 2017)

Luke Le (International Student Representative - commenced June 2017)

Jordan Leigh Graeber (ATSI Student Representative - ceased November 2017)

Pamela Spek (ATSI Student Representative - commenced November 2017)

Monamee Ishika (City West Representative - resigned August 2017)

Ryan Kennealy (City West Representative)

Zahra Darwishi (City West Representative - commenced August 2017)

Han Nguyen (City East Representative)

Natansh Modi (city East Representative)

Jordan Mumford (Mawson Lakes Representative)

Izik Nehow (Mawson Lakes Representative - resigned June 2017)

Jivan Jothi (Mawson Lakes Representative - commenced June 2017)

Jessica Rudgley (Magill Representative - ceased January 2017)

Ryan Colsey (Magill Representative - commenced April 2017)

Carey Moore (Magill Representative - commenced August 2017)

Kemal Brkic (Whyalla Representative)

Julie Baum (Mt Gambier Representative - resigned December 2017)

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

Ex officio: Daniel Randell (General Manager USASA)

2.2 2017 Student Board Activities

USASA provides Student Representation on University committees and boards including the University governing Council. In 2017 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 Policy Review working group
- Sexual violence Action Group
- Wellbeing Steering Group
- Student Engagement Advisory Group
- Governance and Legislation committee
- Division Academic Program Approval Group

USASA Student Representatives have been active across 2017, participating in University working groups and committees, attending key events and working with the University leadership to ensure that the students' voice is heard in decision making. Much of what we do happens behind the scenes, but there is still a significant presence provided by USASA student representatives at events across all campuses, including:

- O-Week (all campuses)
- Open Days
- Mental Health Week
- SAIBT Orientation
- Magill @ Twilight

The USASA Student Representatives have been actively involved with a number of issues and processes effecting students in 2017, including:

- Review of ENTEXT
- Review of Student Academic Services (SAS)
- Review of the Office for Academic Integrity
- Submission to Academic Board regarding the discontinuation of International Relations program
- Submission to senate budget enquiry
- Review of Campaigning related to the Marriage Equality survey & enrolling to vote
- USASA representatives are regularly invited to participate in hiring panels for University staff, evidence of our close working relationship with the University.

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

- Clubs Committee
- Education Committee
- Finance Committee
- Governance Committee
- International Committee
- Various Events Committees
- Welfare Committee
- Womens Committee

2.3 2017 Elections

The 2017 USASA Elections began with publication for nominations on the 11th September and concluded with the announcement of the official results on 3rd November.

In accordance with the USASA Constitution, the USASA Board passed a motion on the 10th July to have voting commence for the General Elections on 23rd October. A motion was also passed endorsing Debra Arnold as the Returning Officer for these elections. The USASA Board also approved the following timeline:

- Publication of Nominations and Elections 11th September
- Nominations open from 10am 11th September to 4pm 22nd September
- Voting would commence from 9am 23rd October and close 4.00pm 27th October
- Preliminary results announced 27th October
- Official results announced 3rd November

A total of 49 nominations were received for the 2017 elections, a 200% increase on 2016. In total 2712 students voted in the elections, representing approximately 10% of the students eligible to vote.

2.4 Regional Activities

Regional Activations

USASA Student Representatives have been busy throughout 2017 on our regional campuses at Whyalla and Mt Gambier, providing advice and support to students. The USASA Whyalla student representative drove a number of fantastic events for students including movie screenings, a Beach BBQ and Camping trip as well as both regional representatives supporting Unitopia and Pac Crawl activations on their campuses.

Verse
Magazine



OVER
200
STUDENT
CONTRIBUTORS

PUBLISHED



CONTENT
FILLED
EDITIONS

'AUSTRALIA'S BEST
STUDENT PUBLICATION'

2017 TAG
CAMPUSLINK AWARDS



3.0 Verse Magazine

Verse Magazine had a stellar 2017, highlighted by being named 'Australia's Best Student Publication' at the 2017 TAG Campuslink Awards. Verse Magazine provides the broad UniSA student community with the opportunity to connect through the content of the magazine, engage and converse with one another, showcase work and assist in skill development. The magazine is completely student created and the editorial team consists of a Head Editor, Editor, Communications Editor and Graphic Designer. Each edition features the work of between 30-40 different UniSA students. The magazine, which had published 19 editions as of the end of 2017, sees a wide range of contributions in the form of articles, poems, art, travel stories, opinion pieces and more. This is on top of regular segments including vox pops, feature artists, graduate interviews and social calendars.

2017 Verse Magazine Key Stats:

- Over 200 student contributions
- 13,000 printed copies distributed (including an additional 1,000 (3000 copies) for the O'Week edition).
- 6 editions printed
- Distribution to all 6 UniSA campuses
- Released online via ISSUU gaining 2,400 online reads
- 32,000 reach via ISSUU impressions
- 9,800 versemag.com.au website visitors

Content

Every edition, submission call-outs go to all schools and campuses in order to collect new perspectives for each edition. Repeat contributors and fresh contributors create an ever changing mix of opinions which represent students of all six University of South Australia campuses. Verse Magazine is a particularly poignant platform at the University of South Australia because of its large art, architecture and design school, celebrated journalism school and also the multi-campus format. Not only is the magazine important for students in these creative fields to gain industry experience, it's also vital in providing a link for students to connect across metropolitan and rural campuses. Verse aims to reflect all students and has a yearly circulation of 13,000 physical copies and an additional online readership of 2,400.

Community

Throughout the year, Verse hosts edition release parties where contributors and readers are invited to celebrate at a local venue. Food, drinks and live entertainment are provided alongside the new edition. These parties are a great opportunity for networking, building friendships and encouraging a culture of creativity. These parties have seen a steady number of students attending from a broad range of schools. Discussions at these parties range from the light-hearted to deeper conversations about career ambitions.

Academic
Advocacy

982

CASES IN 2017

INTERACTIONS

8.9%

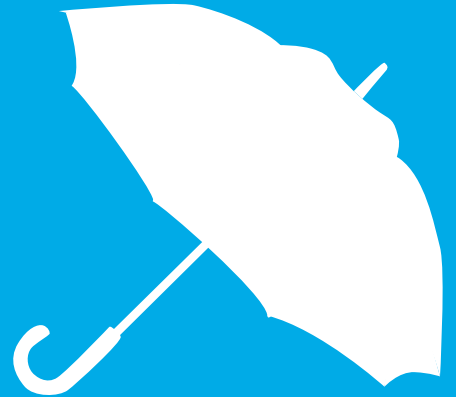
EMAIL

84.2%

FACE TO FACE

6.3%

PHONE OTHER



4.0 Academic Advocacy Services

The Advocacy Officers of USASA are responsible for providing confidential and independent advice to UniSA students. This service supports students in processes relating to their academic performance and progress. We strive to provide a professional Advocacy service to all UniSA students.

In 2017 we supported students with matters concerning preclusions (Notification 3), academic misconduct, academic review, placements, reassessments, complaints, special consideration, PhD supervisory difficulties and other academic issues. This was achieved by assisting students with preparation and presentation of documentation and attending relevant hearings with academic staff members or panels within the University.

Last year, the biggest role we played was assisting students with their Preclusion cases - appeal preparation and implementation. This included submitting the first template letters, reviewing the appeal letters written by the students, assisting the students to gather evidence, preparing them for the meeting with the committee and attending the meeting with the Divisional Appeals Committee for support.

The main goal of any Advocacy Officer for preclusion cases is to assist students to maximise their prospects to continue studying at the University, based on their individual cases by presenting information and evidence relevant in the appeal letter and for the final hearing.

In 2017, we attempted not only to build a case merely based on the past circumstances of the students, but to give direction and produce a plan to create a successful academic future and to make students achieve the goal of becoming future UniSA graduates. That is why in all instances the students are directed for an appointment with the Counsellors from the Learning and Teaching Unit, to have a meeting with their respective Program Directors, and to create a personal and professional environment in which they can overcome their current difficulties.

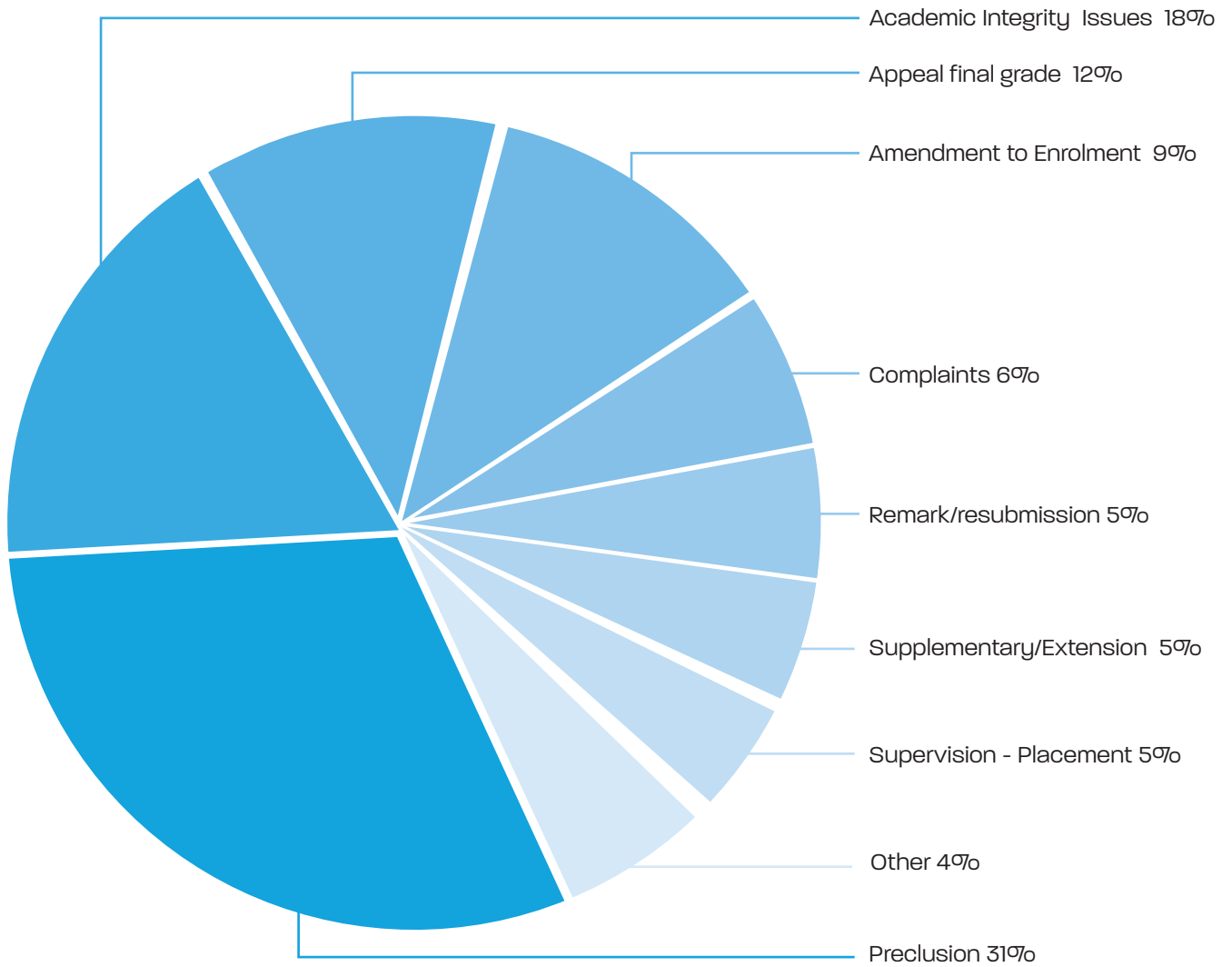
Advocacy Officers also assisted UniSA students with Academic Integrity Issues and placement matters. This part of the service includes having face-to-face meetings with students to understand the case and to explain the University policies. In most cases we also assisted by sending template letters, reviewing communications written by students before being submitted to University staff members, and attending the meetings for support.

For Academic Integrity Issues, the main purpose/goal of the service is to assist students to put together their cases and present them to the University in a clear and professional way. This also includes explaining the APPM procedures.

4.1 Statistics of the Service

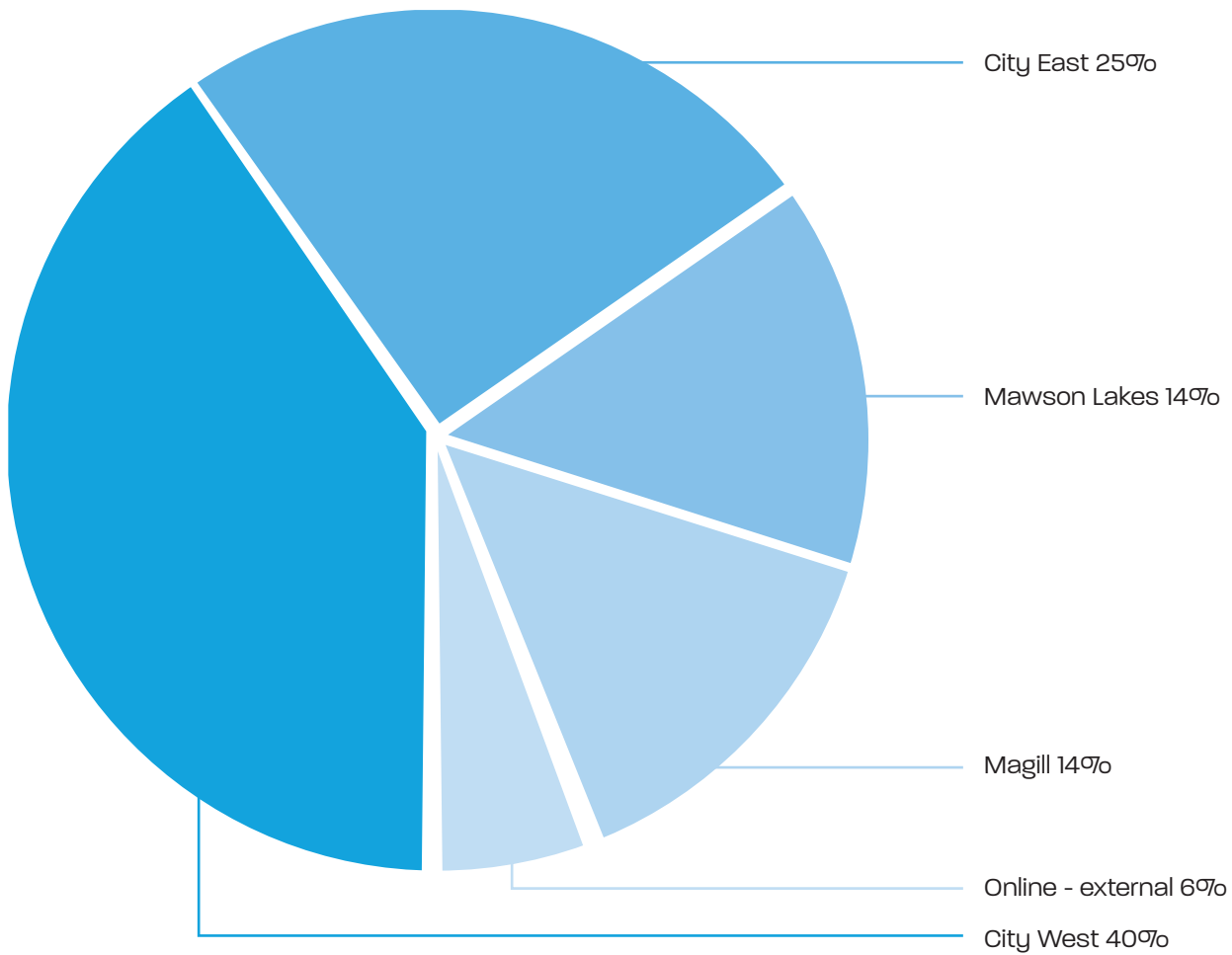
Advocacy Service Workload

The following figures cover January to December 2017.



4.1 Statistics of the Service

Key Advocacy Service Statistics



Testimonials

“It was very powerful to know that we could have someone supporting us through difficult and complex processes at uni. Thank you!”

“During a very stressful time for me it was wonderful to have the support and the experience of an advocate.”

4.2 Advocacy Internship Program

The development of the USASA advocacy internship program began in 2016, with the aim of providing students comprehensive experience dealing with clients, cases and policy application. The program is designed to actively engage student interns to support and help other students, who are experiencing academic issues, navigate University policies and processes.

Core Internship Tasks

- Understanding, reviewing, and applying the Assessment Policies and Procedures Manual (APPM) to student cases
- Report writing and data entry of current student cases
- Weekly policy, professional and personal development tasks to be completed
- Researching University policies and application
- Attending student meetings for support when needed and after proper training
- Reviewing current Higher Education policy and legislation

Key Program Outcomes

- Gain work experience in a client services environment
- Develop policy review skills and proper application from dealing with real cases
- Case analysis and review including record keeping of cases
- Learn the importance of maintaining professional conduct when dealing with client's issues
- Student engagement with the Advocacy Service
- Have a better understanding of University policies and procedures
- Professional, social and personal skills
- Mentoring experience for Advocates
- Comprehensive work environment experience for the students

"This internship has allowed me to develop my teamwork, interpersonal and policy review skills, as well as many others. The work experience as a whole was thoroughly enjoyable, I learnt so many practical skills, advocacy skills and was aided immensely in my professional and personal development".

- USASA Advocacy Intern 2017

"The USASA internship is highly valuable on top of your tertiary studies as it combines practical skills and theory by working with students, advocates and advising through policy".

- USASA Advocacy Intern 2017

USASA Clubs

86
CLUBS

3400
REGISTERED MEMBERS

USASA Events

ART PRIZE
39
SUBMISSIONS




HALLOWEEN PARTY
92.5%
HIGHLY SATISFIED

28,957 online impressions on
sexual health campaign

University of South Australia
Student Association

Student Clubs

Supported by 



5.1 USASA Clubs

Student-led clubs play a vital role in building a sense of community and culture at the University of South Australia. USASA's mission is to strategically strengthen, support and celebrate student run clubs and societies, with the University of South Australia. USASA has 86 clubs with over 3400 registered members.

This membership only includes students who have registered online through the UniOne System. Through membership of clubs social media pages and attendance at events the number of students involved with a USASA club is greater than 6000.

2017 saw the introduction of new events and programs targeting clubs including;

- USASA Clubs 'Welcome Back' BBQ
- USASA Clubs Awards Program
- USASA Club Awards Night
- Free BBQ hire
- BBQ funding program

5.2 ClubsFest

ClubsFest expanded from a single campus event at City West in 2016 to a multi-campus event held across each of the four metropolitan campuses in 2017. This was a successful initiative, and saw increased participation from 25 clubs in 2016 to 30 clubs in 2017. A multi-campus approach allowed campus-specific clubs the opportunity to reach their key audience, and broadened the reach of multi-campus clubs.

Following changes to the overall structure of orientation, in 2018 ClubsFest will be combined with the Orientation 'fair' which will be held in weeks 2 and 3, which clubs will be given the opportunity to attend a key orientation event along with key UniSA services and UniSA Sport.

5.3 USASA Grant Program

The USASA Grants Program expanded in 2017 from a \$25K funding pool to \$45K on Student Experience Grant program funding. The program saw \$45K in funding distributed to UniSA Students, \$28K of which was used to fund USASA club initiatives and events. A further \$17K was distributed to non-club groups, volunteer projects and personal development for students.

Grant Program Spend Breakdown

Program funding	\$45k
Total funding distributed	\$45k
Funding distributed to clubs	\$28k
Leadership funding distributed	\$17k

5.4 USASA Equipment Hire Program

USASA continued to provide free hire of equipment to clubs including (and not limited to) marquees, trestle tables, PA, BBQ hire, bean bags, giant jenga, video camera and iPads to enhance student events and engagement on campus. 2017 saw the introduction of free BBQ hire (previously at a cost of \$50 per hire to cover cost of gas and cleaning), which also included a seed funding amount of \$100 to assist in the purchase of food. This program funded 17 additional BBQs on UniSA campuses and allowed clubs to promote and fundraise more effectively than in previous years.

Whilst this program was somewhat successful, the funding model was restrictive and new ways of supporting club activity on campus is being investigated for 2018.

5.5 Club Awards Program and Awards Night

The USASA Clubs Award Program and awards event were introduced to enhance recognition of the work done by club executives through their role with their club, and the significant contribution they make to UniSA through their club. The purpose of increasing recognition of club executives was to invigorate student leaders with a renewed sense of purpose. This will have a flow-on effect of increased engagement with club members in 2018 and beyond.

The following award categories were acknowledged at the event: Club of the Year, New Club of the Year, Club Event/Initiative of the Year and individual Club Executive of the Year. Feedback for the awards night was positive with a 100% satisfaction rating from attendees.

This positive response from clubs validates the future support and growth of this event on USASA's event calendar.

5.6 USASA Clubs List 2017 by Category

(As of 31st December 2017)

Academic

- UniSA Psychology Association (Unincorporated)
- Architecture & Interior Architecture Graduation Show
- Aspiring Planners Society
- Aviation Student Organisation (ASO)
- BOSS - Builders Organisation for Staff and Students
- Business and Finance Society
- Business School Postgraduate Scholars
- Education Social
- Human Movement Society
- Industrial Design Master Exhibition
- Laboratory Medicine Student's Society
- MED RADical Club
- Nursing and Midwifery Social Club
- Pre-service Teachers' Club
- SOCIETY
- Society for Mathematical Engineering Research
- Third Year Bachelor of Architecture Graduation Exhibition
- Tourism and Event Management Club
- UniSA Bachelor of Health Sciences Student Association (Unincorporated)
- UniSA Communication Design Student's Club
- UniSA IT Association (Unincorporated)
- UniSA Marketing Club
- UniSA Media Society
- UniSA Occupational Therapy
- UniSA Physiotherapy Student Society
- UniSA United Nations & International Relations Society
- UniSA Visual Arts Students' Club
- USALSA - University of South Australia Law Students Association
- USASOE (UNISA Society of Engineers)
- Women in Engineering

Social Justice

- Amnesty International - UniSA chapter
- Australian Youth Climate Coalition
- batyr Ambassadors
- Oxfam on Campus
- Port Resolution Project
- ROUSTAH The Rural Health Club for UniSA
- UniSA Women's Collective
- University of South Australia Rainbow Club

5.6 USASA Clubs List 2017 by Category

Cultural

- Afghan Students Association (ASA) – UniSA (Unincorporated)
- Adelaide Sikh Students Association (Unincorporated)
- African Society at UniSA
- Bangladeshi Student Society UniSA
- Campus Christian Movement Club
- Chinese students and Scholars association at UniSA (Unincorporated)
- Evangelical Students Magill
- Evangelical Students Mawson Lakes
- Indian Students Assembly of South Australia
- Indonesian Student Society of University of South Australia (PPIA UniSA)
- International Student Business Society - Hong Kong Chapter
- International Students Business Society (ISBS: Malaysia Chapter)
- Islamic Society UniSA
- Italian Club
- Multicultural Society of UniSA
- Omani Students' Society of South Australia
- Overseas Christian Fellowship (OCF) UniSA
- Singapore Student Association SSA (Unincorporated)
- Students for Christ
- UniSA City Evangelical Students (A Christian group on campus)
- UniSA French Club
- Vietnamese Student Society in the University of South Australia

Special Interest

- Adelaide Japanese Animation Society Club
- Ant Nature Collective
- Artists, Gamers, Programmers United
- Bright Futures Society - UniSA
- Burnie's Army
- Esports Enthusiasts
- Film Production Squad
- Future Industries Institute Student Alliance
- Gamers Alliance (UniSAGA)
- Harry Potter Appreciation Society
- Intellectual Property, Innovation, & Technology Society of UniSA (IPITS).
- Music Lover
- Oxygen Club
- R.E.D Dance Club
- Snaks 4 Students
- Socialist Alternative
- Student Sustainability Collective
- Summoners of Uni SA
- The Yoga Society
- Touhou Doujin: Alacrity Of Ideas
- UniCast Radio Club
- UniSA Ballet Club
- UniSA Labor Club
- UniSA Toastmasters Club
- University of South Australia Liberal Club
- Whyalla Movie Watchers

5.7 Events 2017

5.8 Aussie Trivia

Date: 20 February
Time: 2pm – 6pm
Location: 9 Light Square, Adelaide

Key Objectives:

- To provide an opportunity for new international students to form connections while also learning about the unique elements of the Australian culture in a fun and inviting environment

Summary:

To help achieve the core objective, the following elements were included: A mixture of pies, pasties and sausage rolls along with other 'Aussie' favourites such as lamingtons, fairy bread, lollies and Vegemite samples. 5 quiz rounds specifically based on Australian Culture and fun games such as two up. Random seating to encourage new friendships at the beginning of their studies with UniSA.

5.9 O-Week SP2

Dates: 20, 21, 22, 23, 24 February
Time: 10am-3.30pm
Location: All UniSA campuses

Key Objectives:

- To create awareness of USASA as the student association
- Highlight the services available to new students
- Create an engaging environment that encouraged students to interact with USASA
- To provide students with the tools to succeed at UniSA with the supply of the student diary, wall planner and other useful items

To achieve this, the USASA events staff worked in collaboration with the Student Engagement Unit (SEU) and relevant staff members to effectively deliver a space that highlighted all the key services that as a student association we provide.

Summary:

USASA continues to build on its presence to O-Week year on year with 2017 proving to be effective in achieving the key objectives set from the planning stages. The effectiveness was largely due to the consistency of our branding throughout each of the elements that were incorporated in to the event, and the creation of a strong platform for brand awareness for the remainder of 2017.

Regional Campuses:

USASA had a presence at both the Whyalla and Mt Gambier campus days for SP2 Orientation. To replicate the metropolitan campuses, the USASA events and marketing team provided support for the relevant USASA Board Representative by ensuring that they were provided with the relevant collateral such as diaries, wall planners, flyers and other O-Week merchandise for distribution to regional students.

5.10 ClubsFest

Dates: 7, 9, 15, 16 March

Time: 11am-3pm

Location: All metro campuses

Key Objectives:

- To create awareness of the USASA clubs available to students.
- Provide USASA clubs with a platform to recruit new members.
- Highlight the USASA clubs available to new and continuing students.
- Communicate the benefits of joining a club throughout university.

Summary:

Upon reflection on the 2016 event, to enable greater participation of all student clubs in 2017, USASA in collaboration with UniSA Sport expanded on ClubsFest, taking the event to all metro campuses across a two-week period in weeks 2 & 3 of SP2.

Club Participation:

City West – 22

City East – 13

Magill – 13

Mawson Lakes – 18

In addition to the club stalls, USASA had its own space which allowed us to achieve the following:

- Promote the full list of USASA clubs to students – identifying those clubs that weren't onsite to students.
- Provide free ice cream to those in attendance at the ClubsFest event.

The expansion of ClubsFest was a successful initiative and saw increased participation of clubs from 25 in 2016 to 30 clubs in 2017. The multi-campus approach allowed campus-specific clubs the opportunity to reach their key audience and broadened the reach of multi-campus clubs.

5.11 Pac-Crawl

Date: 7 April

Time: 7pm-late

Location: Various CBD venues

Key Objectives:

- Provide a platform and environment for new and existing UniSA students to create connections in the initial weeks of University
- Generate engagement across different student cohorts based at the four UniSA metropolitan campuses
- Create a fun and interactive event and showcase different Adelaide venues

Summary:

The inaugural USASA pub crawl, the overall event theme was Pac-Man, which saw each UniSA campus represented by a different colour ghost. The pub crawl, aptly named Pac-Crawl was easy to promote to students and resulted in a sell-out event with approximately 400 students visiting 7 pubs throughout the night, starting from Adelaide's East End and finishing on the West End (Hindley Street), with games and food stops along the way.

Venues:

- 7pm-9pm – PJ O'Brien's with free food
- 9pm-10pm – The Elephant British Pub
- 9.30pm-10.30pm – Free Food Stop, Brookman Hall Lawns, City East Campus
- 10pm-11pm – The Little Pub on Hindley
- 10pm-11pm – The Black Bull
- 11pm-late - The Dog and Duck
- 8pm-9pm – The Stag
- 9pm-10pm – Sugar

The inaugural Pac Crawl was a great success with a sell-out number of students participating. Based on this, the USASA events team will run the event again in 2018, striving for continuous improvement, learning and adapting to the inaugural event with the primary objective of continued growth of the event, to engage greater student numbers and local venues to assist in providing a positive student experience.

5.12 UniTopia SP2**Metro Campuses****Dates: 9, 10, 16, 17 May****Time: 11.00am – 3.00pm****Whyalla****Date: 3 May****Time: 11.00am-2.00pm****Mount Gambier****Date: 3 May****Time: 11.00am-2.00pm****Key Objectives:**

- Provide a fun and stress-free environment for students
- Create an interactive/engaging space with activities
- Educate students about health & wellbeing
- Provide students with a 'takeaway' from the event

Summary:

UniTopia is an event aimed to enhance student wellbeing and provide an outlet for UniSA students to relax leading in to exam time. In SP2 2017, the decision was made to collaborate with SEU and bring together two events with a similar objective, UniTopia and Mental Health Week. A committee combining relevant representatives was formed to develop the event concept and activities to aid in relieving student stress.

The final activations on the day included the following: Puppy Café, Adopt a Plant, Painting Pictionary, Health Check Up Zone, Massage, batyr VR3 – Retreat, Recharge & Relax, UniSA Sport HIIT Challenge, headspace Zen Zone & Bob Bowls, make your own power bowl.

UniTopia SP2 2017, saw a significant increase in the level of engagement across all metropolitan campuses. This success is a direct result of the decision made to collaborate SEU, allowing for an increase in the overall event budget and the merge of popular student activities that were already tested at past UniTopia and mental health week events.

The partnership allowed for an increase in the promotional reach for the event with the use of both USASA and SEU platforms. Additional approaches this year included the use of the UniSA Facebook for the event page, creation of PowerPoint slide distributed to key lecturers for inclusion in tutorials, e-zines distributed direct to students and flyer on the day of the event in major lecture theatres.

5.12 UniTopia SP2

Student Engagement:

The mix of key services, along with the engagement of key external providers including headspace and Bob Bowls ensured the level of student engagement increased on previous years' events. A total of 520 students completed the event evaluation across the four metro campuses, 23 respondents from Whyalla and 15 from Mount Gambier. From the responses the overall satisfaction ratings were extremely high, with 97.3% rating their experience as highly satisfying or satisfying.

The delivery of UniTopia SP2 was successful with high level of student engagement, a great representation of a service for students provided by USASA and SEU positive and constructive feedback from 500+ students who attended. SP2 saw exponential growth in the event concept, with continuous improvement and diversification of services is imperative to ensuring the continued growth of UniTopia as a flagship event on the UniSA calendar.

5.13 Sea & Vines Gourmet Winery Day Trip

Date: 11 June

Location: Coriole & Leconfield Wineries

Key Objectives:

- Provide an environment for students to make connections and meet new people
- Allow students to engage in an off-campus environment
- Provide a day tour option – based on feedback received from students.

Summary:

Ticket Price

- Early Bird - \$50
- General - \$60

Total sales

- 39 tickets – 10 @ early bird and 29 @ \$60

Ticket price included:

- A return trip to McLaren Vale on a private bus
- A food pack from Bob Bowls
- Entry into Coriole Winery (second session)
- Entry into Leconfield Vineyard (third session)

Two buses were booked for this trip with their own "bus host". This was Jordan Mumford (Mawson Lakes Representative) and a radio announcer from UniCast. Jordan did an outstanding job and ensured everyone was having fun and felt included.

About 40% of those who attended didn't know anyone, but it was clear towards the end of the day that new friendships were made.

The feedback from the students was extremely positive. They were highly satisfied with the competitive price of the tickets.

The students were well behaved throughout the day and engaged with the USASA team as well as each other.

Some students were so satisfied with the event that they asked if we could organise a bus trip to the Barossa Gourmet Weekend.

With a low cost and risk, along with feedback from students on the inclusion of more day trips, the USASA events team will look to include this intimate opportunity for UniSA students again in 2018.

5.14 O-Week SP5

Dates: 17, 18, 19, 20, 21 July

Location: All UniSA campuses

Key Objectives:

- To create awareness of USASA as the student association
- Highlight the services available to new students
- To provide students with the tools to succeed at UniSA with the supply of the student diary, wall planner and other useful items

Summary:

SP5 orientation was a small-scale event in comparison to SP2. USASA had the following presence across the week:

Program Days

USASA collateral distributed via Campus Tours held on each relevant program day – student reps and counter staff were engaged to educate students on who we are and what we do. USASA events team along with a student leadership group also held a range of interactive/passive games throughout the lunch period on each program day to encourage further interaction.

International Student Day

Speed Friending event was held on both International Student Days (BUE) to encourage student connections to be made. Expo stall set up to distribute key USASA marketing collateral through pre-packed bags – International students Reps engaged to man this stall. USASA presentation including in the International Student Briefing Session.

5.15 Tax Activation

Promotion Period:

25 July-4 August

**Location: Metropolitan
Campus Counters**

Summary:

A tax help information kit and details were provided to counter staff throughout this period who were responsible for taking appointment bookings across the three-week period and communicating uptake to key event staff each week.

The service was promoted via the following channels:

- Posters on campus
- Page on the USASA website
- Social media posts
- FYI
- Push notification via the USASA app

To assist in further promotion of the service, throughout the three weeks the Australian Tax Office had a presence on each of the metropolitan campuses – City West/East and Magill in week 1 & 2.

5.16 UniSA Open Day

Date: 20 August
Time: 9am-4.30pm
Location: George Street and City West, Basil Hetzel Plaza and City East

Key Objectives:

- Promote UniSA to prospective students

Summary:

- Scaled back approach to 2016 – less is more.
- Only 1000 A5 Flyers produced – with approx. half distributed on the day.
- Badges, survival guides and pens also distributed on the day.
- Ball Pit set up, although it looked fun and colourful, unfortunately it did not provide the level of engagement initially intended.
- Overall foot traffic appeared to be low – possibly due to weather.
- Location at City East Campus resulted in especially low level of engagement.
- Level of rep involvement not adequate (based on current policy in place).

5.17 Clubs Awards Night

Date: 13 October
Location: Electra House, King William Street
Time: 7.00pm-9.30pm

Key Objectives:

- Reward clubs and club executives for their achievements
- Provide a networking event for clubs executives

Summary:

The night was a success, with those in attendance reporting a positive experience on the night and the initiative as a great way to acknowledge clubs for all their efforts throughout the year.

Based on the invitation data, a total of 106 members identified they would attend the event. Actual approximately total numbers in attendance on the night was 60 members.

There were 5 Award categories on the night:

- Club Executive of the Year
- Club Event of the Year
- Miscellaneous Awards (multiple)
- New Club of the Year
- Club of the Year

The inaugural Clubs Awards Night was well received by the audience in attendance. The overall concept is a great approach to acknowledging the efforts of USASA clubs in a public forum. Recommendation to maintain the cocktail format and believe the event has the potential to grow in the coming years.

5.18 UniTopia SP5

Metro Campuses**Dates: 10, 17, 18, 19 October****Time: 11.00am – 3.00pm****Whyalla****Date: 18 October****Time: 11.00am-2.00pm****Mount Gambier****Date: 18 October****Time: 11.00am-2.00pm****Key Objectives:**

- Provide a fun and stress-free environment for students
- Create an interactive/engaging space with activities
- Educate students about health & wellbeing
- Provide students with a 'takeaway' from the event

Summary:

The following activities and services were available to students:

- Doggo Café with Delta Therapy Dogs
- Bickford's Bar with iced coffee and raspberry cordial
- Health Check Up Zone with the UniSA GP Clinic, Counsellor Services and Women's Consent T-Bar
- Free massage
- UniSA Sport Minute to Win It
- Batyr Carnival of Wellness
- Headspace Zen Zone with the survey lucky dip
- Adopt a plant
- Painting Pictionary
- Build your own bowl with Bob Bowls

Students across all campuses engaged with the various activities on the day with the most popular being the doggo café, painting pictionary, Bickford's bar and Bob Bowls. The most foot traffic was clearly apparent on the City Campuses.

The delivery of UniTopia SP5 2017 was successful, with a significant level of student engagement. The collaboration between SEU and USASA to co-deliver this event is a continuous improvement and allows a diversification of services and resources to make the event better each time.

Event staff to continue to grow and develop the event in 2018 with further investigation into event sponsorship/partnership to assist financially. Also, improve and explore more services provided to students and in turn the level of engagement at the events.

5.19 Halloween 'Trick or Treat' Party

Date: Friday 27 October

Time: 9pm-3am

**Location: Fat Controller,
136 North Terrace**

Ticket Price: \$20 + Booking Fee

Theme: Trick or Treat – Neon Imagery

Key Objectives:

- Provide a fun and positive experience for students
- Create an interactive/engaging space reflective of Halloween
- Provide students with an end of year celebration
- Create an environment for students to mingle outside of the University environment

Summary:

The Halloween 'Trick or Treat' Party is an event aimed to provide UniSA Students with the opportunity to celebrate the popular phenomenon that is Halloween in a 'party' environment.

In 2017, USASA took over the project management of the initiative after the event was delivered for the past three years by the Student Engagement Unit (SEU). This decision was made as it was felt that this social based event was more suited to delivery by the Student Association.

The event took on a generic based theme of 'Trick or Treat' and was designed to provide a positive student experience through the inclusion of the following key elements: a DJ line up; roaming entertainment and flash mob style performance; Snap Snap Photo Booth; Glitter Gang and Neon Face Painter; drink specials/signature cocktails and a best dressed competition with a \$500 cash prize. In addition to this, the venue was decked out with various theming to add to the student experience including a thick cobweb entrance, grave yard and Fortune Teller.

5.20 Campus Art Prize

Date: Thursday 3 August

Time: 5.30pm – 8.30pm

**Location: Upper Fenn Place,
City West**

Key Objectives:

- Engage a wide range of UniSA students by facilitating the display of student art
- Contributing to the vibrancy of the UniSA campus culture
- Activating campus spaces

Summary:

2017 was the second year of this project, with the exhibition newly included as part of the South Australian Living Artists (SALA) Festival to provide extra value to students.

- 39 submissions were accepted and exhibited
- 789 votes were received for favourite artwork
- \$695 in sponsorship was gained from 2 external organisations
- The exhibition featured as a premium show in the catalogue-distribution of 250,000 copies
- Channel 10 reported live from the opening night party-broadcasting to 53,000 viewers
- The digital promotion of the project gained 76,000 impressions

5.20 Campus Art Prize

The project invited students to submit their artwork to a competition, which resulted in three winning pieces being displayed long-term at 14 prominent locations on UniSA campuses. Ultimately this project intends to assist students in sharing and celebrating their creativity and reduce barriers which prevent students from being able to independently display their artwork.

Exhibition:

All students who successfully submitted work to the competition had their work on display on the façade of Kaurna Building on UniSA City West Campus. The artwork remained in-place until December 2017. Students were invited to vote for their favourite artworks to decide which three pieces would win and share in over \$1000 in prizes. The wider community was also engaged in this event, with prizes provided by USASA as well as local businesses; Art Stretchers and Australian Graphic Design Association (AGDA).

The guidelines of the competition offered participating students a valuable opportunity to put their problem-solving skills to the test and respond to a real brief. The students were asked to respond to the brief 'Your Window' and create the work they wanted to see on campus that met artwork dimensions and resolution. Feedback and help with meeting these guidelines was offered by the USASA marketing team and utilised by many of the participants. This valuable learning opportunity led to students creating contacts within USASA and has resulted in further fantastic artistic collaborations for 2018, including select pieces being included in the 2018 USASA Student Diary and one artwork being used on USASA o-week calico bags.

Student Feedback

"I hope it continues to run in future years and it's a great way for students to have a voice/ have their work seen."

"Absolute great opportunity to showcase student work- and involve previous contributors through live art!"

5.21 Sexual Health Campaign

In September 2017, USASA delivered a month-long initiative, in the form of an information campaign, to make sexual health information easily accessible to students. The campaign, titled “Uncensored: Let’s talk about sex” coincided with World Sexual Health Day and saw the production and distribution of sexual health information via a print and online campaign.

The initiative provided both the knowledge and tools for UniSA students (metropolitan and regional) to be more informed about their sexual health and wellbeing. The initiative received content development assistance from SHINE SA (Sexual Health Information Networking & Education Service) with additional contact information supplied by the UniSA GP Clinic and select relevant UniSA Student Clubs.

- 1,000 sexual health packs distributed to all 6 UniSA campuses in 10 business days
- A campaign post was also the most engaged with post on the USASA Facebook for all of 2017
- The print campaign reach totalled 38,801 possible impressions and 100% of the sexual health packs were collected.
- The online campaign reach totalled 28,957 impressions and the total online engagement was 2,275.
- Total hours visitors spent reading the ‘Uncensored’ webpage accumulated to 22 hours and 46 minutes.

The statistics show campaign was very well received by students and the engagement both on-campus and online exceeded initial expectations. There were no formal complaints received regarding the campaign via any channels. The reception indicates that the campaign message and information were of interest and use to UniSA students.

The campaign provided sexual health information covering five key areas: consent, contraception, sexually transmitted infections, unplanned pregnancy, and sexual and gender diversity. The campaign provided as much information in the one place as feasible (in booklets and on the USASA website) rather than referring students to other sources. This was important in reducing barriers/clicks which are a deterrent when sourcing information. The 24-page booklet was designed and produced in-house at USASA with majority of the content supplied by SHINE SA.

The Sexual Health Packs were produced and distributed to students via campus counters. Each pack included a sexual health information booklet, canvas bag with sticker, condom & lubricant pack (with instructions), dental dam, and a Chupa Chup.

The campaign was designed to reach students both while they were at their campus and while they were online. This allowed for the information to be explored at a time they felt comfortable, most likely in private. Not every impression needed to deliver in-depth information, the goal of the campaign was to raise overall awareness that this information was available if they wished to access it. This campaign created general awareness about sexual health and instilled knowledge in students- ideally also prompted them to take action e.g. go for sexual health checks, use contraception more wisely.

Counter Services

80

USASA
NOTICE BOARDS

3,000

employment hours
for UniSA students

OVER 28,000

DIRECT STUDENT INTERACTIONS



6.0 Counter Services

USASA operates service counters for students on all four metropolitan campuses that provide:

- Key information about USASA services and events
- Second-hand textbook sales
- Clubs support & e-store
- Campus wear merchandise sales
- Free sexual health & personal health items
- Free study support items (pens, diaries and wall planners)
- Verse Magazines
- \$1 cup noodles
- USASA monitored notice boards
- Social spaces (Magill and City East)

The counters are the 'face' of USASA on campus and provide an important presence on all metropolitan campuses. In 2017, USASA provided over 3,000 employment hours for UniSA students and had over 28,000 direct student interactions.

Students visit these spaces not only when they are in need, but also for a friendly set of ears when needing to unwind. They appreciate having a personal contact point when seeking information on services and this is specifically the case for the Advocacy service. The Counter Service Assistants are comfortable guiding students through the process of making appointments or may make first contact on their behalf. Counter staff also heavily promote events. With the development of the Marketing department's 'Key Messages' in 2016, Counter Staff are familiar with what areas to focus on each month. This gives clear direction when we have Events such as UniTopia or Pac-Crawl. They will personally invite students to the events, pass on flyers, and ensure students are aware of how beneficial and fun their attendance will be. 2017 saw an increased focus on promoting events via the counters. This was successfully trialled during Pac-Crawl promotions in SP2 and staff continued 'dressing up' the space Halloween theme to encourage ticket sales and support our Halloween party.

The second-hand book service is an important feature of the USASA counter service program. It provides students an alternative to buying brand new expensive textbooks, and provides the opportunities for students to get some money reselling their books. In 2017 USASA facilitated the sale of textbooks, returning over \$28,000 direct to students. We also continued our relationship to the service by directing students to Zookal, which is an external online textbook business that offers the option to rent textbooks at a discounted rate (up to 70% off the current RRP). The link on the USASA website directing students to Zookal saw an increase in click-throughs, and approximately 100 flyers were handed out per campus. This ensures that our students have a variety of options when needing to obtain books needed for their studies.

Freebies are a huge drawcard for incentivising students to visit USASA counters. The student diary continued to be popular and was sought by students all year. We continued the wall planners and USASA pens, but also kept things exciting by introducing a lapel pin, which the students voted for in an online poll. The debate between the two options brought a lot of attention to the counters and staff reported that students still bring it up in conversation.

There are 80 USASA run notice boards across all metropolitan campuses. Staff tend to these boards every Monday to ensure content is current and of use to students. Students visit campus counters when wanting to post content and once approved, counter staff stamp the posters or flyers to ensure they stay up for the allocated time.

Affiliations and Memberships

7.0 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)
Council of International Students of Australia (CISA)
Adelaide West End Association (AWEA)