GOVERNANCE
Governance & Risk Management

- **COVID Omicron**: 8 cases from 1 August to date.
- **WHS**: 6 reportable cases (minor to medium category).
- **Investment Manager**: Following last month’s board meeting, a boutique responsible investment specialist, was appointed to be USU’s new investment manager. Contract & documentation is proceeding.
- **Finance ERP System**: following a competitive RFP process, USU has selected and appointed a vendor for the new Finance ERP System.
- **Ideal Reviews**: are underway for staff (anniversary of joining)
# Business Systems: Projects Updates

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Project Status this month</th>
<th>Project Status last month</th>
<th>End Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>USU Website</td>
<td>95% Complete. Round one UAT Complete. Round two to be commenced on 27th September</td>
<td>90% Complete</td>
<td>“Go Ready” 29th September Go Live November TBC with HODS Approval. May delay launch till 1 Jan to coincide with new Semester and C&amp;S training.</td>
<td></td>
</tr>
<tr>
<td>CCTV Replacement Project</td>
<td>Initial order of CCTVs has been placed.</td>
<td>Stage 1: Manning February 2023 Stage 2: Holme April 2023</td>
<td>The USU’s CCTV Systems is over 20 years old and due for replacement. CAPEX has been approved for this project however we are seeking additional funding from SAFF to help cover the cost of Stage two of the project.</td>
<td></td>
</tr>
<tr>
<td>Locker Hire Enhancements</td>
<td>Completed</td>
<td>90% - In progress</td>
<td>Same date as website This system will be available on new Website</td>
<td>Making improvements to USU’s Locker Hire system to allow for better UI/UX for staff and members.</td>
</tr>
<tr>
<td>Clubs Suite Replacement Project phase two.</td>
<td>Started 10% complete- Discovery Phase</td>
<td>Not started</td>
<td>February 2023</td>
<td>C&amp;S/ IT Teams are working on improving the systems C&amp;S use to manage Club Governance and Finances. This is currently in discovery. Once completed a scope of works and cost estimates will be submitted for approval.</td>
</tr>
<tr>
<td>USU Finance System Project</td>
<td>40% - In progress. Contract reviewed by USU lawyers. Orders issued with vendor</td>
<td>30% - In progress</td>
<td>1st January 2022</td>
<td>We have engaged TechWeave to help us capture requirements and provide and appropriate solution to replace USU finance system and improve associated processes and reporting.</td>
</tr>
<tr>
<td>Room Booking Solution</td>
<td>95% Complete</td>
<td>90% - In progress</td>
<td>Same date as website go-live</td>
<td>We are expanding the use of the Ivvy System to allow room booking management across all USU spaces. This solution will be integrated into the new website.</td>
</tr>
</tbody>
</table>
Emerging Issues

• **National Day of Mourning:** 22 Sept – USU facilities closed

• **NTEU strike action:** 13-14 October
  • Impact to Graduations and USU operations

• **Staff recruitment**

• **Cost of living pressures** - ongoing
Emerging Issues:

• Historically lowest level of unemployment
  (ABS 15 Sept)
  • 3.5% July22 > 3.4% Aug22 > 3.5% Sept22
  • participation rate increased to 66.6%
  • employment increased to 13,592,100

• Ongoing fears of a US, UK & global recession

• Inflation rate pressures
  • RBA’s target inflation rate is 2-3%
  • RBA estimating inflation of 7% by Dec22
Emerging Issues: Cost of living: Interest rates

Cash rate surging:
- **RBA:**
  - 0.1% Nov 2020
  - 0.35% May 22
  - 0.85% Jun 22
  - 1.35% Jul 22
  - 1.85% Aug 22
  - **2.35% Sept 22**

Big four bank’s cash rate forecasts (Jul)
- **CBA:** 2.60% by Nov 22
- **NAB:** 2.85% by Nov 22
- **ANZ:** 3.25% by Nov 22
- **Westpac:** 3.35% by Feb 23
Emerging issues: Cost of living: Petrol prices

**Buying tip** (updated Monday, Wednesday and Friday):

- prices are **increasing**
- if motorists **shop around**, they may find some retailers that have not yet increased prices.

The chart below shows daily average regular unleaded petrol prices in Sydney over the past 45 days.

Source:
Emerging issues: wholesale gas market prices

Source:
Emerging issues: wholesale electricity prices

Annual volume weighted average 30-minute prices - regions

Source:
USU wins
OUTLETS UPDATE:

August 2022

TOTAL USU OUTLETS

- 500,000
- 1,000,000
- 1,500,000
- 2,000,000
- 2,500,000
- 3,000,000

January
February
March
April
May
June
July
August
September
October
November
December

2016
2017
2018
2019
2020
2021
2022
Student Programs
August 2022 Activity Reporting
## C&S Snapshot: August 2022

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Clubs</td>
<td>187 out of 261 (+ Revues)</td>
</tr>
<tr>
<td>Pending registrations</td>
<td>69</td>
</tr>
<tr>
<td>New Club Application</td>
<td>2 Approved / 2 requested further information / 5 rejected</td>
</tr>
</tbody>
</table>
| Freshdesk Queries (20 July – 31 August 2022) | -Received 1243 Tickets  
-Resolved 1288 Tickets |
| Event Registrations (month of July) | Total club events: 297                                                 |
| Club Funding 2022               | 165 grant applications. 146 acquittals. 50 Discretionary (42 USU / 8 SSAF) |
Student Programs

- **R U OK? Day**

- **Battle of the Bands Heats**

- **Goodbox Packing Day**
Student Programs

Australian Discussion Groups

Day Trips

International Fest

Palladian Cup
August 2022

PULP 2022/23

Magazine: August 2022 Edition 01

> 2000 copies produced
> 10 stands installed: inc 1 at the Con
> 65% uptake to wit 2 weeks remaining
Digital Marketing
August 2022 Activity Reporting
# Monthly Digital Summary

## August 2022

<table>
<thead>
<tr>
<th>Account</th>
<th>Followers</th>
<th>Monthly Growth</th>
<th>Engagement Rate %</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>USU.USYD Instagram</td>
<td>17,398</td>
<td>+ 429</td>
<td>4.77%</td>
<td>158,798</td>
</tr>
<tr>
<td>USU Facebook</td>
<td>27,942</td>
<td>168</td>
<td>3.38%</td>
<td>91,951</td>
</tr>
<tr>
<td>USUeats Instagram</td>
<td>3,100</td>
<td>139</td>
<td>4.76%</td>
<td>26,525</td>
</tr>
</tbody>
</table>

### Top 5 Posts Instagram

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Post Description</th>
<th>Likes</th>
<th>Comments</th>
<th>Impressions</th>
<th>Reach</th>
<th>Engagement Rate %</th>
<th>Speed</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 31, 2022</td>
<td>04:35pm</td>
<td>Come to the Great Hall and grab a photo of the throne to celebrate the release of HouseofTheDragon on USU.USYD.</td>
<td>1,069</td>
<td>11</td>
<td>13,823</td>
<td>10,974</td>
<td>8.02%</td>
<td>—</td>
</tr>
<tr>
<td>August 28, 2022</td>
<td>05:08pm</td>
<td>We may not be in King’s Landing, but you can visit our very own Great Hall for the chance to sit on the Iron Throne!</td>
<td>852</td>
<td>9</td>
<td>25,102</td>
<td>10,351</td>
<td>3.65%</td>
<td>—</td>
</tr>
<tr>
<td>August 20, 2022</td>
<td>06:56am</td>
<td>We’re loving our little oasis of campus 🍀 USYDpond 🌿 USYD10thanniversary #10USYD #10yrsUSYD</td>
<td>704</td>
<td>10</td>
<td>9,765</td>
<td>7,212</td>
<td>7.46%</td>
<td>—</td>
</tr>
<tr>
<td>August 5, 2022</td>
<td>04:39pm</td>
<td>They’re not just your average club! 🧡 @USUNewsAdvisory is taking you through the semester’s Welcome Fest.</td>
<td>682</td>
<td>5</td>
<td>14,762</td>
<td>12,974</td>
<td>5.14%</td>
<td>—</td>
</tr>
<tr>
<td>August 10, 2022</td>
<td>12:01am</td>
<td><strong>COMPETITION ENDS CLOSED</strong> 🎉 COMPETITION TIME 🎉 It’s the start of the semester and what better way to get back into study mode than with a bundle of cool prizes! Enter the USU Rewards Member’s chance to win a MacBook Air! How to enter: 1. Be a USU Rewards Member. 2. Must be following usunews.com</td>
<td>602</td>
<td>426</td>
<td>8,737</td>
<td>7,410</td>
<td>11.90%</td>
<td>—</td>
</tr>
</tbody>
</table>
Someday Soon Instagram

Someday Soon Instagram account was launched on 15 July 2022 and is regularly posting to push ticket sales, artist engagement and brand awareness.

**Account Overview**

<table>
<thead>
<tr>
<th>Performance</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td>21</td>
<td>87,097</td>
<td>53,546</td>
</tr>
<tr>
<td></td>
<td>↑ 2,100%</td>
<td>↑ 32,892%</td>
<td>↑ 22,783%</td>
</tr>
<tr>
<td>Likes</td>
<td>993</td>
<td>73</td>
<td>382</td>
</tr>
<tr>
<td></td>
<td>↑ 99,300%</td>
<td>↑ 7,300%</td>
<td>↑ 12,634%</td>
</tr>
</tbody>
</table>
Marketing for Someday Soon includes:

• Dedicated e-DM’s utilised for awareness and driver of presale sales
• Paid social ads campaign targeting students and the general public - greatest source of traffic
• Digital and physical posters around campus, inside our venues and USYD colleges etc.
• Each headliner artist has designed assets, plus short video content, playlist featuring the Someday Soon artists
• PR: contact with USYD MarComms, numerous media and digital publications focused on youth culture and music
• Regular posting across all USU channels (eDM, USU socials, website & app)
Someday Soon Webpage

Launched from 15 July 2022 with teaser

**Page views:** 7,467

**Unique page views:** 6,230

**Top 5 Sources** (where traffic is coming from)

1. Paid ads
2. Campaign Monitor (our eDM platform)
3. IG Bio Link
4. Instagram
5. Google
USU Distinguished Speaker Series

Grace Tame
30 August

Digital Results

Promotions launched August 16 on socials and the eDM, with the event sold out by 22 August with 500 registrations.

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Reach</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,996</td>
<td>9,534</td>
<td>606</td>
</tr>
</tbody>
</table>

Likes: 572
Comments: 5
Saves: 29
Engagement Rate: 5.51%
Distinguished speaker series

Behrouz Boochani
Author, human rights advocate

Tuesday 13 October @ Refectory

Coming Up: Cathy Foley
Australia’s Chief Scientist

Postponed until 2023
Verge Gallery Exhibition Opening

THEA ANAMARA PERKINS ‘THAT WHICH ENDURES’

Opening 15 September – 14 October
Membership
August 2022 Activity Reporting
Monthly Membership Summary

August 2022

Total Members as of 31 August 2022 = 40,195 (34,036 Free; 6,159 Rewards)

Income for August was $21,300 against a budget of $15,000. A positive variance of +$6,300. YTD we are also tracking well ahead of budget +$95,298.

- Welcome Fest Sem 2 – gained 1,552 new members (1,096 Free, 456 Rewards)
- First ever Food Truck Activation at Con
- Hit over 40K members – a new Record and our highest ever Membership number post VSU.
- Terms and Conditions updated
- Preparation and support for: Manning Party + Speaker Series
- Preparation and planning for Int Fest.
- Ongoing work for the new website and transition to Freshdesk, including creation of FAQ’s
P&C
August 2022 Activity Reporting
Recruitment

- Continues to be heavy with a mix of casual and permanent roles on offer. Challenging market with a lack of candidates hampering recruitment of many permanent roles, even with use of recruitment agencies. Re-advertising has helped with a couple of positions.

EBA Strategy Session

- EBA review kicked off with a strategy session facilitated by HR Assured. The session highlighted key considerations that need to be made prior to proceeding with re-negotiations. Collaboration with HODs will continue around the best way to proceed.

Casual Conversion

- The team continues to monitor casual working patterns in line with legislation and offering conversion to FT/PT where applicable. A total of 4 conversion offers have been made, of these 4, we have had 0 acceptances.

Ergonomic Assessments

- Ergonomic assessments were conducted for all applicable staff in both offices and outlets. Some minor adjustments to workspaces have been made and recommended equipment for purchase is currently under review.
## Recruitment Snapshot (Live figures)

<table>
<thead>
<tr>
<th>Recruitment</th>
<th>Permanent/Fixed Term</th>
<th>Casuasl</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live</td>
<td>7</td>
<td>38*</td>
</tr>
<tr>
<td>Filled</td>
<td>8</td>
<td>6#</td>
</tr>
<tr>
<td>Upcoming</td>
<td>2</td>
<td>5*</td>
</tr>
</tbody>
</table>

* Approximate number, need for casual roles may increase depending on the current student casuals’ availabilities.

* Semester 2 recruitment planning underway
Events on Campus

- RUOK Day @ BUDS
- H.E.A.T. @ Manning
- Emo Night @ Manning
- USUeats @ Int Fest
- Game of Thrones
Now in place across USU men’s bathrooms:
COMING UP...
Coming Up:

SOMEDAY SOON
Saturday, 15 October
@ Manning Bar

Mental Health Month (Oct.)
**UPCOMING GIGS**

- **OPIUO @ MANNING**
  - Friday 23rd September 8pm

- **IN HEARTS WAKE @ MANNING**
  - Saturday 24th September 5:30pm & 9pm

- **KING STINGRAY @ MANNING**
  - Thursday 6th & Friday 7th October 8pm

- **THE CHARLATANS @ MANNING**
  - Saturday 8th October 8pm

- **SLEEP@MAKESWAVES @ MANNING**
  - Friday 30th September 8pm

- **CONFESSION @ MANNING**
  - Saturday 1st October 8pm

- **SOMEDAY SOON @ MANNING HOUSE**
  - Saturday 15th October 3pm

- **METAL GODS @ MANNING**
  - Friday 21st October 8pm
MYSTERY PHOTO #1
What is this image?
MYSTERY PHOTO #2

Where is this photo taken?