

Flinders University Student Council Meeting
Agenda of the Meeting held on Tuesday 5th May 2015.
Meeting Room, Flinders University Student Association.
5:00pm

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FUSA Student Council Meeting

Meeting Agenda

May 5th, 2015

1. Welcome and meeting open

2. Apologies

3. Welcome guests

4. Accept Minutes from previous meeting

I move that Student Council accept the minutes from April. – *General Secretary*

5. Reports

5.1. President's Report

The month of April has continued to be a very busy time for the Flinders community. It has been fantastic meeting with so many students and staff in regards to many issues – both big and small. I would like to express my gratitude to our FUSA Indigenous Officer, Latoya Rule who has worked particularly hard in relation to the threatened closure of Aboriginal communities. In any month I meet up and communicate with many student leaders, I would like to personally thank Rose Steele, President of the National Union of Students and Hannah Smith, NUS Education Officer for visiting Flinders University.

Sturt campus

The state of buildings and services at our Sturt campus is a disgrace. The university needs to urgently spend money on improving facilities or make clear what their intentions are for the campus. Are they planning to move Nursing and other Health Sciences away from Sturt? Either way students who study at Sturt deserve better. Plenty of university capital has been spent on new campuses at Victoria Square, Tonsley Park and in the Northern Territory (AT CDU and Alice Springs) in recent years and the university is spending over \$63 million on the main Bedford Park campus.

In recent weeks it has been brought to my attention the issue of a lack of access to basic hygiene or pharmacy related products. **This includes feminine hygiene products; basic pain relief; first aid items; hand moisturizer (important to nursing, paramedic and other students in labs constantly washing their hands); lip balm etc.** Sturt students can access band aids and tissues. Students have been told they need to walk to the Bedford Park campus as an anti-competition agreement with the main campus Pharmacy encompasses Sturt campus prohibiting the Flinders One retail outlet from selling the items listed above.

Both students and staff are rightly annoyed by the situation. Academic staff, professional staff as well as Cafe staff keep personal stashes of tampons, pads Panadol and other items for distressed

students free of charge. FUSA has not been able to get a clear answer from Flinders One for why Sturt students cannot access basic pharmacy related products and urgent meetings to discuss the issue with senior management in the university have been delayed.

I have organised a FUSA forum to be held on Wednesday May 20. In the lead up to the Forum, there will be a short survey for students to fill in enabling us to have some idea before the forum. The multi-cultural festival at Sturt on May 13-15 is another important opportunity to listen to and engage with Sturt students and issues confronting them as well as building the FUSA forum.

International students

During the month of April I have been lucky to meet many International students in our Flinders community at various events on campus. It has been great meeting a number of the Presidents and other executive members of the various clubs and societies representing International students. I am in the early stages of organising a FUSA forum aimed at our International students' as this is an area of the Flinders student community FUSA can build stronger links with.

Flinders One communication in regards to Mchughs and decafe.

Student Council was concerned with the opening hours of Mchughs at Bedford Park and decafe at Sturt. In correspondence with Andrew Nairn, General Manager of Flinders One, Andrew has stated that Flinders One is in the process of extending the opening time till 5pm daily and 7pm on at least one weeknight for Mchughs. Unfortunately, in regards to decafe, Flinders One has no intention of extending the hours beyond the current 5pm closing time.

Proposal for rebranding FUSA

See attached document.

5.2. General Secretary's Report

Bank Account Position: 30 April 2015

Flinders University Student Association	Opening Balance	21,736.09
National Australia Bank, Bank Account	Total Debits	852.46
As at 30/04/2015	Total Credits	-5,200.00
	Closing Balance	17,388.55

Inflow/Outflow transactions

*Note: This statement includes outstanding transactions

Transaction Date	Description	Debit	Credit	Balance
1/04/2015	Balance (c/d)			21,736.09
	Transfer to A1 Apparel (Purchase of pubcrawl T-Shirts)*		-5,200.00	16,536.09
30/04/2015	Paypal Balance (Pubcrawl Sales (740.00) and Job Listings (112.46))*	852.46		17,388.55
30/04/2015	Closing Balance			17,388.55

Clubs and Societies

I am working with Adam to organize the Clubs and Societies Subcommittee meeting. The meeting will be held in the third week of May (22nd), before the break. As the subcommittee is relatively new, and clubs don't have much idea what to expect, I am working on an email to send out to the clubs to give people an idea of what the meeting will be like, to frame the discussion, and to ask for clubs to indicate what sort of things they want to discuss. We're aiming for a more informal structure to encourage as much participation as possible. Adam is sorting out a location. I'll report back when there's more progress, but it all looks good so far. I'd like to thank Adam for all the help. General Council Members who are interested in helping out should email me or chat with me after the council meeting.

O'Week Student Directors Group

A decision was made earlier this year by the DVCA that FUSA is to take the leading role in planning and coordinating the social aspect of O'week activities. To facilitate this, the O'Week Student Directors Group has been formed, to be chaired by the new FUSA Events Coordinator. The General Secretary will be part of this group. It's purpose is to develop O'Week in such a way as to improve student engagement. I have corresponded with the Events Coordinator and the MSE regarding participation in this project.

Marxism Conference

Over the Easter weekend I participated in the Marxism Conference. At this conference I was able to meet with the leading student activists behind the successful campaign to stop Abbott and Pyne's deregulation of university fees, to discuss further campaigning and to take lessons from their experiences interstate which will be applicable here at Flinders. I was able to meet and hear from inspiring activists from the struggle for land rights in Australia, the #BlackLivesMatter movement, historians and journalists. The conference is unlike anything else in Australia, and an extremely valuable resource for student activists.

Anti-Reclaim Australia Rally

While I was in Melbourne for the Marxism Conference, a group of organized fascists took to the streets around the country. I was part of the counter-demonstration, which successfully prevented the swastika-adorned fascists from holding their rally in Federation Square. One of the core components of the Student Voice election platform was fighting against racism, it's an issue which greatly concerns the students at Flinders. Several Flinders students contacted me regarding the rally and their safety. I am proud to have been on the front lines of the fight against any disgusting racist who dared turn up to the Reclaim Australia rally.

Club Funding

I have investigated the issue of club funding as directed by Student Council in the previous meeting. The complete 2014 funding list is available, but we do not yet have a complete list for 2015, as the 2015 academic year is not yet finished. The funding provided for clubs is an excellent resource for the improvement of campus life and culture. As you can see from the tables below, there is a problem of underutilization of clubs funding. Many clubs are not accessing funding from FUSA which could enable them to reach more members and enhance their presence on campus. I will be contacting clubs to make sure that they know about all the assistance and support FUSA can provide to them, I encourage other council members to do the same, and any students reading this report who wish to know more about clubs funding they may be entitled to should contact myself or Adam.

2014 Clubs Funding:

<i>Club Name</i>	<i>Total avail.</i>	<i>Total avai. S1</i>	<i>Total avail. S2</i>	<i>Total disbursed</i>
AISEEC	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Association for the Students of International Studies	\$1,703.67	\$1,203.67	\$1,223.55	\$496.33
Astronomical Society	\$1,205.20	\$800.00	\$905.20	\$994.80
Bangladeshi Students Association	\$1,440.00	\$740.00	\$1,140.00	\$760.00
Chinese Student and Scholar Association	\$1,582.64	\$1,082.64	\$1,132.64	\$617.36

Community Permaculture Garden Society	\$2,200.00	\$1,700.00	\$1,700.00	\$-
FLICS (formerly FACTS)	\$204.00	\$100.00	\$204.00	\$1,796.00
Flinders African Students Association	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Archaeological Society	\$700.00	\$500.00	\$500.00	\$1,300.00
Flinders Business School Student Association	\$1,630.20	\$1,130.20	\$1,430.20	\$569.80
Flinders Evangelical Students	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Fair Trade Society	\$1,747.60	\$1,247.60	\$1,247.60	\$452.40
Flinders Pastafarians	\$1,639.14	\$1,139.14	\$1,139.14	\$560.86
Flinders Philosophy Club	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Photography Club	\$1,065.00	\$765.00	\$815.00	\$1,135.00
Flinders Tourism Club	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders University Digital Gaming Enthusiasts (FUDGE)	\$700.00	\$100.00	\$300.00	\$1,500.00
Flinders University Indian Association	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders University Malaysian Student Association	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders University Physics Society (INACTIVE)	\$810.70	\$510.70	\$500.00	\$1,389.30
Flinders University Secular Society	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders University Speleological Society	\$614.05	\$314.05	\$314.05	\$1,585.95
Flinders University Vgen	\$793.13	\$497.37	\$570.25	\$1,406.87
Harry Potter Society	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Health and Human Rights Group	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Hong Kong Student Society	\$2,200.00	\$1,700.00	\$1,700.00	\$-
IASTE Adelaide Local Committee	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Indonesian Students Association of Australia (PPIA)	\$1,971.26	\$1,471.26	\$1,471.26	\$228.74
Japanese Speakers Club	\$438.02	\$38.02	\$38.02	\$1,761.98

Overseas Christian Fellowship	\$682.54	\$482.54	\$478.94	\$1,517.46
Palaeontology Society	\$475.97	\$225.97	\$225.97	\$1,724.03
Post-Graduate Research Students in the School of Medicine	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Singapore Students Association	\$1,139.66	\$700.00	\$639.66	\$1,060.34
Sri Lankan Student Association	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Socialist Alternative	\$900.00	\$700.00	\$700.00	\$1,300.00
Timorese South Australia Social Group	\$1,948.58	\$1,448.58	\$1,648.58	\$251.42
Flinders Rounds	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders University Biodiversity and Animal Behaviour Society FUBABS	\$2,032.35	\$1,700.00	\$1,700.00	\$167.65
Social Work Society	\$-	\$-	\$-	\$2,200.00
Society of Engineers	\$1,354.60	\$1,054.60	\$1,054.60	\$845.40
Flinders University Costume Lovers of the Highest Enthusiasm CLOTHES	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Without Borders	\$1,300.00	\$600.00	\$1,000.00	\$900.00
Nutrition Club	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Flinders Enactus	\$1,200.00	\$500.00	\$900.00	\$1,000.00
Flinders Red Cross	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Flinders Motorsport	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Vietnamese Students in Flinders Uni	\$2,042.27	\$1,342.27	\$1,542.27	\$157.73
Flinders University Book Club	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Club de Espanol (Spanish Club)	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Flinders History Society	\$2,070.00	\$1,370.00	\$1,570.00	\$130.00
Flinders University Muslim Association (FUMA)	\$891.52	\$391.52	\$591.52	\$1,308.48
Flinders University Marine Biology Association	\$790.68	\$290.68	\$690.68	\$1,409.32
Totals:	\$85,672.8	\$60,545.18	\$64,773.13	\$30,527.22

2015 Clubs Funding



<i>Club Name:</i>	<i>Total Avail.</i>	<i>Total Avail. S1</i>	<i>Total Avail. S2</i>	<i>Total Disbursed</i>
AIESEC	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Association for the Students of International Studies	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Astronomical Society	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Bangladeshi Students Association	\$1,403.76	\$800.00	\$1,103.76	\$796.24
Chinese Student and Scholar Association	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Community Permaculture Garden Society	\$2,200.00	\$1,700.00	\$1,700.00	\$-
FLICS (formerly FACTS)	\$1,376.00	\$1,076.00	\$1,200.00	\$624.00
Flinders African Students Association	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Archaeological Society	\$2,000.00	\$1,550.00	\$1,550.00	\$-
Flinders Business School Student Association	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Evangelical Students	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Fair Trade Society	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Pastafarians	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Philosophy Club	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Photography Club	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Tourism Club	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders University Digital Gaming Enthusiasts (FUDGE)	\$2,200.00	\$1,500.00	\$1,500.00	\$-
Flinders University Indian Association	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders University Malaysian Student Association	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders University Physics Society (INACTIVE)	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders University Secular Society	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders University Speleological Society	\$2,200.00	\$1,700.00	\$1,700.00	\$-



Flinders University Vgen	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Harry Potter Society	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Health and Human Rights Group	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Hong Kong Student Society	\$2,200.00	\$1,700.00	\$1,700.00	\$-
IASTE Adelaide Local Committee	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Indonesian Students Association of Australia (PIIA)	\$1,759.95	\$1,259.95	\$1,259.95	\$440.05
Japanese Speakers Club	\$2,200.00	\$1,550.00	\$1,550.00	\$-
Overseas Christian Fellowship	\$1,936.11	\$1,436.11	\$1,700.00	\$263.89
Palaeontology Society	\$2,200.00	\$1,650.00	\$1,700.00	\$-
Post-Graduate Research Students in the School of Medicine	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Singapore Students Association	\$1,087.87	\$787.87	\$587.87	\$1,112.13
Sri Lankan Student Association	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Socialist Alternative	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Timorese South Australia Social Group	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Rounds	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders University Biodiversity and Animal Behaviour Society FUBABS	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Social Work Society	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Society of Engineers	\$2,060.70	\$1,560.70	\$1,700.00	\$139.30
Flinders University Costume Lovers of the Highest Enthusiasm CLOTHES	\$2,200.00	\$1,700.00	\$1,700.00	\$-
Flinders Without Borders	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Nutrition Club	\$1,776.00	\$1,076.00	\$1,276.00	\$424.00
Flinders Enactus	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Flinders Red Cross	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Flinders Motorsport	\$2,200.00	\$1,500.00	\$1,700.00	\$-

Vietnamese Students in Flinders Uni	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Flinders University Book Club	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Club de Espanol (Spanish Club)	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Flinders History Society	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Flinders University Muslim Association (FUMA)	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Flinders University Marine Biology Association	\$2,200.00	\$1,500.00	\$1,700.00	\$-
Totals	\$112,400.9	\$83,646.63	\$86,527.58	\$3,799.61

Labor's attacks on students, healthcare workers, and patients

In the past months, healthcare workers and support workers across South Australia have been standing up to the State Labor government's vicious campaign of privatization, cuts and closures. We're assured that "transforming health" will be beneficial, yet the state government refuses to sign a deal with hospital workers which would commit to no further privatization or outsourcing of jobs, and Flinders students are left in the dark – what will happen to students who would do their placements at the Repatriation hospital if it is to close or is privatized? There's no way to know – the existing staff aren't even sure what will happen to their jobs. In response, United Voice workers have been taking industrial action. I attended a stop-work meeting and rally in the city, which was attended by at least 100 people. Similar stop-work meetings and demonstrations happened at Flinders and the Repat.

I have contributed an article to Red Flag Newspaper on the subject, liaised with workers and students, and visited the protesting veterans on the steps of Parliament House to sign their petition against the closure of the Repat. The rank hypocrisy of Weatherill should be noted - \$10m is to be spent on an ANZAC walk around government house commemorating war while real humans who were sent to war and need the Repat are ignored.

FUSA Education Collective Meeting

I attended the FUSA Education Collective meeting. I used the opportunity to talk to the NUS President and Education Officer.

NUS Affiliation

I have been in communication with NUS General Secretary Tom Nock regarding FUSA's affiliation to the National Union of Students. NUS is the peak representative body for students in this country and it is of paramount importance that we affiliate to it, and financially contribute as much as possible.

5.3. Education Officer's Report

School Associations Project

Two steps forward, one step back. Over the past month we lost a little momentum due to the mid-semester break and one club deciding they would rather not join the project at this stage (Bachelor of Health Science). Still, we trudge along and continue our quest for what should be an endless task of bettering student representation.

I have met with the Association for Students of International Studies (ASIS) who are relatively sound but are looking at a more formal recognition from their school. I also met with Nursing and Midwifery who have a range of problem and will be looking to FUSA for support in the coming weeks/months. I will be meeting with Psychology and Medicine hopefully in the next month.

We have now received official endorsement from Professor Andrew Parkin, Deputy Vice-Chancellor (Academic) surrounding this project.

The 14 schools at Flinders and the associations that are likely to represent the school are listed below, for the schools that have no school wide representation at this stage, they are in the 'non-existent' column.

Affiliated	Non-Affiliated	Non-Existent
Business Association	Law Association	Humanities/Creative Writing
ASIS	Nursing, Midwifery	Social and Policy Studies
Thinking CaPS	Education Student Association	Biology
Psychology Association		Environment
Medical Students Association		CSEM
		Health Sciences

In the coming weeks, myself and Jonathon Louth will be meeting with the 14 deans of each school and seeking official endorsement from each of them.

NUS Quality Survey

The National Union of Students have released a quality survey that's being run across Universities around Australia. I have already begun circulating this survey digitally and over the coming month

will have more of a physical presence around Flinders University to try and reach our target of 500 responses.

Education Collective

The Education Collective continues to be reborn into the student representation at Flinders University in 2015. I have received mixed SC support so far in this University wide venture, some faces I continue to see at my events while others haven't replied to a single email.

I held an Education Collective event with 2 key NUS personnel on Wednesday the 29th of April with around 12-15 people attending, comprising of SC, the Education Collective and a representative from FESA.

The social media site for the Education Collective has launched:

<https://www.facebook.com/fusaeducationcollective?fref=ts>

Please all SC head to the site and give it a 'like' and invite all your connected Flinders friends so that we can reach as many as possible.

5.4. Environment Officer's Report

Anti SDA penalty cuts removal rally

In a continued erosion of the pay and conditions of workers, the SDA has shamefully brokered a deal with south Australian businesses to scrap penalty rates. So while in Melbourne I participated in a protest of meatworkers at the SDA headquarters against the deal. Given the clear association of penalty rates with the type of work that students frequently do, there were a great many other students there as well.

Education meeting with NUS reps

Though there is now no impending doom regarding education after our recent victory, it remains important to be vigilant of the government's plans, particularly if there is anything pertinent in the budget. The NUS president and education officer came to the campus to meet with us and report the situation nationally, to inform us of the NUS quality survey etc.

Promotion of Stop Community Closures rally

The government seems intent on continuing the attacks on indigenous people, and as such protests have continued across the country. I spent a great many hours helping to promote the protest in Adelaide, through leafletting and speaking with students on campus and to the general public in the city. Sadly I couldn't attend the demonstration due to poor health, but from what I've heard it seems the event (as well as similar actions around the country) was a great success. A number of future events around the country are already in the works to continue the fight.

May Day

I attended the May Day march as a representative of FUSA to support the action, and met with a great many unionists and various radicals to discuss the state of politics, worker and student struggles.

5.5. Queer Officer's Report

5.6. Women's Officer's Report

This month I continued to organise Women's Collective fortnightly discussion groups with a different focus topic for each. I have continued to plan "Flinders Gender Equality Week" and "Blue Stockings Week" and contacted various potential speakers for both, as well as planning out a structure for the combined week. I have regularly updated the Women's Collective Facebook page and Instagram page, as well as sourced more followers for both. I have organised a Chicks at the Flicks movie night out for the Women's Collective. I have coordinated with FUSA about creating an online space for the Women's Collective.

5.7. International Officer's Report

1. International Collectives/Sub-committee

- Organized international student with disabilities' meeting (23 April 2015)
- Created facebook group for the Disability Awareness Club;
- Organized several individual meeting international collective's member
- Organized all the president (country-based associations) meeting (18 April)

2. Multicultural Festival 2015

- Organized several individual meeting with student associations' president/leader (Papua New Guinea, Bangladesh, Chinese);
- Organized several meeting with the Committee;
- Become the admin for FUMCF fb event
<https://www.facebook.com/events/1090996034250449/> So far we have 513 confirmations on facebook;
- Organized meeting with Jane Horgan (ISSU manager) to discuss about ISSU involvement in the Multicultural Festival, 16 April 2015;
- Meeting with Adam and Steph (22 April 2015) on the Multicultural Festival's preparation;
- Organized meeting with Matthew Leach (Nancy Cromar/DVCI's executive officer) to talk about the Multicultural Festival, 28 April 2015. Nancy Cromar will attend the closing ceremony of the Multicultural Festival;
- Went to MACO (Marketing and Communication) Office to discuss about the Multicultural Festival, 28 April 2015. They agree to cover the festival (will send their photographer and help the marketing on Uni website);
- Meeting and went to Sturt with Nadira, Adam and Rachel, 28 April 2015;
- Organized meeting with all the participant of the Multicultural Festival about Food and Event Safety, 29 April 2015;

3. Other activities

- Meeting with Andrew Wood about becoming Bupa ambassador, 15 April 2015;
- Met and talked with international student at the mid-break BBQ, organized by ISSU, 22 april 2015;

- Attended the 'Pohela Boishak' program (celebrating Bangladesh's New Year) organized by the Bangladeshi student association, in Veale Garden, South Terrace, 26 April 2016'
- Attended the info session about CISA's excellent award for international student, at Humanities 121, 28 April 2015;
- Attended Fusa says Relax, Humanities courtyard, 28 April 2015;
- Attended the expressing grief and solidarity for Bali and Nepal, Oasis, 29 April 2015; and discussed the Fundraising activity with Nepalese student.

Mei 2015 Plan

1. Meeting with Kerry Bogner (regarding FISC Student's Involvement in the Multicultural Festival), 7 May 2015;
2. Flinders Uni Multicultural Festival 13-15 May 2015;
3. Follow up the Disability Awareness Club AGM and affiliation process with FUSA;

5.8. Welfare Officer's Report

The main things I have worked on this month are the free wellbeing classes; looking into ways to improve a policy and working to improve students' awareness and utilization of the support services available to them; and helping with the initial planning of the Mindfulness Triathlon.

The idea is that the Mindfulness Triathlon will be held a while before the end of year exams in order to ground people, de-stress, have some fun and provide a sense of community. This event is being organized and run in collaboration with Flinders One, and will consist of a mindful five km walk/run, yoga, then Zumba transitioning into a dance party with a mainstream DJ.

Hours 8/4/15

- Responding to emails
- Meeting with the Sports Centre Manager re mindfulness collaboration
- Adam re event template
- Free yoga class - signing students in for the yoga session, collecting forms, helping pack up etc.

10/4/15

- Responding to student emails
- Meeting w Wendy re mindfulness triathlon
- Writing motion
- Scheduling meetings
- Women's Officer re starting a convo in the Women's Collective re no violence an objectification on campus (e.g. t shirts)
- Looking into ED policy

- Spoke to ED specialist re ED policy
- Jess re DJ from O'Fiesta
- Consulting students about what they thought about the mindfulness triathlon idea

14/4/15

- Discussion with yoga instructor re running more free classes in semester 2

15/4/15

- Meeting w Adam and Wendy re mindfulness triathlon and budget
- Scheduling meetings
- Spoke to Sue and James re pharmacy's anti- competition policy
- Emails
- Social activities officer re MT
- Adam re jotz
- Sue re AN policy and GPs
- Wendy re MT and ED policy and student feedback

16/4/15

- Responding to student emails
- Writing up event proposal and budget
- Adam re proposal
- Responding to ET interview questions

20/4/15

- Replying to student emails
- Promoting wellbeing classes
- Spoke to a provisional clinical psychologist re free clinic provided by Flinders students at GP plus
- Contacted Student Assist re providing free pads and hygiene products to students

21/4/15

- Replying to student emails
- Meeting with Jonathan re subcommittees setting up a welfare collective
- Met with Sue re issues external students may be facing and students who may be willing to be contacted to join sub-committee

22/4/15

- Wendy re FUSA v Flinders One contribution to MT

- Meeting w Sue - re Flinders' rural campuses, recruiting for E and R Sub-Committee, ED policy
- Promoting the free psychology clinic – shared with Student Assist, Health and Counseling, Empire Times, Oasis, the Director of first year studies, asked Steph to share via FUSA Facebook and the psych students association.
- Spoke with the international Officer re Sturt welfare breakfasts

24/4/15

- Organizing for posters to be taken to oasis re free psych clinic
- Was contacted by the sleep clinic re promoting their services. Discussed clinic, services, waiting time, gap, etc.

28/4/15

- Organized for another person to organize students at yoga in week 8
- Jonathon re Welfare Sub-Committee
- Contacted people interested in joining the Welfare Subcommittee
- Wrote up info for the Welfare Collective webpage

29/4/15

- Was contacted by staff at Renmark re the yoga and mindfulness initiative. Will consider expanding this to cater for rural students
- Spoke to Sue and James re recruiting for the External and Regional Sub-Committee
- Writing a proposal re Student Assist proving students with info on the sub-committee

5.9. Social Activities Officer's Report

Please note that I sustained a back injury on April 20th, and therefore I have been unable to be present in the office or indeed be of much use to anybody, due to the medications I have been prescribed as relief. My report may seem a little thin as a result.

Pub Crawl

I attended the FUSA pub crawl on April 10th and by all accounts I believe it was a resounding success. Most students I saw seemed to be having an excellent time; I feel we had an appropriate number of volunteers. I would like next time for it to be explained to volunteers before the night that they should not just stand together in a single group, even at the first bar. They need to be moving around, making sure students are not having any problems, and making their own faces known and visible, particularly for later in the evening. I was also informed (much after the fact) that a student attending our event allegedly had his drink spiked while at The Austral. The matter has been reported to police, and from what I discovered today, FUSA has not been approached by the police in regards to this matter. I am reaching out to the student to ascertain if he needs any support, and will pass all information on to Adam Rau. I hope to begin planning for the semester 2 crawl very

soon, taking into account all that I have learned from this event. I was also happy to see multiple student council members and their friends attending, thank you for supporting the event.

Sub-committee

I held my first sub-committee meeting this month, which was attended almost exclusively by FUSA staff. One of my two current committee members was there, and we discussed the End Of Semester Party, as well as having Chris O’Grady discuss o-week and the appointment of Rachael Pollock as Events and Projects. Another meeting will be held soon, my health pending.

End of Semester Party

The theme that has been decided on is a construction theme party. The event will be held at Flinders Living on July 4th, which is the last day of exams. Flinders One will be providing a “pop-up” bar (same as their o-week bars) at no cost to us, and are happy to facilitate our usual “free drink on entry” scheme. The allowed budget (applied for by Adam Rau and set aside already) will be used for decorations and hiring of a DJ, as well as some possible prizes for costumes/competitions etc. Any ideas or contributions are welcome, and I encourage you all to attend the event.

Miscellaneous

- I will be attending the South Australian National Student Leadership Workshop on May 14th.
- I have been collaborating with the Welfare Officer regarding the large-scale “mindfulness triathlon” event in Semester 2, and will be involved in assisting her with this event.
- I have had discussions with students who have asked me about Student Radio, regarding what they can do to be involved, and a rough timeline of how it’s all going down.
- I met with Rachael on April 30 to discuss her position, and where our priorities lie re: events for the remainder of 2015.
- As a side note, I have been attempting to investigate the origins of the meerkat statue in the Social Sciences courtyard since early March. Any information regarding this would be much appreciated.

5.10. Accessibility Officer’s Report

FUSA Pub Crawl

On the 10th of April I attended the FUSA Pub Crawl as a volunteer from 7pm until 2am.

International Students with Disabilities Meeting

On the 23rd of April I attended the International Students with Disabilities Meeting from 1:30pm until 4:30pm.

Emails

I have sent a follow up email to David Banks (as I have not heard back from him yet after my first email) regarding the bus area and also raising the issue with him about the Cashier’s Office being inaccessible.

5.11. Post-Grad Officer's Report

Subcommittee Meeting 22/April 2015 at 5 PM

Students were mostly concerned about lack of opportunities for research, practical work experience, and teaching assistant positions. They were frustrated that their school experience was mostly online and on FLO. They are in general unhappy with student support services. They are feeling like they get pushed from one student service to another with no real help offered. Issues of race especially in the work environment were also brought up. Furthermore, a few students felt like their masters' work was too intermingled with undergraduate course work without a clear distinction between graduate and undergraduate study. Further details regarding meeting will be made available on our meeting minutes online on the FUSA website.

Post Graduate Office Hours

Subcommittee Meeting and Post Graduate Game Night 22/4/2015 and Planning	3 hours
Compiling, Editing and Writing for May 2015 Newsletter as well as Discussing Submissions with Student Writers via email, phone, and in person (Saturday Afternoons)	6 hours
Post Graduate IM Sports: Meeting to Discuss Planning of IM teams 30/4/2015 & Scheduling of Team Rosters and Emails	3 hours
Miscellaneous: student support via phone and email for living issues i.e. homesickness, financial distress, lost cash etc.	

Current Pending Issues:

Official Meeting for Initiation of Post Graduate Association to Occur in May or June To Discuss and Work Out Funding for Post Graduate Students to Attend Conferences and Research Symposiums and the Establishment of a Process to Fund Students' Expenses for Attending Such Events

5.12. Indigenous Officer's Report

2nd – 5th April – Attended Marxism Conference in Melbourne – had discussions with numerous Aboriginal and non-Aboriginal leaders about their efforts in leading Human Rights campaigns. Currently in contact with some of the Aboriginal academics from Marxism Conference about future plans I have for Indigenous students at Flinders. Incredible conference; it was extremely worthwhile attending.

11th April – MC'd an event for housing organisation Common Ground with respected guests such as Premier Jay Weatherill and Lord Mayor Martin Haese – had discussions around Aboriginal education, closures to communities and Aboriginal education. Will be meeting with Jay again about the cuts to

the Indigenous Tutoring Assistance Scheme (ITAS) that is being cut in September and how we may be able to support our Indigenous students in the state.

20th April – Worked with Jonathon from FUSA on the development of the First Nations Collective – will definitely be rolled out by next week.

21st April – Contacted Indigenous Students Officer at UNISA (and met with their student organisation) about campaigns/ events we can develop and facilitate together; also about student conference in Sydney (July); in the process of contacting Adelaide University's Indigenous Officer (or someone else) about same plans. I will be organising a meeting for us three in weeks to come with ATSI NUS delegate from Sydney.

22nd April – Facilitated the First Nations Collective Indigenous Committee meeting – planned and discussed events/ campaigns with my committee.

25th April – Attended Indigenous War Memorial ceremony and lunch with other invited Aboriginal leaders.

5.13. General Council Member Reports

Mitch Huffa

16th March - Discussions with members of student council (1hr).

18th March - Discussion with Vironica Ghee over the use of TV screens in the library for FUSA advertising and promotion. (1hr)

20th March - Various emails and chasing of information for Electronic Billboards (1hr)

25th March - Helped with Welfare Breakfast (1hr), then participated in National Day of Action (1.5 hrs) .

31st March - Participated at FUSA AGM giving out diaries and information (2hrs), then discussion of issues with Student Council (1hr).

23rd April - Finalization of items to be bought for FUSA billboards and placing the order (1hr).

The To-Do List:

With help from Media Officer, make slideshow to display on screens.

Electrical test TVs.

Set up space for billboards and notify librarian.

Discussion on bus shelters on Registry Road.

Catherine Wagg:

5 hours - FUSA pub crawl - talking to people about FUSA and making sure people were having fun.

1 hour - education collective meeting with NSU

0.5 hours - promoting FUSA events, email contact with various FUSA student councillors.

5.14.MSE Report – none received

6. Matters for decision

6.1. Reports and Honoraria

Assuming the arrangements for council member pay are still not sorted out:

I move that Student Council

- a. Accept all reports presented in the agenda.
- b. Approve pay for all Student Council members

6.2. NUS Affiliation

I move that Student Council Affiliates to NUS, paying all available funds in the NAB Bank Account (\$17,388.55).

Moved: General Secretary

Seconded: Student President

6.3. Indigenous Officer to attend National ATSI Conference

I move that Student Council accept the attached funding proposal for the Indigenous Student's Officer to attend the National ATSI Conference

6.4. Mindfulness Triathlon

I move that the Student Council accept the attached funding proposal for the Mindfulness Triathlon.

6.5. More funding for the Multi-Cultural festival

I move that the International Students Officer be allowed to spend her Office Bearer budget on the Multi-Cultural festival.

6.6. Club Affiliations

Flinders University Optometry Students Association:

Flinders University Optometry Students Association, commonly referred to as FUOSA amongst students, is a not-for-profit organisation run by students, for students. Our Mission is to contribute to creating a tangible sense of community within Flinders University Optometry by engendering camaraderie amongst students.

Throughout the university year, FUOSA will organise various social events including pub-crawls and formal balls for Optometry students and the general public. FUOSA will also organise informal social events including breakfast and lunch barbecues for Optometry students and staff.

I move that the Student Council accept the affiliation of the Flinders University Optometry Students Association.

Flinders Education Student Association:

FESA is the student organization that works to represent education students, organize social events and create an education community at Flinders University. Proposed activities are pub crawls, ball/formal dinner, quiz night, school of education clothing line, academic support/advocacy for education students where appropriate.

I move that the Student Council accept the affiliation of the Flinders Education Student Association

6.7. NUS Quality Survey

The NUS has released their quality survey for 2015, distributed to all campuses around Australia. This is a great opportunity for the students we represent to have a say on the education they are currently receiving. Our target is 500 responses from Flinders University students.

Motion:

SC endorses the NUS quality survey for 2015

SC distributes the digital version of the survey through all accessible social media avenues applicable to Flinders University Students

Where possible, the quality survey will be available in a physical presence at FUSA run initiatives or events

6.8. SC Meeting Time

I move that the regular monthly Student Council meetings for the rest of 2015 start at 6pm.

6.9. Sign of the Times

I move that Student Council approves of these four designs to be used in accordance with ET regulations

6.10. Thnx fr the Mmrs

I move that student council thank the NUS President and NUS Education Officer for spending their time at Flinders last Wednesday. Their insights were much appreciated and their participation in the Education Collective was also appreciated. Furthermore, all Student Council members are encouraged to join and participate in the Education Collective

6.11. Re-branding report

I move that Student Council approves the attached Re-Branding Report from the Media Officer.

6.12. Election Tribunal

As per clause 17.2 and in accordance with Section 17 of the Election Regulations the Manager, Student Engagement has appointed the following candidates to form the inaugural FUSA Election Tribunal.

Assoc. Prof Haydon Manning (Social and Policy Studies)

Associate Professor Haydon Manning works within the School of Social and Policy Studies as a member of the discipline of Politics and Public Policy. A frequent commentator on South Australian and national politics; his main research interests focus on political attitudes, voting behaviour, elections, political parties, and political cartooning. Recent research publications analysed the politics of uranium mining in Australia, environmental issues during the 2010 election campaign and current issues in SA politics. His on-going collaborative research on the role of political cartoons frequently feature as the foundation for many presentations to various community organisations interested in current issues in Australian politics. He teaches a large first level class introducing students to Australian politics and government, and more specialist classes in electoral behaviour and environmental politics at upper level. He is co- convenor for both the SA Parliamentary Internship program and the Electoral Research and Regulation Network [SA chapter].

Dr Grant Niemann (Law)

Lawyer with extensive experience in practice. Formerly Chief Lawyer of Northern Land Council Darwin, the Assistant Director of Legal Services, Australian Government Solicitors Office Adelaide, then as Deputy Director of the Commonwealth Director of Public Prosecutions Office Adelaide, then appointed first Senior trial Attorney of the International criminal tribunal for the former Yugoslavia before taking up appointment as a legal academic at Flinders University School of Law

Dr Patrick Allington (English and Creative Writing)

Patrick Allington has a BA (Hons), MA (Politics) and a PhD in Creative Writing, all from the University of Adelaide. He has taught in English, Creative Writing and Politics at the University of Adelaide, and is an experienced convenor of writing workshops, seminars and masterclasses of various sorts. His novel Figurehead (Black Inc. 2009) was longlisted for the Miles Franklin Literary Award, and his short fiction, essays, columns, profiles and extensive critical writings have been widely published in journals, magazines and newspapers. In the June 2011 edition of Australian Book Review he published a major essay on the Miles Franklin Literary Award.

Motion: That Student Council approve the appointment of the inaugural Election Tribunal as per clause 17.2 of the Election Regulations.

7. Matters for Discussion

7.1. Multi-Cultural Festival

7.2. Multi-Cultural Festival Volunteers

The multi-cultural festival is being run from 13th-15th May at Sturt Campus. As this is such an important and well attended event at Flinders, I have taken the initiative to organise a FUSA presence during the 3 days. I hope all of SC council realises what an essential event this is to the culture of the campus and volunteers their time accordingly. There is no room in the budget for casuals, so this FUSA tent would be run entirely from SC. Please let myself or James know if you will contribute to this, and we can set up a 'roster' if we receive enough interest. If you can't attend any of the days, please at least extend the courtesy of letting us know you can't make it.

7.3. Ways to increase FUSA revenue?

7.4. What is the state of our regional campuses?

7.5. NDA?

7.6. Ordinary Council Member Involvement

We often find that we do not have enough to meet our requirements and would like to become more involved. Please let us know of your subcommittee meetings and get us to help with your events. I know Siti has been stressed about the Multicultural festival and I feel like we could support her more in the organisation of it as ordinary council members.

8. Matters for noting

9. Meeting Closed



FUSA Event Proposal

Contents

- 1.0 Introduction
- 2.0 Components of Event
- 3.0 Location
- 4.0 Casuals Required
- 5.0 Budget
- 6.0 Important Dates
- 7.0 Queries

1.0 Introduction

The event is to be held prior to end of year exams in order to ground people, distress, have some fun, and provide a sense of community. The event will be held at the top oval, date and time to be announced.

2.0 Components of Event

2.1 Event Registration/Ticket Sales

This event will be free to all Flinders students, staff and possibly the public.

2.2 Primary Activity

The Mindfulness Triathlon involves a 5km walk/run (with activities to increase mindfulness), mindfulness based yoga on the top oval with three instructors on a stage each demonstrating a different style, a zumba class with two instructors, leading into a dance party with a mainstream dj.

2.3 Secondary Activities

There may also be activities in case people don't feel comfortable dancing such as big balls, Frisbees, dancing/cheer leading displays/group dances. Depending on the time of the event there may also be food (pizza and soft drinks or fruit from the food bank).

2.4 Promotion

The event will be promoted with posters, social media (through FUSA and Flinders One), at the gym, through Health and Counselling and through clubs.

3.0 Location



The event will be held at the top oval near the pavilion. If complications arise due to weather the event will be postponed.

4.0 Casuals Required

4 x Marshalls and 1 x PA casual.

4.1 Poster Distribution

4.2 Event Assistants

Marshalls from Flinders One staff

5.0 Budget

Please see the budget for this event below.

Services (Equipment/Venue Hire, etc.)	Cost p/unit	Quantity	Estimated
	Incl On Costs		
5 instructors (Yoga/Zumba) @ 1 hr each	\$75.00	5.00	\$375.00
4 casuals @ 7 hours each	\$33.20	28.00	\$929.60
PA casual @ 7.5 hours	\$33.20	7.50	\$249.00
DJ @ 2 hours	\$50.00	2.00	\$100.00
Total			\$1,653.60

Equipment	Cost p/unit	Quantity	Estimated
Small Stage (provided by Flinders One)			\$0.00
Large PA system set up (provided by FUSA)			\$0.00
Total			\$0.00

Food/Drink/Groceries	Cost p/unit	Quantity	Estimated
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Fruit (possibly no charge - Foodbank)			\$200.00
Pizza/Soft Drinks			\$150.00
Total			\$350.00

Total Expenses		Estimated
		\$2,003.60

6.0 Important Dates

4.2 Facebook Promotion

To be announced

4.3 Poster Distribution

To be announced

4.4 Event Date

To be announced, mid-October

7.0 Queries

Queries can be directed to the Clubs and Events Officer, Adam Rau, at adam.rau@flinders.edu.au or alternatively via phone at 8201 2953.

Motion: that Student Council approves:

- The above proposal allowing for minor changes as deemed appropriate by the Welfare Officer, the Clubs and Events Officer, and the Sports Centre Manager;
- \$100 from the Social Activity Officer's budget; and



FUSA

FLINDERS UNIVERSITY STUDENT ASSOCIATION

Student Council Meeting Agenda

Meeting: 5th May 2015

Document: 3/4

Document Title: Mindfulness Triathlon

- \$1,000 from the Welfare Officer's budget (rest to be paid by Flinders One).

PROPOSAL FOR REBRANDING FLINDERS UNIVERSITY STUDENT ASSOCIATION, ITS DEPARTMENTS & SUBSIDIARIES.



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PROPOSAL FOR A REBRAND FOR FUSA

PREPARED BY THE FUSA MEDIA OFFICER, STEPH WALKER

AIM

To successfully implement a full rebranding for Flinders University Student Association (FUSA) and its subsidiaries. As Flinders University is currently developing the New Student Hub and Plaza Redevelopment, the only ideal time to initiate change of this magnitude is over the next 6 months.

This includes:

1. FUSA
2. Student Advocacy and Welfare (Student Assist)
3. Queer Space
4. Women's Space
5. Clubs and Society Space
6. Empire Times Magazine
7. Student Radio

In order to achieve this we need to consider the needs of FUSA and its internal departments and the parameters that surround these needs. See the next page for a basic understanding of the branding process.

STEPS OF THE BRANDING PROCESS

FOR BOTH SMALL AND LARGE BUSINESSES

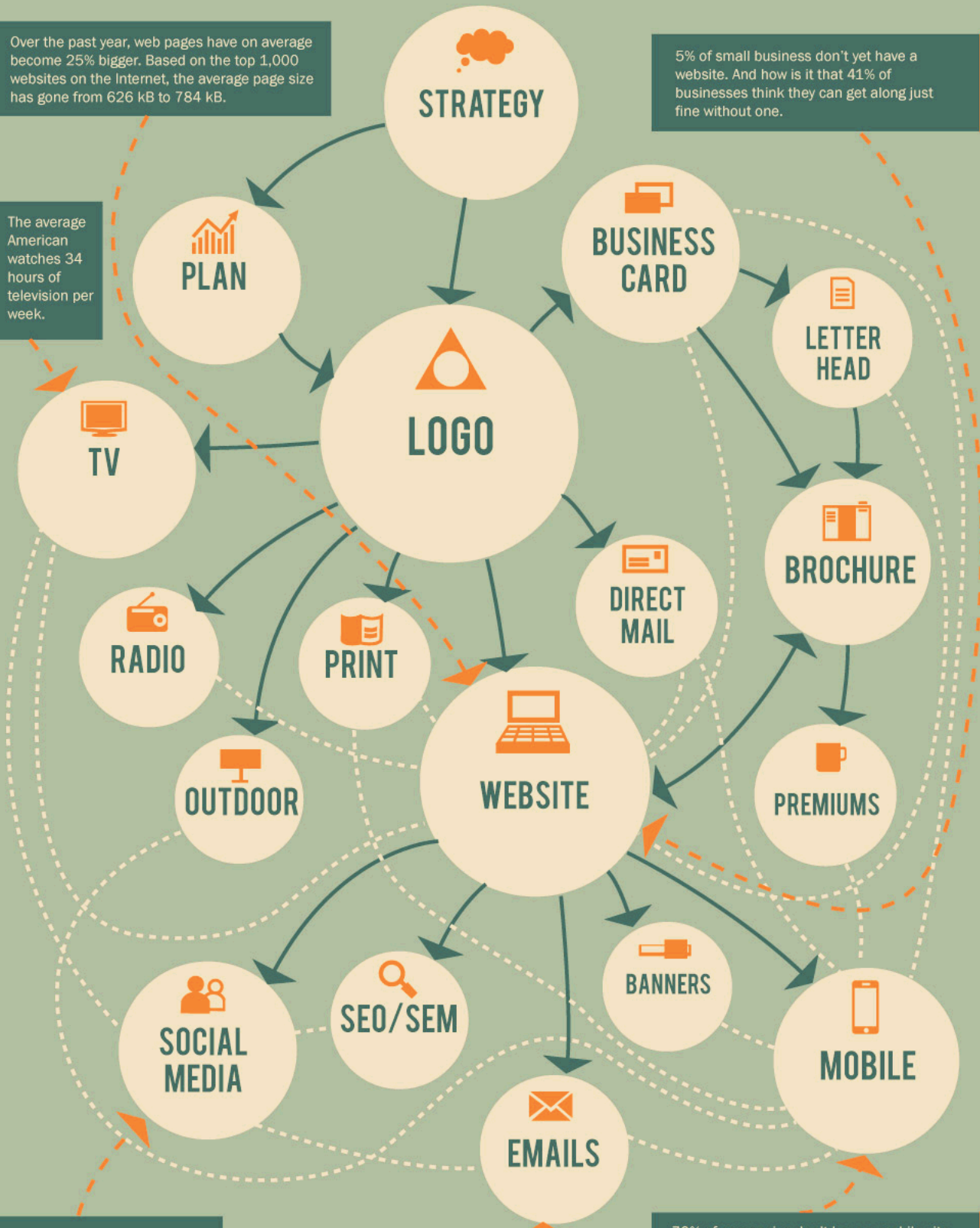
*crea*tag

When creating a brand there is a logic to the set of branding process steps. Strategy is often the first step followed but the marketing plan. Once these two steps in the branding process are done you can move through the chart in developing visual branding and messaging that will carry through all your delivery vehicles.

Over the past year, web pages have on average become 25% bigger. Based on the top 1,000 websites on the Internet, the average page size has gone from 626 kB to 784 kB.

5% of small business don't yet have a website. And how is it that 41% of businesses think they can get along just fine without one.

The average American watches 34 hours of television per week.



58.2 % of Small Businesses have a presence on either Facebook or Twitter, but only 22% are on both.

70% of companies don't have a mobile site.

--- Indirect Pathway
 — Direct Pathway
 - - - Interesting Facts

Email is the preferred method of commercial communication by 74% of all online adults.

BACKGROUND

An external company did the initial branding in 2012 at a time where FUSA was still in its infancy. As such, what was delivered has never really reflected the organisation or aided in communication to students or other stakeholders. The initial logo created for FUSA does not reflect our identity. The logo itself is also full colour – a significant extra cost when it comes to logo wear, promotional goods and printing. The original logo also lacks basic considerations for graphic design and production – using opaque non-vector images has resulted in significant branding issues.

In December of 2014 the branding process was discussed with President Elect James Vigus and MSE Chris O’Grady. It was at this point that MO Steph Walker began developing this document and subsequent deadlines for a delivery date of July 2015 with the aim to launch by January of 2016. A 6 month delivery period exists in order to implement the branding to Hub interior designs, Student Diary, Orientation week branding and promotional good designs – as well as allowing 6 months for a website audit and redevelopment.

The next step is to have Student Council endorsement of the proposed process for the rebranding of FUSA.

OPPORTUNITY

While the original logo and brand has been problematic there also exists an opportunity to redevelop FUSA's image. We need to consolidate our vision as we gain momentum in anticipation of the 50th Anniversary of Flinders University and the New Student Hub and Plaza Redevelopment. It is pivotal that we consider the stakeholders of this proposed rebranding such as Student Council, FUSA staff, FUSA internal departments, and students at large.

A branding redevelopment needs to be well considered before we get to the creative part!

PROPOSAL

Rebranding Group

This proposal will be sent to the FUSA Student Council for comment. The Media Officer is requesting any Student Council member interested in being a part of a Rebranding Group (RG) to contact her via stephanie.walker@flinders.edu.au by the 6th of May 2015.

The Rebranding Group involves a commitment to attend regular meetings and give feedback on branding options developed by the Media Officer.

The Rebranding Group will involve:

- Media Officer **Steph Walker** (MO)
 - Student Experience Officer (Media) **Kate van der Horst** (SEO)
 - Student President **James Vigus** (SP)
 - Manager of Student Engagement **Chris O'Grady** (MSE-Chair)
 - Student Representation and Development Officer **Jonathon Louth** (SRD)
 - Team Leader of Student Assist **Vanesa Duran** (TLSA)
- As well as any SC member that lodges an interest with the MO.

THE PROCESS FOR REBRANDING

BRIEF > RESEARCH > SKETCHING & CONCEPTUALISING > CONSULTATION > REVISION > PRESENTATION > DELIVERY > SUPPORT

1. Design Brief

A design brief will provide the guiding principles behind the design of the branding including the look and feel and the final outcome of the branding. The Design Brief will also include survey data and information provided by key stakeholders as well as design theory, current trends, and projections into future trends.

A survey will be given out to all Student Council Members and FUSA staff

- Survey data will be collated.
- MO to create design brief in draft form based on the survey data.
- MO to present survey data and draft design brief at a meeting with the Rebranding Group (RG) to refine ideas and guiding principles underpinning the draft design brief
- MO to refine and provide final brief the Rebranding Group.

Deadline: May 15th/May 22nd (final)

2. Research

- Based on the guiding principles in the Design Brief, the MO will research trends, options, and limitations and ensure the brand can be implemented across a wide variety of mediums and platforms.

Deadline: June 5th

3. Sketching & Conceptualising

- The MO will begin sketching and conceptualising (including a provision of the reasoning behind these) which will relate to and be based on the principles within the design brief as well as design theory, current trends, and projections into the future.

Deadline: June 26th

4. Consultation

- MO will provide a document to the RG which includes a provision of five different branding options. There will be the provision of background information and reasoning behind each of the options relating back to the design brief and guiding principles.
- A focus group of general students will be asked to participate in market research of the five branding concepts.
- MO to present five options and the results from the focus group at a meeting of the RG for consultation and discussion.

Deadline: Focus Group July 2nd/RG Meeting July 3rd

5. Revision

- Based on feedback from the consultation with general students and the RG, the MO will update, refine or alter options and finalise three branding options and then meet with the RG to decide on the final option.

Deadline: July 10th

6. Presentation

- MO will present the final logo, branding, style guide and implementation strategy to the RG.

Deadline: July 17th

7. Delivery

- The implementation of the logo and branding e.g. website, online platforms, printed material, brochures, promotional material, business cards, diary etc.

Deadline: July 21st

8. Support

- MO will provide support to Student Council and FUSA staff in regards to the use of logo and branding.

Deadline: on going.

REBRANDING DEADLINES

MEDIA OFFICER STEPH WALKER

MAY 5TH

DESIGN PROPOSAL

PROPOSAL SUBMITTED TO STUDENT COUNCIL

W2

MAY 6TH - 11TH

SURVEY SENT OUT

MO TO PUBLISH ONLINE SURVEY TO STUDENT COUNCIL & FUSA STAFF

1099-MISC

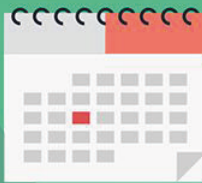
MAY 15TH/22ND

DESIGN BRIEF (DRAFT/FINAL)

MO TO PRESENT SURVEY DATA & DRAFT DESIGN BRIEF AT A MEETING WITH THE REBRANDING GROUP (RG)



RESEARCH



JUNE 5TH

JUNE 26TH

SKETCHING & CONCEPTUALISING

BASED ON THE GUIDING PRINCIPLES IN THE DESIGN BRIEF, THE MO WILL RESEARCH TRENDS, OPTIONS, AND LIMITATIONS AND ENSURE THE BRAND CAN BE IMPLEMENTED

5578

JULY 2ND

FOCUS GROUP

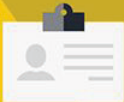
A FOCUS GROUP OF GENERAL STUDENTS WILL BE ASKED TO PARTICIPATE IN MARKET RESEARCH OF THE FIVE BRANDING CONCEPTS.



JULY 3RD

5 MOCK SUBMISSION TO RG

MO TO PRESENT FIVE OPTIONS AND THE RESULTS FROM THE FOCUS GROUP AT A MEETING OF THE RG FOR CONSULTATION AND DISCUSSION



JULY 10TH

REVISION

BASED ON FEEDBACK FROM THE FORUM AND THE RG, THE MO WILL UPDATE, REFINE OR ALTER OPTIONS AND FINALISE THREE BRANDING OPTIONS AND THEN MEET WITH THE RG TO DECIDE ON THE FINAL OPTION.

941

JULY 17TH

PRESENTATION

MO WILL PRESENT THE FINAL LOGO, BRANDING, STYLE GUIDE AND IMPLEMENTATION STRATEGY TO THE RG.



JULY 21ST - DEC

IMPLEMENTATION

THE IMPLEMENTATION OF THE LOGO AND BRANDING E.G. WEBSITE, ONLINE PLATFORMS, PRINTED MATERIAL, BROCHURES, PROMOTIONAL MATERIAL, BUSINESS CARDS, DIARY TAKES PLACE.

4868

AUGUST 2015

WEB PROPOSAL AND AUDIT

FROM AUGUST WE WILL BEGIN THE PROCESS OF DEVELOPING A NEW WEBSITE FOR FUSA. THIS WILL BE LAUNCHED IN JANUARY OF 2016.

941

FUTURE

EVERYONE IS REALLY IMPRESSED WITH US AND THE MEDIA OFFICER TAKES A HOLIDAY.



DESIGN PARAMETERS

Trends

Mobile and tablet use has increased over the last 5 years to become an ever increasing percentage of user experience. The fact that so many people now view the world through a window the size of a business card has spelled an inevitable change in logo design. It used to be that minute favicons had to be kept extremely simple: Now, as a rule, logos must be as well, but that doesn't mean boring.

In a study of 212,000 logos on the LogoLounge website, many trends are outlined over a year to year basis of designers uploading their work. Perhaps the greatest value of these reports is to enable designers to map out the trajectory of specific styles, concepts, techniques and solutions. Once a chain of design evolution is identified, it is much simpler to forecast and design the next step in the sequence. So what's hot?

Monocrests: This style of logo design allows designers to embrace the rich language they've used for years in crests without tonality or color. Monocrests are very popular though many would argue that in a few years - much like the other union logos - that a monocrest will look a little passé.



Letterstacks: Typographically, the font is less important but obviously these are seldom lower case. Upper case letters have a parity that allows designers to arrange them like building blocks. Some of this ilk is visually encased and others just arranged to create the illusion of a shape. Either way, this solution allows viewers to actively draw them into the discovery process. That being said, FUSA is a very difficult acronym. It would read F/USA, FU/SA or FUS/A; none of which sound great and one of which is kind of funny/offensive towards South Australians.



Handtype: You've probably seen a lot of handtype used in design in the last 5 years. A boom in font technology took place in the last 5 years, allowing designers to step away from generic fonts provided by companies like Microsoft to those created by designers themselves. In an attempt since, designers have been creating handtype to take another step away from what is now a very simple process of downloading webfonts. Creating your own font isn't as painstaking as it used to be. However handtype has since flooded the market and this 2014 trend has enough traction that it won't die soon, but it must surely evolve beyond what it is. It is my suggestion here that we don't utilize a handtype font. This is because it has a short life and has flooded the market so significantly that we would essentially be seen as trying too hard at a moment when handtype is already considered outdated. On another note, handtypes aren't often kind to the sight impaired – they're also not great at distance which becomes important when you consider signage and outdoor banners.



LARRYDOESDESIGN.COM
THE URBAN TAP (INKED)



HALLER DESIGN
SPORTIQUE BRAND WEST



HATCH DESIGN
SF VINTER'S MARKET LOGO



little ones welcome.

BRAND TONIC
ELF CAFE

Flat Facets: That's our current logo! Another equally prolific line of trends over the last few years has been the facet. Facets first came about with an attempt to create three-dimensional objects from a series of intersecting planes. With shifting gradients or transparency, these marks certainly tried to define volume for the viewer. The downfall to a flat facet is that they're expensive in their upkeep. They use loads of colour and in our case dealt in transparency and as such created many extra costs and errors in production.



**MULTIPURPOSE
CARGO TERMINAL**
GOLFO DE MÉXICO

MT ESTUDIO
MULTIPURPOSE TERMINAL



HANGINGTANGDESIGN
SAINTY SOLAR



FOCUS LAB, LLC
DIAMOND



LANDOR
RUSSKAYA MEDNAYA KOMPANIYA

Geowires: Often crafted in black and white, these logos take their volume and form from scribing the edges of an invisible host. The geowire creates a potential depth without cost. Scientific associations abound with an immediate connection for clients in math, architecture, chemistry and digital endeavors. Geowires are certainly in trend and are reminiscent of our previous logo.



O' RIORDAN DESIGN
ALLCAST



STILISTICA STUDIO
GLAVPROMEKSPERTIZY



OLEG PETERS
PRIME (B/W SIGN)



elvtn

MOTER
ELVTN

Hexagons: If you haven't noticed yet, hexagons are everywhere in design! A regular six-sided polygon with equal edges is perfect for tiling without a gap to be had. Hexagon's are like building blocks, they're on trend and they're easy to use across platforms. They're super popular right now, but the examples seen here are also very different.



BEN DOLEZAL DESIGNS
ETCH CLIMBING HOLDS



STILES DESIGN
BOMBER BEARING CO.

ASSOCIATION SUISSE
DES ENTREPRENEURS
DU DÉSAMANTAGE ET
DE LA DÉPOLLUTION

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BUROCRATIK - DESIGN
ASSED



DEI CREATIVE
HIVE COMMUNITIES

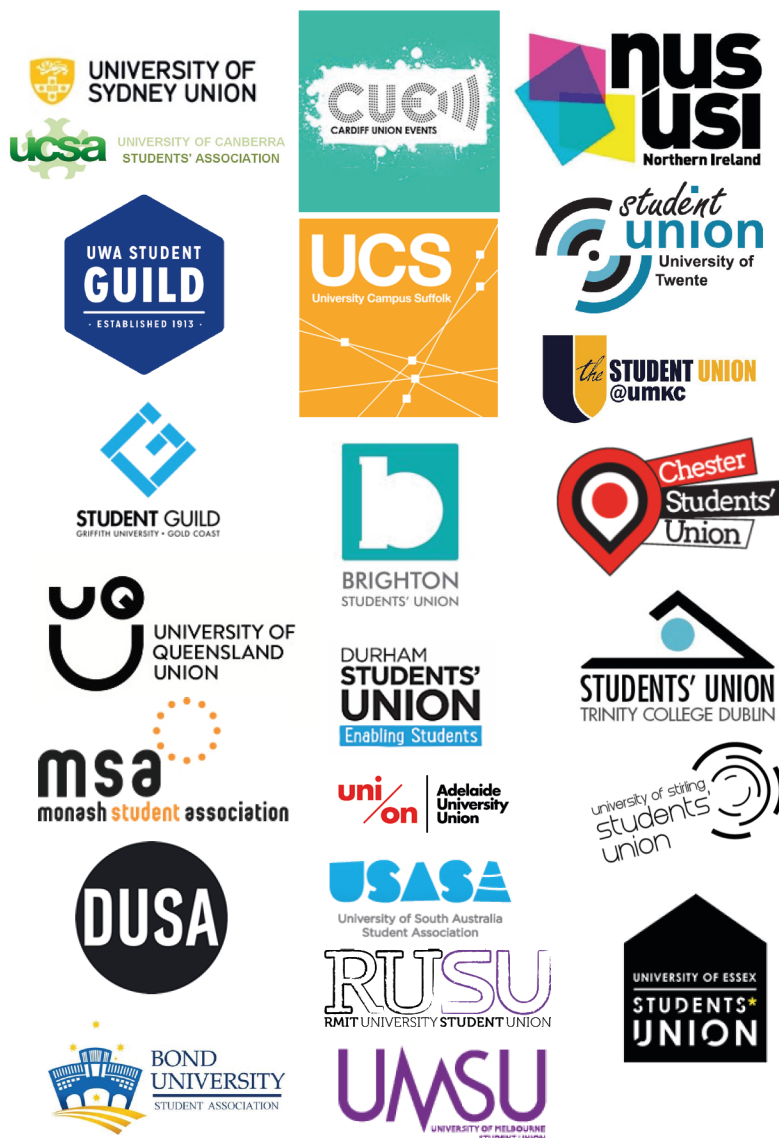
1. Illustrative Logos

All illustrative logos are pictures, but they cover quite a range of meaning. Some literally illustrate a product or service. Others symbolically represent an idea or metaphor more loosely related to an organization's mission. A third group suggests meaning or captures a spirit rather than illustrating something specific.

In this regard, FUSA is an acronym, which stands for Flinders University Student Association. As such, an illustrative logo isn't possible, as the acronym doesn't lend itself to anything visual. The original aim was to retain some vestige of the original logo, which limits options to an extent. A lot of unions create an illustrative logo that looks like a little building. This is due to universities having union buildings. However we do have some mock-concepts that utilise more of a symbolic representation of FUSA.

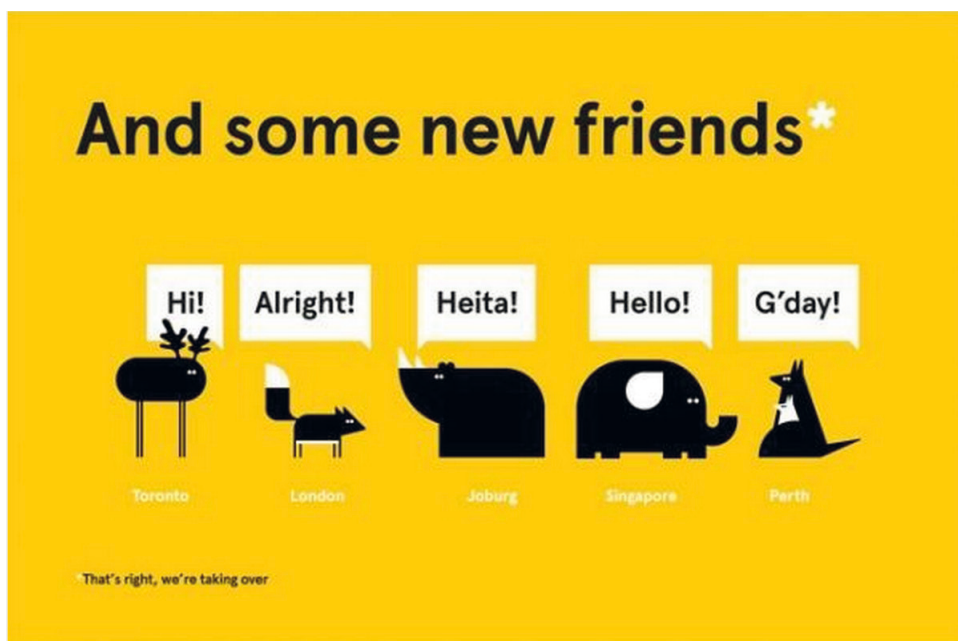
There is the option of developing a mascot type, though we're confident that this isn't the right move. However there is the option of utilising mascots in our branding, this is specifically helpful in regards to interior design. A good example of mascot identity can be seen below.

Please see some logo designs by other Student Unions/Guilds/Associations.



2. Visual Style

Creating a coherent identity involves more than slapping a triangle on a polo shirt. The style of additive visual elements (such as set photography and illustrations) helps define an identity. A strong and clear image style helps define a long lasting aesthetic – essentially laying down a solid foundation for FUSA to be memorable on campus. It's imperative to have a visual style that works across a plethora of platforms otherwise FUSA will run into expensive issues once we move from concept to production. New organisations have the luxury of starting with a blank piece of paper, crafting from scratch an identity that reflects current sensibilities, from typefaces to colours. This can put pressure on organisations with a former logo history, which could feel pressure to update an established graphic identity to appear more current.



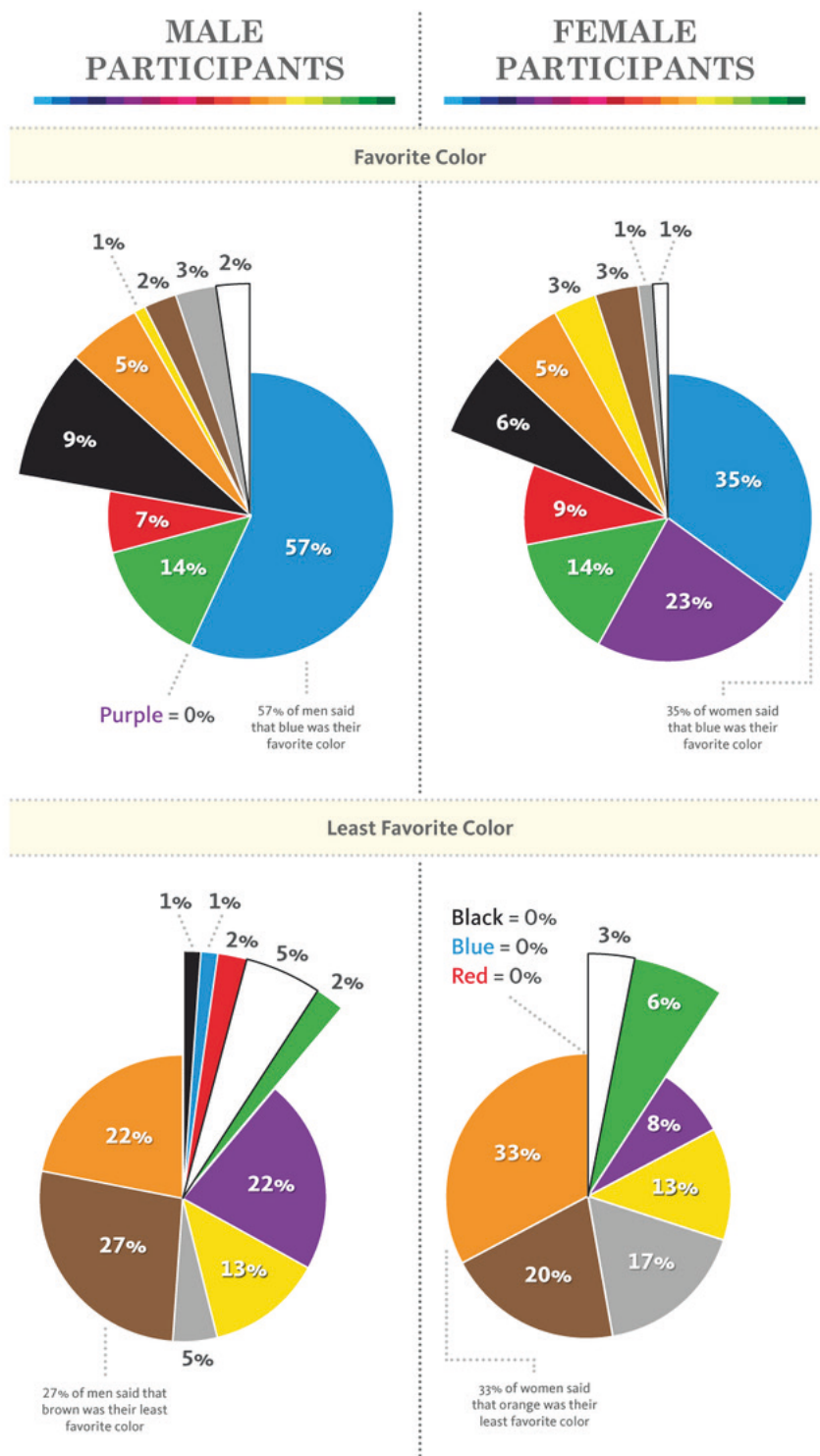
3. Colour Palette

Colour is important for any organisation but it is not the most important component of the branding process. Limiting colour, be it for cost or for ease across platform design is important to consider. FUSA should have a maximum two-colour design. Unlike our previous design, it's also important to have a one-colour version for ease of use on some mediums. That's not to say we won't be colourful but rather that our logo should be 1 or 2 colours, with a range of complimentary colours being used online and in the designs of events and promotional materials.

Colours run in and out of fashion and are often influenced by trends. It's important in this instance to focus more on our environment. It's my belief that we shouldn't share colour palettes with Flinders University – as a marker of our difference and independence. FUSA is different to the University in many regards. It is run by students, it is independent and we provide services confidentially and outside

of the realms of other departments. Do we wish to blend in or correspond with the campus logo and designs (think signs and hub development shapes and colours?) Or should we be aiming to be different and stand out? We also need to be flexible with our palette to ensure our internal departments and spaces within FUSA (Student Assist, Clubs and Societies, Queer and Women’s spaces) have complimentary colours as we diversify and gain momentum as an organisation. It would be noted here that it’s worth considering Student Radio and student magazine Empire Times should probably have their own unique brand to connote their editorial independence.

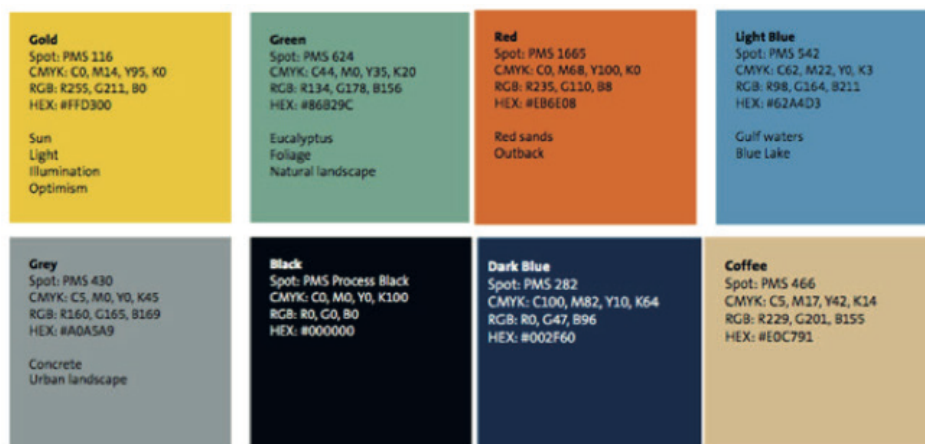
As FUSA is unique to university landscape it’s my suggestion here to stay away from colour palettes that bear a strong resemblance to other departments around our campuses. I’m not suggesting here that we rid ourselves of reds, blues or purples but simply to stay away from the exact colour of other departmental colours utilised on campus. This argument also lends itself to use on trend colours, as palettes around campus aren’t exactly on trend for our demographic.



Clinical and anecdotal tests on colour psychology and emotion have led to the development of widely accepted theories about colour. Statistically men and women prefer blue, teal and purple. Yet, an argument could be made for nearly any colour to be FUSA's main colour. Another way to think of this is to consider the platforms (web, screen, print, product) secondary colours- base and accent colours can create a hierarchy that coaches students on how to navigate our platforms well. Accent colours, especially in web design fall into 4 basic concepts:

1. Monochromatic colour schemes are made up of different tones, shades and tints within a specific hue. These are the simplest colour schemes to create, as they're all taken from the same hue, making it harder to create a jarring or ugly scheme
2. Analogous colour schemes are the next easiest to create. Analogous schemes are created by using three colours that are next to each other on the 12-spoke colour wheel. Generally, analogous colour schemes all have the same chroma level, but by using tones, shades and tints we can add interest to these schemes and adapt them to our needs for designing websites.
3. Complementary schemes are created by combining colours from opposite sides of the colour wheel. In their most basic form, these schemes consist of only two colours, but can easily be expanded using tones, tints, and shades. A word of warning, though: using colours that are exact opposites with the same chroma and/or value right next to each other can be very jarring visually (they'll appear to actually vibrate along their border in the most severe uses). This is best avoided (either by leaving white space between them or by adding another, transitional colour between them).
4. Split complementary schemes are almost as easy as the complementary scheme. In this scheme, instead of using colours that are opposites, you use colours on either side of the hue opposite your base hue.

Colour shouldn't be a personal preference, colour should be chosen based on its ability to perform the tasks we need in order for this rebranding process to be successful.



THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
 The Quick Brown Fox Jumps Over the Lazy Dog

4. Applied Colour

Colour communicates at the speed of light. As our colours spreads across campus into environments, packaging, websites we need to consider applied colour - applied colour is in essence, creating a logo that can change in colour depending on it's platform, as seen below. This means deciding how strict or flexible we will be with our logo and branding. By creating a translucent design (in conjunction with a logo steeped in colour) we would be effectively designing a one-colour option for black and white, photography and a myriad of other mediums. In doing this, not only could we colour co-ordinate with particular events, we'd be saving a large amount of money in printing and designing in this highly effective manner would garner a better brand awareness. The financial benefits of applied colour, and logo versatility will be discussed at length later on. Allowing our logo the flexibility to react to market trends starts with a clear understanding of what remains constant about the FUSA's brand identity.



5. Colour Power

Organisations work hard to “own” a colour and make it a foundational element of their brand. Clinical and anecdotal tests on colour psychology and emotion have led to the development of widely accepted theories about colour. That’s why schools and hospitals favour teal paint for interior walls to make people feel calm, while restaurants are more likely to choose red interiors to make people feel hungry. But the power of certain colours changes over time, trend and across cultures.

Flinders University has a colour palette (see below). Here we need to be fairly clear on our direction. Does FUSA want to have branding similar to the University, or are we different and separate?

Do we need to diversify our palette to include Student Assist? What will the interior design of our spaces look like – FUSA, Student Assist, Queer, Women’s and Clubs? Keep in mind Empire Times and Radio need to have branding done as well. Through initial research and trend mapping, we developed the below palette for consideration.

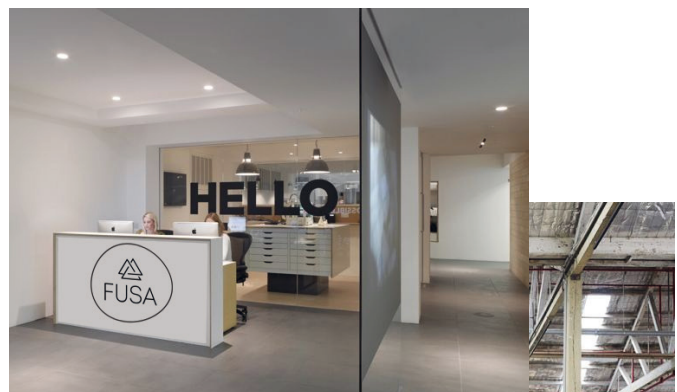
6. Logo Structure

Logo structure lays the foundation for being memorable. Shape/Symbol, Colour and Font – every design you'll encounter adheres to an internal structure- a graphic motif. Everything needs to be there for a reason, all muscle and no fat. This is done by creating a prism of parameters and creatively exploring within these set rules. This document should be considered our prism of parameters. Think of this process as a game of Guess Who. The first thing we need to do before designing is figure out what the logo *can't be*. For example, considerations for those who are colour-blind will allow us to take out colour combinations such as: Green & Red; Green & Brown; Blue & Purple; Green & Blue; Light Green & Yellow; Blue & Grey; Green & Grey; Green & Black. If you are a normally sighted person, it's hard to imagine what your work is going to look like to a colour blind eye. And yet, this can make a tremendous impact. Websites are a major concern because it's crucial that they are legible and easy to navigate for all users. A solution to include the colour blind can be found in shape and texture – there are parameters, but there are also options to aid in a branding development if such colours were necessary.

Memorable marks often play games with symmetry or pattern—either it's all about circles or it's all about squares; it's all about what's happening on the top, or it's all about what's happening on the bottom of the design. Once a designer establishes a base, every move away from that base calls attention to itself. Here we need to decide if we're drawing a tether to our old logo or if we're starting afresh. Do we need to use triangles, or stars? That is reminiscent of not only FUSA, but Flinders University are moving towards motifs of this style as well. Do we need to use orange? Every 3 years student's leave and our role with them is then peripheral so keeping the orange isn't as important as you might think. The most important thing is standing out and we are free to move in any direction we choose.

7. Physical Elements

As logos make their way into physical spaces, they present great opportunities for amplifying brand attributes. Concepts suggested in the two-dimensional mark—translucency, shape, colour, contrast, etc.—can be realised in amazing ways- three dimensional ways. This is important as we approach conversations with Woods Bagot architecture and Flinders University Buildings and Property department.



8. Contrast and Composition

Good graphic identities often use contrast to draw a comparison between two things. Usually that comparison begs a conversation, leading the viewer to wonder: Why is the weight of this letter different than that one? Why is this shape different than all the rest? And what does this all mean? Is it a joke? Does it suggest some deeper meaning? Contrast is a powerful tool in designing well-composed, meaningful graphic identities.

Contrast not only deals with graphic elements such as colour and scale, but also layers, ambient light, backlighting, reflection, texture, angle, translucency, movement, time, and interaction—just to name a few. So, if someone says, “Make the logo bigger,” your solution could be to make it red, or make everything else gray, or put a tint behind everything else. Making a logo bigger is certainly one way to heighten the contrast between it and its surroundings, but it’s only one of many ways to do so.

9. Symbols & Shape

We live in a world of complex symbology, where symbols with deep cultural roots are modified, editorialised, and juxtaposed to create new meaning. Symbol languages from the worlds of technology, law, gaming, sports, or elsewhere might layer meaning onto a brand by way of a graphic identity that builds upon a symbol from one of these subcultures. Here, triangles might be an option, or circles - geometric shapes and glyphs can also support our brief and strategic plan. We could also create a few symbols to diversify our departments.

Provided you use them consistently, your symbol vocabulary will become familiar to your audience and immediate recall will increase. A collection of consistently applied symbols can create a unique, recognisable graphic language for a brand.

Many logos strive for a sense of balance or simplicity by employing a circle or square as its primary external shape. The overall shape of a logo becomes a recognisable identifier for a brand. We have explored a couple dozen shapes so far.

10. Typography

Using too many fonts is like trying to show someone a whole photo album at once. Each typeface is different, and the audience needs time to recognise it. Seeing too many at once causes confusion. Using **a maximum of two fonts** of different weights is standard practice. Restricting the number of fonts to this number greatly improves the legibility of a logo design and improves brand recognition. I strongly suggest a san-serif font as our main font as it is the clearest type of font and is used widely due to its clarity. This is also for the sight impaired to ensure they are well considered in this branding process.

Monograms and word marks (Just font - no image) rely on words rather than pictures to represent an organisation graphically. When the goal is a logo that’s clear and straight-forward, type may be best. For most organizations, typography doesn’t ask the viewer to interpret much. In a world that’s rapidly filling up with symbols typography can look very clean, professional, and modern.

Type has personality. Picking the right typeface means picking one that imbues your program with the right feeling. Personality is an important consideration when selecting a typeface, but it should not be the only consideration. Legibility, flexibility, and consistency are also important factors to consider for an identity program. As with imagery, typography usually suggests an alternate meaning or cultural context for a brand identity. In regards to FUSA - the extension of this to include ‘Flinders University

Student Association' needs to be included but also needs to be excluded in instances where the logo is used for small scale designs like flyers, business cards, pens etc. For the sake of those with disabilities the best font to use is a san-serif font or a very minimal serif. I suggest a san-serif font consistently across platforms and you will find this standard practice across a myriad of well-designed brands.

12. Writing

An organisation's name establishes its most overt identity. Successful taglines often play off the name, augmenting its meaning. Rebranding initiatives often employ a new tagline when reshaping an organisation's identity is the goal but changing the name is not an option.

I recommend we develop a potential tag for FUSA, Student Assist, Empire Times, Student Radio, Clubs, Queer, Women's where necessary to help define each sector. For example the constitution, under Functions and Purpose 4.1(a) states "Rights. Interests. Welfare". This might be a viable tag line for the Student Association.

Just as a graphic identity sets a visual tone, names and taglines set the tone for the FUSA's editorial style (this includes social media, website content and event copy). Successful branding uses a consistent editorial style that addresses their intended audience and remains consistent..

An organisation's name, tagline, and editorial style add up to an important reflection of its brand identity—its voice. As these elements are being developed, consider how the words would sound in the mouth of a Student Council Member during O'Week or a staff member giving a presentation. It's an easy way to personalise the brand voice, and whether or not they use a spokesperson, successful brands have an acute awareness of their voice.

Our rebranding survey will help us consolidate our editorial style and voice.

13. Consistency

Maintaining consistency is quite possibly the most difficult aspect of branding process. But just as internal structure is important to the logo, so too is consistency when considering application of the branding proposal. If the same structured logo is applied haphazardly, it will be less identifiable to our market (students!). Nothing erodes design value like producing programs—packaging, merchandise, signage, environments, websites, etc.—without consideration to application consistency. The Media Officer will be creating a comprehensive style guide and kit.

14. Website

We will be exploring a rebrand and rebuild of the FUSA website. This will need to be a proposal of its own and will begin once we begin to refine our logo and strategies for communication. On the next page are some basic considerations.