

# USU Elections Info Session

# What is the USU?

- The University of Sydney Union is the heart of student life.
- History
- We run student experience. We work with our stakeholders to achieve this.
- How do we do this? Who might they be?

# What is the USU?

- We do this by:
  - providing **recreational spaces** (Manning, Hermann's and Wentworth) for students to safely meet, socialise and/or relax on campus
  - providing **subsidised food and beverages** at our outlets
  - holding **festivals and events** on campus where students can meet new people, learn new things and enjoy themselves
  - providing students with **leadership opportunities** to direct festivals and events, edit/contribute to Pulp, run for Board
  - facilitating a **Clubs and Societies program** with over 200 clubs where students can explore their interests, meet like minded people, nurture their talents, and develop leadership skills
  - **consulting** with our members on contemporary issues that are affecting them on campus and attempting to assist and provide for their needs

# What is the USU?

- To provide all these programs and services for students, the USU gets funding from the SSAF, USU Rewards membership, and our commercial operations (our functions business, our bars and outlets, and our retail store)
- The USU has up to 300 staff, including full time and casual staff (large section are students)
- The USU's annual turnover is around \$30 million a year
- Importantly, the USU is a non-for-profit organisation- any revenue we make goes straight back into funding all the programs and services.
- The USU is the oldest and largest student run organisation in Australia
- It's all about STUDENT GOVERNANCE – For students, by students

# What is a Board Director?

- The USU is governed by a Board of 11 Student Directors, and 2 Senate Appointed Directors
- The Student Directors are democratically elected in May each year by the student body of University of Sydney
- In an even year, 5 Directors are elected, and in an odd year, 6 Directors are elected
- In an even year, at least 2 of the 5 elected Directors must be female, and in an odd year, at least 3 of the elected Directors must be female or gender diverse
- To run to be a Board Director, you must be a member of the USU

# What is a Board Director?

- Board Directors are charged with a duty to promote the interests and further the development of the Union, as consistent with our obligations under our Constitution, Regulations and Director Duties.
- Board Directors oversee the performance of the Union, guide the direction of the Union, approve and monitor the annual budget, oversee risk management and risk assessment of the Union, establish and monitor the Union's systems of control and accountability, and regularly review its own processes and performance.

# Fiduciary Duty

- Statutory duties: *Corporations Act 2001* (Cth)
- The duty to act in good faith
- The duty of care and diligence
- Confidentiality

What does this mean for the USU?



# Any given month, a Board Director will:

- Attend **Board Informals** to catch up with the rest of the Board, work out the priorities of change, chat informally about how the Union is going and discuss any topical 'spotfires' within the USU.
- Attend **Committee meetings** in their capacity as a Board Director, such as the USU Finance Committee, Electoral Committee, Clubs and Societies Committee, Debates Committee – these are places of delegated authority for the Board (we can't do everything at our monthly meeting) and these help us oversee the different aspects of the USU.
- Attend the **Monthly Board meeting**- where the Board can resolve on matters that are brought before it (capital expenditure requests, the annual budget, approvals of staff pay, building developments); we can resolve on matters of importance to us as a Board, the CEO and Heads of Department provide written and verbal updates to the Board and ask for Board guidance on issues, and the Board Executive provide updates on their activities during the last month.
- **Represent the Board** and the USU at USU functions and events, such as Annual Dinner, Clubs and Societies Awards night, Women's and Queer portfolio events, parties, launches, and Revues.
- Take part in **working parties** and other initiatives e.g. SSAF applications.



# What is a campaign?

- It's all about you and your vision for the USU
- Very helpful to know your history – chat to me – [president@usu.edu.au](mailto:president@usu.edu.au)



# What is a campaign?

- A chance to create awareness about the sort of Board Director you will want to be- what parts of student life you will particularly prioritise, value, and fight for.
- Election Policies are traditionally the way in which you communicate your values and priorities to the members during your campaign.
- It is important to remember that you may not be able to enact all of your policies once you are on Board- once you become a Board Director you are part of team, and the joint strategic direction you decide on as a whole Board might be slightly different from your personal policy agenda.
- However, policies are still an excellent way of communicating your vision for the USU and what differentiates you from the other candidates.
- FOCUS ON THE BIG PICTURE – try to stay away from ‘beanbags @ hermanns’ and present a vision for better bars/parties.

# What is a campaign?

- Bring your policies to life with a slogan, theme and colour – this will help people remember you
- The **traditional** USU campaign will have a catchy slogan, bright colour and strong ~theme~

**Cole for USU**

$$\ln\left(\frac{\text{Col}}{\text{S}}\right) + 4 = 2\ln(\text{U})$$
$$4 = \ln(\text{U}^2) - \ln\left(\frac{\text{Col}}{\text{S}}\right)$$
$$e^4 = \frac{\text{U}^2 \text{S}}{\text{Col}}$$
$$\text{Cole}^4 = \text{USU}$$


# So, how do I get votes?

- You can start campaigning ONLINE on Saturday 29<sup>th</sup> April 2023, 12:01am and ON CAMPUS on Monday 1<sup>st</sup> May 2023
- Students **need to be USU members before 4pm on the 5<sup>th</sup> May 2023.**
- All USU members will get an email via their registered *email* to vote on Monday 8<sup>th</sup> May 2023, 9:00am.
- They can vote anytime between then and the 12<sup>th</sup> May 2023, 5pm by clicking the **personalized link in their email.**

# What does an online campaign look like?

- Facebook, Instagram and Twitter (TikTok?)
- WeChat, WhatsApp and FB messenger
- Use your budget on **Facebook advertising tools to reach students outside of your group.**

how to use facebook ads easy

neilpatel.com › what-is-facebook-advertising ▼  
**Facebook Advertising Made Simple: A Step-by-Step Guide**  
Want to learn **Facebook ads**? This Facebook marketing guide will walk you through **how to use Facebook ads** in a tutorial and course format.

www.socialmediaexaminer.com › facebook-ads-manager-guide-for-b... ▼  
**How to Use Facebook Ads Manager: A Guide for Beginners ...**  
Jul 24, 2017 - After you **use Ads** Manager for a bit, you also see a Frequently Used section so you can quickly and **easily** find the tools you **use** most often.

www.disruptiveadvertising.com › social-media › facebook-ads-guide ▼  
**Facebook Ads Guide for Beginners: How to Rock Your First ...**  
Feb 13, 2018 - As long as you **have** a plan before going **in**, the **campaign** creation process will be a lot **easier**, and you'll create much stronger **ads** as a result. By ...

# Who can make me material?

- You **can** get a USU member friend or yourself to make material, edit videos, etc.
- You **can't** get someone outside the USU to make material, edit videos unless you're willing to pay them market rates for these services and have that costed.
- E.g. 1. Myfriend Dan will make a logo. If he normally charges \$100 an hour and the logo takes an hour, \$100 come out of your cap
- E.g. 2. Myfriend Ellie is a USU member and pretty good on photoshop. She loves my campaign and makes me a logo for free. This doesn't need to be costed.
- E.g. 3. Myfriend Bill is a USU member and makes a logo for \$50. \$50 needs to be costed.

# Your core team

- Before you start, call your friends on campus and ask for their support
- Must be USU members
- Draw up a timetable with their availabilities for the weeks of the campaign
- Pick a campaign manager or a campaign team

# What's a manager?

- Manages you and your campaign
- Devotes a lot more time than your core team
- Manages your time and tells you where you need to be
- Works out preferences for the ballot
- This happens as soon as voting starts



# Before the campaign

- Design work
- Developing policy (this should also be done for your nomination)
- Social media **scheduling!!**
- Video producing?
- Spreadsheets, spreadsheets, spreadsheets!

# Working document

Unleash Alisha Working Document ☆ 📁

File Edit View Insert Format Tools Table Add-ons Help Last edit was on 12 April 2015

100% Normal text Arial 12 B I U A ↺ ↻ ↶ ↷

2 1 1 2 3 4 5 6 7 8 9 10 11

**Slogan:**  
- Unleash Alisha

**Colour:**  
- Orange

**Logo:**  
- Animal Scratch

**Theme:**  
- Experienced & fun

**Catch-words:**  
|  
Uncover (Work/Discover)  
Unwind (Rest)  
Unleash (Play)

**To-do List:**  
- 200 Word Policy Statement  
- Candidate photo

# Facebook group

Can't Stop Connor  
- Campaign Team

Private group

About

Discussion

Announcements

Members

Events

Videos

Photos

Group Insights

Watch Party

Moderate Group

Group Quality

Search this group


Shortcuts

ALP Spicy Meme St... 20+

Sam Crosby 14

Rainbow Labor NSW 20+

USU Netflix Streaming P... 2




Joined Notifications More

Write Post

Photo/Video

Live Video

More



Write something...


Photo/Video

Watch Party

Tag Friends

Recommended Groups

Link groups you recommend and they'll appear in this group.



Link Existing Group

Announcements

CATEGORIZE POSTS

Create Topic


Add topics to posts to help group members find the information they're interested in.

INVITE MEMBERS

+ Enter name or email address...

MEMBERS

69 members



DESCRIPTION

Add a Description

Tell members what this group is about.

GROUP TYPE

General

LOCATION

Add locations for this group.

Edit

# Example message

Hey, how have you been man! Isolation going alright?

Haha cool. Well little bit of a weird message but I'm actually running for USU Board. I've got my policies on my page, but if you want to vote for me there's an email about it in your uni email. Could you click the link there and chuck a vote for me?



**USU**

# Facebook page



**pick nick**

fun  
inclusive  
fights for you

voting  
on may 13  
+ 14 + 15

**Pick Nick - Nick Forbutt for  
USU**

@picknickforusu · Political Candidate

Send Message

Home About Photos Videos More ▾

Liked 🔍 ⋮

**About** [See All](#)

*i* All content authorised by Grace  
Goydych AID: 1734599

Create Post

Photo/Video Check in Tag Friends



# USU

# Policy document

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## Pick Nick! Policy Statement



Pick Nick - Nick Forbutt for USU · Last edited March 14 at 6:59 PM · 8 minute read

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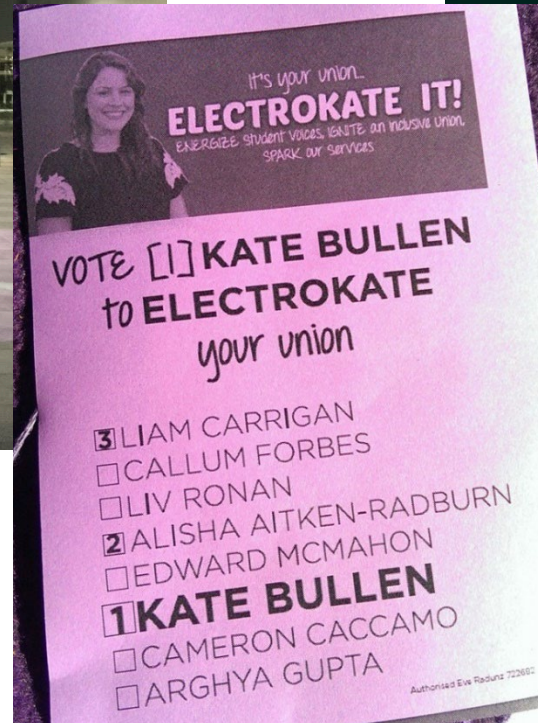
## Pick Nick! Policy Statement

I've had a spirited love affair with the University of Sydney Union (USU) since I got involved in the first week of 2017. I joined societies, got involved in revues, hung out at USU outlets, and I attended USU events. Moving to Sydney from regional NSW, the USU community has become something of a second home. It has been formative, empowering and has given me some of my closest friends. I want to make sure that everyone can experience the benefits of the USU, too.





# On campus campaigning



# On Campus Campaigning

- Get your stall set up from 7am
  - Bring a table and chairs
  - A-frames, flyers and posters
  - Chat to people walking up to class from the Redfern entrance to Uni past Cadigal Green- the “redfern run”
- Hit the lectures from 8am
  - Your campaign manager will develop your schedule - make sure you stick to it
- Walk around and talk to people between lectures
- Walk around and chat to people hanging out at Manning, Wentworth Food court, and campus lawns during the day
- At all times remember to be friendly and respectful, not pushy! If students tell you to go away, don’t get too upset- just apologise and move on. (THIS IS SO IMPORTANT )



# Got it?

- What NOT to do during your campaign
  - Spend more than \$700
  - Forget to keep receipts
  - Lie, cheat or steal
  - Promise things you know you can't deliver
- Read and understand the Electoral Regulations
- Read and understand the Constitution / Regulations
- Know why you are doing this
- If in doubt ASK the Electoral Officer, Returning Officer, a current Director

# Remember

- These are tips about how to run a traditional campaign.
- **FEEL FREE TO EXPERIMENT WITH NEW CAMPAIGNING TECHNIQUES, IDEAS**
- As long as it's within the Constitution or Regulations, it's fine
- If in doubt, clear it off first.
- It's your campaign!

# Finally, tips for mental wellbeing

- It's okay to lose. Accept that it's a possibility. Also, remember the EXPERIENCE is more important and valuable.
- Make sure to **eat**, sleep and exercise.
- Do not go into every social interaction thinking “is this person eligible to vote? Can I get a vote out of this?”
- **Keep non-usyd, non-USU friends.** Maintain contact. Talk about ‘normal’ things.
- Most importantly, be proud that you're committing yourself to service something better for the University.
- You're doing a good thing, and don't let anyone take that away from you.

**This will be fine**

# Nominations close 5<sup>th</sup> April, 2pm

- Fill in the nomination form at [www.usu.edu.au/elections](http://www.usu.edu.au/elections)
  - Including photograph, policy statement and list of positions
- Be nominated by two USU members
- Sign a statutory declaration before a JP (available online)
- Scan the signed stat dec, student ID card and screenshot of USU membership and email to [s.trodden@usu.edu.au](mailto:s.trodden@usu.edu.au)
- Hand your Stat Dec into the Programs Office

# Key Dates

Mon March 6 <sup>th</sup>		Notice of Election (CEO)	EDM + Noticeboard + Website
Mon March 20 <sup>th</sup>	10am	Board Nominations <b>Open</b>	Online
Mon March 27 <sup>th</sup>	1pm	Election Information Session	Sutherland Room and Online
	2pm	Women's Mentoring Session	Sutherland Room and Online
Wed April 5 <sup>th</sup>	2pm	Board Nominations <b>Close</b>	Online
Wed April 5 <sup>th</sup>	5pm	Compulsory Candidate Briefing	Sutherland Room and Online

# Key Dates

Sat April 29 <sup>th</sup>	12.01am	Social Media Campaigning	Online
Mon May 1 <sup>st</sup>	NA	In person campaigning can begin	See regulations for rules
Wed May 3 <sup>rd</sup>	12.45pm	Election Soapbox	Refectory and Online
Friday May 5 <sup>th</sup>	4pm	Voter Registration Closes	Online
Mon May 8 <sup>th</sup>	9am	Voting Opens	Online
Friday May 12 <sup>th</sup>	5pm	Voting Closes	Online
Fri May 12 <sup>th</sup>	<b>6.00pm</b>	Election Night Party	Hermann's Bar
Thur June 1 <sup>st</sup>	6.00pm	Executive Election	Cullen Room

# Forbidden Practices – you **MUST NOT**:

- Compromise the fairness and integrity of the electoral process, including the secret ballot. You must respect each voter's right to make their own decision.
- Hinder or interfere with the free exercise of a person's right to vote
- Harass, intimidate or coerce another person to vote
- The USU believes in fair elections
- All forbidden practices listed in the USU Regulations



# Do's and don'ts

## What you CAN do

- Ask a person if they have voted
- Encourage a person to vote for you (after the campaigning commencement date)
- Remind a person to vote
- Remind a person to become a member of the USU

## What you canNOT do

- Ask a voter for their voting link or confirmation email
- Use another voter's voting link
- Attempt to ascertain the way a person voted
- Campaign in a library, study areas, food court

# Electoral Contacts and More Info

- Electoral Officer Carole McElligott (general enquiries)
  - [c.mcelligott@usu.edu.au](mailto:c.mcelligott@usu.edu.au)
- Returning Officer Simone Whetton (complaints and issues under *Regulations*)
  - [simonewhetton@gmail.com](mailto:simonewhetton@gmail.com)
- Electoral Arbiter Penny Crossley (final appeals against RO)
  - Contact via CEO – [a.mills@usu.edu.au](mailto:a.mills@usu.edu.au)
- [www.usu.edu.au/elections](http://www.usu.edu.au/elections)
  - *Constitution, Regulations* and Candidate Handbook
  - Past Board minutes, Annual Reports + more on USU website