USU Elections
Info Session
What is the USU?

• The University of Sydney Union seeks to provide for and promote the intellectual, social and cultural development of students at Sydney University

• How do we do this?
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 approximately 300 staff, including full time and casual staff (approx. 60% are students!)

• The USU’s annual turnover is $29 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
• 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.
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.
What is a campaign?

• It’s all about you and your vision for the USU

• Very helpful to know your history – chat to Connor – 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~
How does an online campaign work?

• You can start campaigning on Wednesday 6th May 2020, 12:01am.

• Students need to be USU members before 5pm on the 15th May 2020.

• All USU members will get an email in their University email to vote on Monday 18th May 2020, 9:00am.

• They can vote anytime between then and the 22nd May 2020 by clicking the personalized link in their University email.
So how do I get votes?

Step 1. Between the 6\textsuperscript{th} and the 15\textsuperscript{th} May, use your platform to encourage as many people as possible to join the USU.

Step 2. Between the 18\textsuperscript{th} and the 22\textsuperscript{nd}, convince as many people as possible to open up the link and vote for you.

Not that much more to it.
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.**
Your online look will matter more than ever

• Canva is as good as Photoshop for design
• You can also create high level productions with iMovie
• But most importantly, Adobe Creative Cloud is free for all students. [https://sydneyuni.service-now.com/kb?id=kb_article_view&sysparm_article=KB0011610&sys_kb_id=4a4da6e5dbbfo410e35b89e4059619fo](https://sydneyuni.service-now.com/kb?id=kb_article_view&sysparm_article=KB0011610&sys_kb_id=4a4da6e5dbbfo410e35b89e4059619fo)
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. My friend 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. My friend 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. My friend 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!
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

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...

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

Write something...

Write Post  Photo/Video  Live Video  More

Write something...

Write something...

Photo/Video  Watch Party  Tag Friends

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

Tell members what this group is about.

GROUP TYPE

General

LOCATION

Add locations for this group.

nice
~Policy Doc~

Maya is My Choice for Campus Vibes

Club and Society Night(s) at Manning

Once upon a time, Manning was the centre of university life. Declining involvement in the USU, helped along with the introduction of Voluntary Student Unionism, has meant that it isn’t the place it once was. A weekly Club and Society Night at Manning, with discounts for clubs holding events there, would reinvigorate Manning Bar ...

See More
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?
Got it?

- What NOT to do during your campaign
  - Spend more than $300
  - 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, your parents
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
• 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 2pm Thursday 9 April

• Fill in the nomination form at 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.troddden@usu.edu.au
• Mail the signed stat dec to the CEO
## Remaining dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>Tuesday 21&lt;sup&gt;st&lt;/sup&gt; April 2020, 12:00pm</td>
<td>Compulsory Candidate Ethics Training</td>
<td>Online via Zoom</td>
</tr>
<tr>
<td>Wednesday 6&lt;sup&gt;th&lt;/sup&gt; May 2020, 12:01am</td>
<td>Campaigning may begin</td>
<td>TBC</td>
</tr>
<tr>
<td>TBC</td>
<td>Election Soapbox (Details to be confirmed at the Compulsory Candidate Ethics Session)</td>
<td>TBC</td>
</tr>
<tr>
<td>Friday 15&lt;sup&gt;th&lt;/sup&gt; May 2020, 5:00pm</td>
<td>Close of Electoral Roll</td>
<td>Become a USU Member online <a href="#">here</a> for free by the close of the Roll.</td>
</tr>
<tr>
<td>Monday 18&lt;sup&gt;th&lt;/sup&gt; May 2020, 9:00am</td>
<td>Voting opens</td>
<td>Online</td>
</tr>
<tr>
<td>Friday 22&lt;sup&gt;nd&lt;/sup&gt; May 2020, 5:00pm</td>
<td>Voting closes</td>
<td>Online</td>
</tr>
<tr>
<td>Thursday 4&lt;sup&gt;th&lt;/sup&gt; June 2020, 6:00pm</td>
<td>Special Meeting of the Incoming Board</td>
<td>The Refectory, Holme Building</td>
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New 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 ss 8.10.1 and 8.15.6 of the 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 can NOT 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 Samantha Trodden (general enquiries)
  • s.trodden@usu.edu.au

• Returning Officer James Hoare (complaints and issues under Regulations)
  • jahoare@gmail.com

• Electoral Arbiter His Honour Magistrate Theo Tsavdaridis (final appeals against RO)
  • Contact via CEO – a.roitman@usu.edu.au

  • Constitution, Regulations and Candidate Handbook
  • Past Board minutes, Annual Reports + more on USU website