

USASA Clubs & Societies

Strategic &
Operational Plan
2021-2023



Introduction



The Clubs environment within The University of South Australia (UniSA) is a vibrant, ever changing and important aspect of student life. USASA clubs provide students with skills that build connections and professional pathways; develop leadership and teamwork skills; provide a sense of belonging, as well as bringing an important feeling of balance to the student's academic studies.

The clubs community is ever evolving and with the support of USASA, continues to empower new and existing students across a range of interest areas. Each club engages its members in differing ways depending on their own objectives and campus location and create a vibrancy through a range of events they bring to life, further reinforcing their importance in the life of a UniSA student.

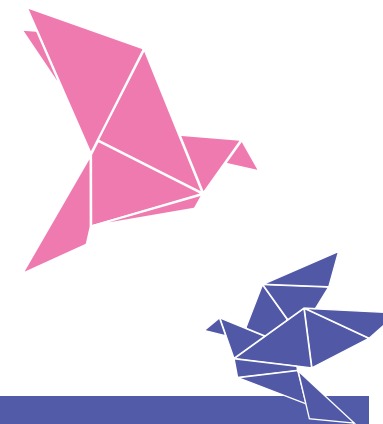
In 2017, USASA developed its first ever Clubs Strategic Plan to help drive and guide their evolution over the 2018–2020 period. This Strategic Plan proved its worth, with USASA gaining additional funding for their clubs over this time, along with the achievement of key strategic imperatives that have shaped the level of professionalism from the clubs, as well as gaining much needed support from key stakeholders within UniSA.

During the first half of 2020, USASA and current Club Executives reviewed the outputs of the 2018–2020 plan, as well as surveying club members and their own staff, to understand what the next version of the strategy looks like. In addition, other student bodies from Universities across the country were consulted to further understand students' involvement in clubs, why they did or didn't join, and why being part of a club was significant to their university experience. The consultation undertaken sought to uncover the role that USASA plays in supporting clubs and identify areas for future growth to maintain the continued vibrancy and professionalism of clubs at UniSA.

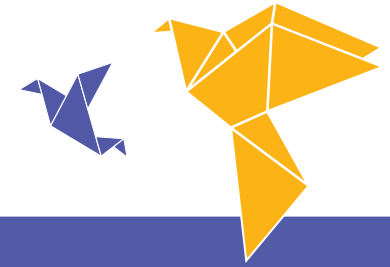
This document is the output of that work and forms the next iteration of the USASA Clubs Strategic and Operational Plan for the period 2021–2023.

Vision: Clubs are at the heart of the student experience

Mission: We will strengthen, support and celebrate student led clubs

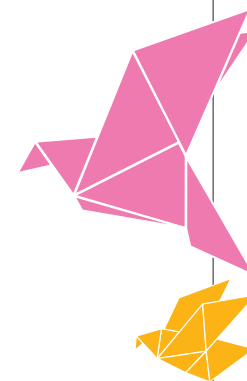


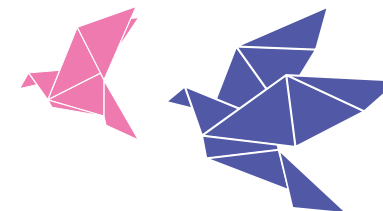
OBJECTIVE	STRATEGY	RESPONSIBLE
1. Clubs are engaged and forward thinking	1. Club Executives and members are empowered 2. Club Executives are professionally trained 3. Clubs utilise a succession planning framework 4. Mechanisms are in place to facilitate club collaboration	USASA Club Executives
2. Clubs are celebrated and recognised	5. Student Leader recognition 6. Clubs are promoted and celebrated	USASA Club Executives
3. Clubs are visible and resourced	7. Space/storage is available to clubs 8. Safe work principles are at the core of all club events 9. A digital platform exists that facilitates clubs to engage 10. Clubs are financially resourced	USASA



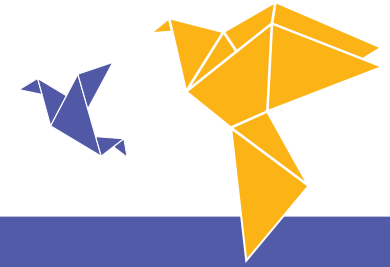
STRATEGY	DELIVERABLES	FACILTATOR(S)	DELIVERY DATE	RESOURCES
1) Club Executives and members are empowered	<p>a) Identify and implement initiatives to strengthen rapport between USASA club support staff and club executives</p> <p>b) Create a 'handbook' for running clubs e.g. How to run a meeting Mismanagement issues</p> <p>c) Develop clear induction process for executive roles that maximises knowledge and drives engagement</p>	<p>Club Support Officer</p> <p>Club Administration Officer/ USASA Clubs Team</p> <p>Club Support Officer/ Club Administration Officer</p>	<p>Ongoing</p> <p>By April 2021</p> <p>By December 2021</p>	USASA Staff Time
2) Club Executives are professionally trained	<p>a) Develop and implement training requirements for core executive roles</p> <p>b) Establish a multimodal approach to delivery of club training</p>	<p>Club Support Officer</p> <p>Manager: Events & Clubs/ USASA Clubs Team</p>	<p>By December 2021</p> <p>Ongoing</p>	USASA Staff Time

STRATEGY	DELIVERABLES	FACILITATOR(S)	DELIVERY DATE	RESOURCES
3) Clubs utilise a succession planning framework	<p>a) Develop a template for club annual planning process incl. of budgeting</p> <p>b) Develop a Sponsorship Policy that includes club specific needs</p> <p>c) Clubs to consider contingency planning e.g. Financial contingency Engagement contingency</p> <p>d) Develop and implement a handover manual & checklist process for all clubs</p> <p>e) Review the club membership renewal process</p>	<p>Club Administration Officer</p> <p>Manager: Events & Clubs/ Club Administration Officer – WIP</p> <p>Club Executives</p> <p>Supported by USASA Clubs Team</p> <p>Club Administration Officer/ USASA Clubs Team</p> <p>USASA Clubs Team</p>	<p>By February 2021</p> <p>By December 2021</p> <p>Ongoing</p> <p>By February 2022</p> <p>Ongoing</p>	USASA Staff Time
4) Mechanisms are in place to facilitate club collaboration	<p>a) Facilitate sessions to share 'best practice' club management and build a supportive clubs community</p> <p>b) Review current programs to identify opportunities to further support club collaboration e.g. grants/ awards</p>	<p>USASA Clubs Team</p> <p>Club Support Officer</p>	<p>By January 2021</p> <p>Ongoing</p>	<p>USASA Staff Time</p> <p>\$3500</p>

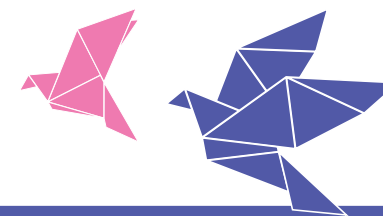




STRATEGY	DELIVERABLES	FACILITATOR(S)	DELIVERY DATE	RESOURCES
5) Student leader recognition	a) Work with the university to ensure club leadership roles are officially recognised (Australian Higher Education Graduation Statement)	Manager: Events & Clubs/ USASA CEO	By January 2023	USASA Staff Time
	b) Raise the profile of student leader opportunities	Manager: Events & Clubs/ USASA CEO	By January 2023	
6) Clubs are promoted and celebrated	a) Grow student engagement and participation in clubs	Club Support Officer	Ongoing	USASA Staff Time
	b) Develop a communication approach that supports club activity e.g. new clubs/events	USASA Clubs/Marketing Team	By February 2021	
	c) Expand on the Annual Awards Program	USASA Clubs Team	By October 2022	



STRATEGY	DELIVERABLES	FACILTATOR(S)	DELIVERY DATE	RESOURCES
7) Space/storage is available to clubs	a) Audit clubs to understand current and future storage needs b) Deliver dedicated club space where possible	Club Administration Officer USASA CEO/UniSA FM Team	By December 2021 By July 2023	USASA Staff Time
8) Safe work principles are at the core of all events	a) identify a Risk Management framework that supports all club events b) Explore role of professional university staff in delivery of Risk Management training c) Establish other safe work procedures e.g. first aid & insurance	Club Support Officer Manager: Events & Clubs/ USASA Clubs Team Manager: Events & Clubs/ USASA Clubs Team	By December 2021 By December 2022 By December 2021	USASA Staff Time



STRATEGY	DELIVERABLES	FACILTATOR(S)	DELIVERY DATE	RESOURCES
9) A digital platform exists that facilitates clubs to engage	<p>a) Build on the online presence that helps clubs engage with students to increase awareness, membership and engagement</p> <p>b) Continue to develop the clubs website to make it more user friendly e.g. automation of processes</p> <p>c) Implement single sign on</p> <p>d) Consider online student cohort in the co-curricular space</p>	<p>USASA Clubs/Marketing Team</p> <p>USASA Clubs/Marketing Team</p> <p>UniSA IT/UniOne</p> <p>USASA Clubs/Marketing Team</p>	<p>By December 2022</p> <p>Ongoing</p> <p>Ongoing</p> <p>By December 2021</p>	USASA Staff Time
10) Clubs are financially resourced	a) Evaluate and identify funding opportunities	Club Support Officer	Ongoing	USASA Staff Time