



QUT Guild

Annual Report

2021

Annual Report 2021

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QUT Guild, Your Student Union

QUT Guild is a student-led, not-for-profit organisation that aims to make your university experience the most engaging, enjoyable and memorable it can be. Our events, activities and student initiatives are led by over 30 student representatives who are elected each year by students, for students.

We are dedicated to supporting you in all aspects of your QUT student experience, providing Advocacy & Representation through the Advocacy team, running events and workshops throughout the year to support your Welfare & Wellbeing, as well as building Community & Culture on campus and promoting Diversity & Inclusion at QUT.

The History of the Guild

QUT Guild was founded in 1976. Ever since then we have been providing support and representation for students. The QUT Student Guild is a Statutory Corporation created by the Queensland State Parliament by s34 of the Queensland University of Technology Act 1998. Our aim has always been to ensure all students have the best university experience they can during their degree. Each year we host numerous social events, introduce projects that benefit students and negotiate student issues with the university.



General Manager's Letter



Overview of 2021

Cassandra Marshall

GENERAL MANAGER

2021 – what a year we have had. I was fortunate enough to start my journey with QUT Guild in August 2021 and have enjoyed every minute so far. During 2021, we continued to see the effect of COVID-19 on campus. We had lower student and staff numbers on campus to keep everyone safe, but this also meant that there was a fair amount of uncertainty throughout all our commercial area, including our two Bars, General Store, Post Office and of course Graduation Gowns. We worked the best we could during these times, but unfortunately had to close some of our services at various times throughout the year due to COVID-19. However, we used this quiet time to our advantage, and in partnership with QUT, we were able to fully renovate our flagship bar – the Botanic Bar at Garden's Point Campus. I hope everyone has had a chance to visit the Botanic Bar and see the wonderful changes.

One area of QUT Guild that did experience higher than average engagement was with our Advocacy team and helping students in a vast array of areas. We helped our students with social and economic issues all the way through to academic and educational issues. We are honoured to know that in these trying times, students felt comfortable enough to trust us to help them through whatever situation they were facing. We hope that this trust and reliability continues to grow into the future.

We have been working hard to keep all students and staff who visit our services safe and happy, with check-in apps, hand sanitiser and of course wearing of masks. 2021 also saw us abiding by the government vaccine mandate in our bars, which has been a wonderful success, thanks to the staff and students at QUT.



Even through the challenges, 2021 also saw QUT Guild host its first ever Wellfest, which was a six week long health and wellbeing program offered to all QUT students, in person and online. We have received such wonderful feedback, that we are hoping this program will become a permanent feature on QUT Guilds calendar for many years to come and continue to support all QUT Students.

QUT Guild also worked with external companies to help create a five year Strategic Vision to ensure the long term culture and strategy of the Guild is in place. The vision that we now have will hold us in good stead to be able to offer students the best University experience while at QUT.

2021 also saw QUT Guild Office invest heavily in professional staff, as step one of our strategic vision. We were fortunate enough to acquire many professional staff including a new Marketing Manager and Operations Manager, both with extraordinary experience in their fields. These two additions, along with many other professional appointments has set QUT Guild up for future success in all areas. As we close the chapter on 2021, we are all excited to politely say 'good bye' to 2021 and 'thanks for the memories', but very much looking forward to welcoming the endless possibilities of 2022.

Commercial Services



botanicbar GARDENS POINT

GroveBar
QUT GUILD

**the
general
store**

Overview of 2021

Stacey Dowling

OPERATIONS MANAGER

During 2021, the role of QUT Guild's Commercial Services was to provide essential services and entertainment to all QUT students, staff and the general public in a COVID-19 safe environment. During 2021, the Botanic Bar and Grove Bar were able to continue hosting get-togethers and special events for students, including weekly pool competitions, bands & DJ's and club mixers. Our Halloween Party in October 2021 at the Botanic Bar was a huge success, with guest numbers far exceeding what was expected.

Our General Store and Australia Post outlet have continued to provide essential services and groceries to students and staff throughout the year, with the Australia Post outlet experiencing huge increases in parcel collections during and immediately after COVID-19 lockdowns. Our Graduation Gowns service had a tumultuous year, with COVID-19 lockdowns forcing the last-minute postponement of the July ceremonies. However, the rescheduled ceremonies went ahead in October with great success and we received wonderful feedback from all involved.

Despite a challenging and uncertain year, our Commercial Services have persevered, and increased patronage towards the end of 2021 across all services has us hopeful that 2022 will bring wonderful new events, opportunities and products for all of our patrons.



Wins

September 2021 saw the beginning of renovation works at the Botanic Bar, improving the layout, feel and accessibility at the bar. The feedback we have received from students regarding these renovations has been very complimentary. Planned events and private functions held at both the Botanic and Grove Bars continue to experience a growth in popularity and patron numbers, with this pattern expected to continue in 2022.

Learnings

2021 has been an interesting and challenging year for QUT Guild Commercial Services, with COVID-19 lockdowns and restrictions significantly impacting operations and revenues. A lack of students and staff on campus, as well as COVID-19 density limits imposed at our hospitality venues, has affected both patron numbers and income in 2021.

Throughout the year, QUT Guild Commercial Services team has been understanding and flexible, meeting all challenges thrown at them with enthusiasm and skill. 2022 promises to be a new beginning for QUT Guild Commercial Services, with plans in the works to further improve our offerings and experiences for all.





Student Services & Amenities Fee (SSAF) Report 2021

Total SSAF **\$1,535,000**

Academic Support

Advocacy Program (Student Assist)

\$231,553

Advocacy

Five dedicated staff specialised in supporting students with how to navigate the processes around exclusions, academic and student misconduct, withdrawals, show cause, special considerations, grade reviews and enrolments. Case numbers for 2021 across the range of support areas reached 1,844.

Student Feedback

Out of the 63 submissions received, the feedback was overwhelmingly positive with 98% of students stating that they would use the service in the future. 97% of the students saying that they would recommend the service to their peers. Overall satisfaction of service was broken down into Friendliness (93%), Knowledge (91%), Promptness (89%), and Outcomes (88%).

Additional Student Assist (SA) Support & Training

Recruitment of a dedicated Student Assist Manager has provided support to our officers and is able to focus on management and improvement of the advocacy services, triage of cases, advocacy staff development and feedback to QUT on areas for concern and change.

- **Case Management System**

This system continues to be an important tool for the student assist team recording vital information at each stage of a case's lifecycle.

- **Internal training & support**

Staff undertook training and support modules to enable them to better assess and assist those students in difficult situations. Training around Gender & Sexuality, Mental Health & First Aid and Disabilities were well received and supported by staff.

- **Equipment upgrades**

Additional staff and new softwares also required minor technical upgrades to ensure the most efficient and up to date service is being provided to students.



Representatives Network

\$14,765

Volunteering & Representation

In collaboration with Volunteering QLD a Guild Volunteers system has been created and is due for delivery Semester One 2022.

Student Representative Network

Engagement and collaboration with the University happened throughout the year with catering and supplies for meetings and sessions. Larger contribution to the University's program did not proceed due to a QUT clerical error.

Academic Awareness Initiatives

\$10,200

Academic Integrity

This project involves developing a series of interactive online modules, videos, and guides that will explain, define, and warn against actions that could be considered "academic misconduct".

This will not only make information readily available for students, but it will break it down in a way that is easily understood and digestible, lowering the rate of academic misconduct cases at QUT.

Scope of the project was greater than anticipated and groundwork was completed throughout the year to formalise the structure and delivery. Engagement of a third-party provider was necessary, and delivery of the program will be seen in 2022.



(SSAF) Report 2021

Community & Culture

Clubs & Societies Program

\$347,534



Club Funding

The Guild Clubs and Societies Committee oversees the affiliation of clubs to QUT Guild and the distribution of funding to all affiliated clubs and societies. Funding typically supports large events, equipment, marketing materials and day-to-day costs such as website subscriptions and rehearsal/ practice spaces. The Guild conducted two major rounds, two minor rounds and a final round of funding with over 80 clubs being successful with some receiving thousands of dollars to support their activities. 12 newly affiliated clubs were also granted a start-up bonus to assist in getting their club up and running.

Student Insurances

The Guild provides insurances that cover students in a wide range of activities on and off campus. This includes:

- Public liability cover for clubs, societies and collectives to undertake activities on and off campus in areas that require cover for protection against loss for equipment and injury to other patrons.
- Insurance against injuries suffered whilst undertaking Guild activities or social sports.
- Professional indemnity insurance to protect students working in advocacy giving advice.
- Equipment insurance to protect the equipment used by clubs in their events and activities.
- Directors insurance to protect the elected officers against loss from their role in supporting the Guild and University.

Clubs Support Staff

The Clubs Support Staff are integral members of QUT Guild team and the Student Representative Committee (SRC). It was necessary to expand this role and therefore a Support Officer and Campus Culture Executives assisted when needed.



These staff members played a critical role in keeping track of club compliance with Guild requirements, such as Annual General Meeting (AGM) documentation, as well as room bookings, equipment hire and general enquiries about running a club.

Previously, the Campus Culture Vice-Presidents (VPs) provided support to clubs, managing the funding rounds as well as compliance, and this resulted in a negative experience for clubs, regardless of the intentions of the VPs to do a good job.

The support staff members have also greatly improved the club experience and are working hard to bring better processes to QUT Guild in terms of club management, taking inspiration from other university unions around the country.

Club Support & Equipment

A dedicated meeting room for clubs and societies to utilise was created from existing Guild office space located at Kelvin Grove, Level 4, C Block. Equipped with furniture and Audio Visual equipment to assist clubs in having their official meetings or a place to catch up with members.

Software was purchased to enable the club funding rounds and the submission of club documents more efficient and user friendly for all. Equipment requests from clubs are granted and remain the property of the Guild for use by all clubs members. Support was given around specific items such as hand sanitiser, cleaning products etc to ensure clubs are adhering to COVID-19 health requirements.

Club Recognition

For the second year the Clubs & Societies Awards night was held at the Guild Botanic Bar. Campus Culture Vice-Presidents and the events and club support teams awarded prizes to those who through the ever changing COVID-19 landscape, provided members with events and activities to continue engagement and support. This year's theme was Studio 54 with the Botanic Bar once again being transformed for the event.



(SSAF) Report 2021

Community & Culture

Orientation & Navigation

\$128,032

Orientation Equipment & Merchandise

Providing freebies to students on campus is a staple of what the Guild does for students. This includes the student diaries as well as n'l, branded merchandise that has become incredibly popular, particularly the cups, notebooks and water bottles. This also helps students who maybe cannot afford some of these items.

This year we introduced charging docks, tote bags and USBs. While students stop at the Guild stalls during O-Week or other events to collect these free items, it allows our representatives an opportunity to speak to them about their rights at university, that they are a member of their student union and what services we offer for free. The Prac Packs were created which are designed to specifically support students on placements with packs containing a power bank, Go Card top up voucher, grocery voucher, notebook, pen, felt folder and laptop bag.

Orientation

Despite COVID-19 threatening O-Week and having to adjust to social distancing, orientation activities were a huge success for the Guild. With our Guild Tent on both campuses throughout the week and being supported by our collectives there was no shortage of information, engagement and most importantly freebies. Nightly events were held at the bar including the Throw Back Party, Glow Party and Back to School Party.

Media Development - Glass Magazine

Three printed issues of Glass Magazine were produced with 1,350 copies distributed across campuses. Over 40 student articles and artworks were published on the Glass website and social media platforms. They also had three magazine launch events and three uni-writers festival events engaging around 150 students combined.

Student Assist Tents

Assist Tents were conducted during the year and alongside on campus events such as O-Week, Exam Support and Wellfest. Tents provided information on Academic Advocacy, QUT Guild Services, club opportunities, travel vouchers and free merchandise.

QUT GUILD
Glass



Community Events

\$80,192

Events

The first QUT Guild Festival had to be postponed a few times due to COVID-19 lockdowns but finally went ahead in July at the Tivoli with over 200 in attendance. The Festival was headlined by Australian artists Choomba, DVNA, Hope D and Stace Cadet. It was a more intimate event due to COVID-19 restrictions but was overall a positive experience for everyone and a welcome event for the heavily impacted performance arts industry.

Student Performances

Once again QUT students in the performance industry were supported through paid gigs at the Botanic and Grove Bars. Revealing some incredible performers who we use for ongoing bookings, as well as finding new artists through our second 'Battle of the Bands'. Across all events there were over 20 student performers showcased through this initiative.

Pop up Events

Over 20 events were held in person, on campus across Guild facilities including Club Mixers, semester parties, Paralympic watch parties, Kokedama and Paint and Sip Workshops.

QUTGUILD SPORT

Social Sport Program

\$60,065

Social Sport Support

In partnership with QUT Sport the Guild was able to drastically reduce 'normal' social sport pricing for QUT students for the Semester two program to enable more students to access the program. The sports provided were netball, soccer, touch football and volleyball. A total of 180 teams and 140 individuals registered for the season with games running across four nights of the week. Players were handed season T-shirts on registration with all winning teams receiving prizes at the end of the season.

(SSAF) Report 2021

Welfare & Wellbeing

Health Initiatives

\$98,755



Wellness Conference

Wellfest, our most anticipated event of the year was affected significantly by COVID-19 lockdowns and restrictions. The event was transformed into online workshops with in-person events able to proceed towards the end of the six-week period. There were 25 separate events dedicated to mental health, physical wellbeing, interpersonal wellbeing, career wellbeing and financial wellbeing. With professional speakers including Mitch Wallis, Emma Edwards, Dr Robi and workshops around budgeting, creating LinkedIn profiles and jam sessions. Wellfest packs were distributed to those who attended sessions containing free merchandise and relevant support materials. 2,500 students were engaged through online speakers, workshops and the student markets.

Exam Support

Exam support stalls provided students with free stationery and essential University items to assist with studying or for those needing supplies before heading into an exam. Some events were held during exam block to assist wellbeing including the popular Doggos & Donuts, yoga and meditation sessions and free exam packs.

Little Emergencies

Continuing to provide free pads and tampons in on campus bathrooms and through two Share the Dignity vending machines, one on each campus.

Adulting 101

10 online workshops were held throughout the year with topics including tax help, career help, renting, budgeting and academic integrity.



Financial Aid

\$124,830

Student Advocacy Support

The Guild was able to continue its CV Support services in 2021 through the use of a third party professional service focusing on one-to-one interviews to help with development of CVs, preparation for interviews and advice on how to dress appropriately for a job. Legal aid services also continued through referral to our partnered lawyers. This initiative also included contribution to the Plagiarism and Contract Cheating project.

Foodbank & Support

Foodbank locations on both campuses received an increase in stock ranges with the introduction of household items such as utensils, plates, towels, toothbrushes and other care items. Grocery vouchers were utilised regularly and promoted during the various lockdowns in 2021 for those students who could not attend on campus foodbank services. Care packs and accommodation packs were distributed through the foodbank locations and through signup services which provided students with basic care items and household items to start their home setup.

Through all these initiatives over 1,600 students were reached with 1,460 receiving vouchers, 108 utilising on campus foodbanks and 100 receiving care packs. Food donations were also made to the Abilities, Queer and Womens Ball (AQW) and International Christmas Events.

Transport Support

Becoming a popular service, our Go Card vouchers are distributed through our advocacy service, Assist Tents and through Prac Packs.

This support is again critical for those who may have lost their concession fares by virtue of dropping units to ease the stress caused by the pandemic and the uncertainty. Students lessening their workload to better their mental health usually are not eligible for concession fares, so this substituted that concession.

Over 500 vouchers were issued to students during the year. Funds also contributed to the transportation of students required in other initiatives such as international day trips and Aussie Beach Christmas.



(SSAF) Report 2021

Artwork: Friends by Shannon Riley

Diversity & Inclusion

Social Awareness & Engagement

\$77,128

Abilities Room

Planning and design has commenced on the addition of an abilities room within the G Block redesign project. Funds for 2021 were allocated to documents and scoping relating to planning and design. Abilities officers engaged with community over the 'Abili-Tea & Coffee' program whereby members were encouraged to pop in for tea or coffee during designated times to discuss relevant issues and access support programs they may not have been aware of. Free Auslan lessons were provided on campus and workshops presented including those on Disability Employment, Disability Rights & Discrimination and Getting the Most Out of Your NDIS.

International Student Engagement & Cultural Events

Officers engaged with international community through 'International Coffee Hangs' during semesters. A mid semester trip was organised in partnership with ISEECARE where a group of 50 students were transported to Mount Tamborine to complete treetop obstacle courses followed by a delicious lunch. Food vouchers were provided specifically to international students who through COVID-19 were still separated from their families, unable to go home during breaks and struggling to find employment. The year finished with the 'Aussie Beach Christmas Party' presented again by the fantastic team at ISEECARE where international students experienced a traditional Aussie Christmas lunch combined with Aussie activities, games and of course presents.

Environmental Awareness

Partnering with QUT, Green Caffeine and retailers on campus saw the introduction of a swap and go coffee cup system on campus. 2,500 cups were distributed to encourage people to reuse and recycle their coffee cups. Clothing collections were encouraged throughout the year with the officers then holding a number of clothing stalls offering free used clothes to struggling students. Free seeds and pot packs were distributed to encourage students to grow and consume their own fruits and vegetables.

First Nations Engagement

The Guild commissioned a First Nations painting by First Nations artist Shannon Riley which is proudly framed in the Guild Office and is utilised in many Guild First Nations publications. Planning is underway for an on-campus film event showcasing First Nations film and artists in a large outdoor cinema setting.



Post Graduate Events & Information

Added support for post graduate groups and mixers were held throughout the year. Post graduate coffee catch ups on campus provided a way for students to meet other post graduate and mature age students. Financial support in the way of grocery cards, Go Cards and vouchers were also provided to those students finding it hard to study and work at the same time.

Queer

Gender & Sexuality spaces received equipment for students to utilise whilst on campus. Student executives and advocacy staff received gender and sexuality specific training to assist in their support roles. Information and free items were given such as leaflets, stickers, flags and badges at the combined Queer & Womens forum.

Women

Womens spaces also received equipment for students to utilise whilst on campus. A workshop on mechanics was run for women wanting to learn the basics on car maintenance. Information and free items were given such as leaflets, stickers, flags and badges at the combined Queer & Womens forum. Remaining allocation was utilised to deliver the AQW Ball.

Abilities, Queer and Womens (AQW) Ball

The Abilities Queer and Womens Ball was created for members and allies who are often not catered for at traditional student balls. This was a safe, inclusive and accessible night to celebrate the end of the academic year. The ball included drag shows, a deaf DJ, makeup stations, Auslan interpreting, drinks and canapes. Various initiatives contributed to this ball including Diversity & Inclusion and Welfare & Wellbeing.

Collective Program

\$25,011

Guild Collectives

The six Guild Collectives (Women's, Queer, Environment, Abilities & Post Graduate) all received \$5,000 to assist in their collective programs for 2021. Their programs and events included Eco Hubs on campus, documentary nights for those wishing to expand their knowledge base on diversity and inclusion programs, International Day events, contributing their own flare and resources to Guild spaces, social sport teams and fundraisers.





SSAF Report 2021

Administration

Management

\$281,967

Governance

Student Staff & Officer Support Manager wages that provided direct governance for the Guild and liaison with the University. Through this the Guild was able to successfully change its constitution and regulations to better represent the students and their needs. The Officer Support Manager continues to be critical in the between the various teams within the Guild, particularly events, finance and the student staff. This role plays an ongoing critical role in the development of the students into a functioning team and has greatly improved the efficiency of processes and communication methods within the Guild.

Support Staff

All SSAF initiatives require a large amount of support from professional staff such as Events Officers to ensure events are running in a safe and engaging way and Finance Officers to ensure SSAF expenses are allocated, paid and reported correctly.

Data

\$34,918

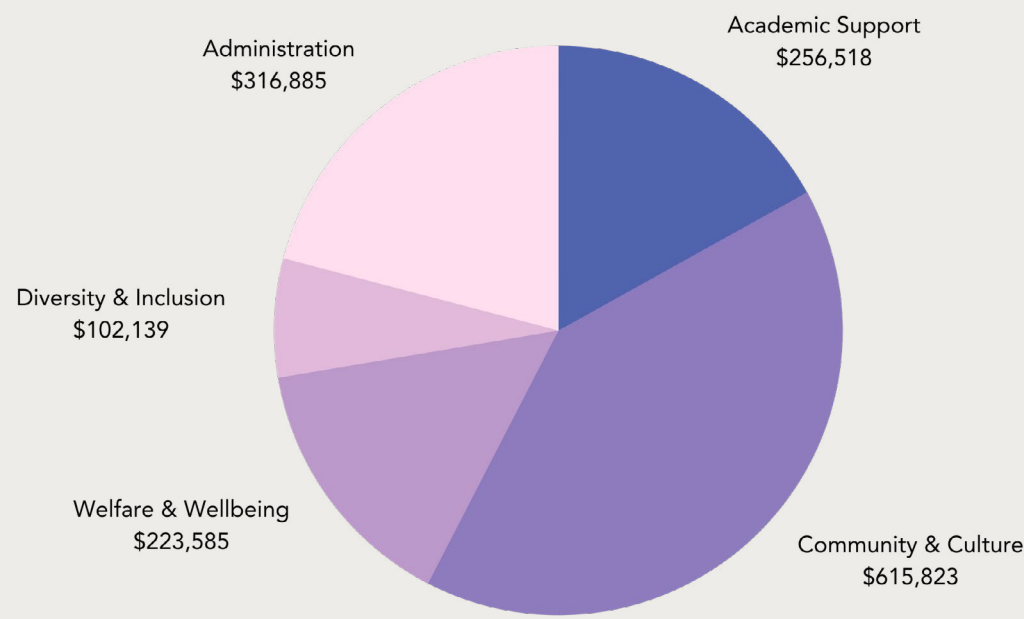
Student Satisfaction Survey

The creation of a student survey to examine our members satisfaction of the current service provided by QUT Guild and other stakeholders. Guild has engaged a third party to carry out initiative with delivery planned for mid 2022.

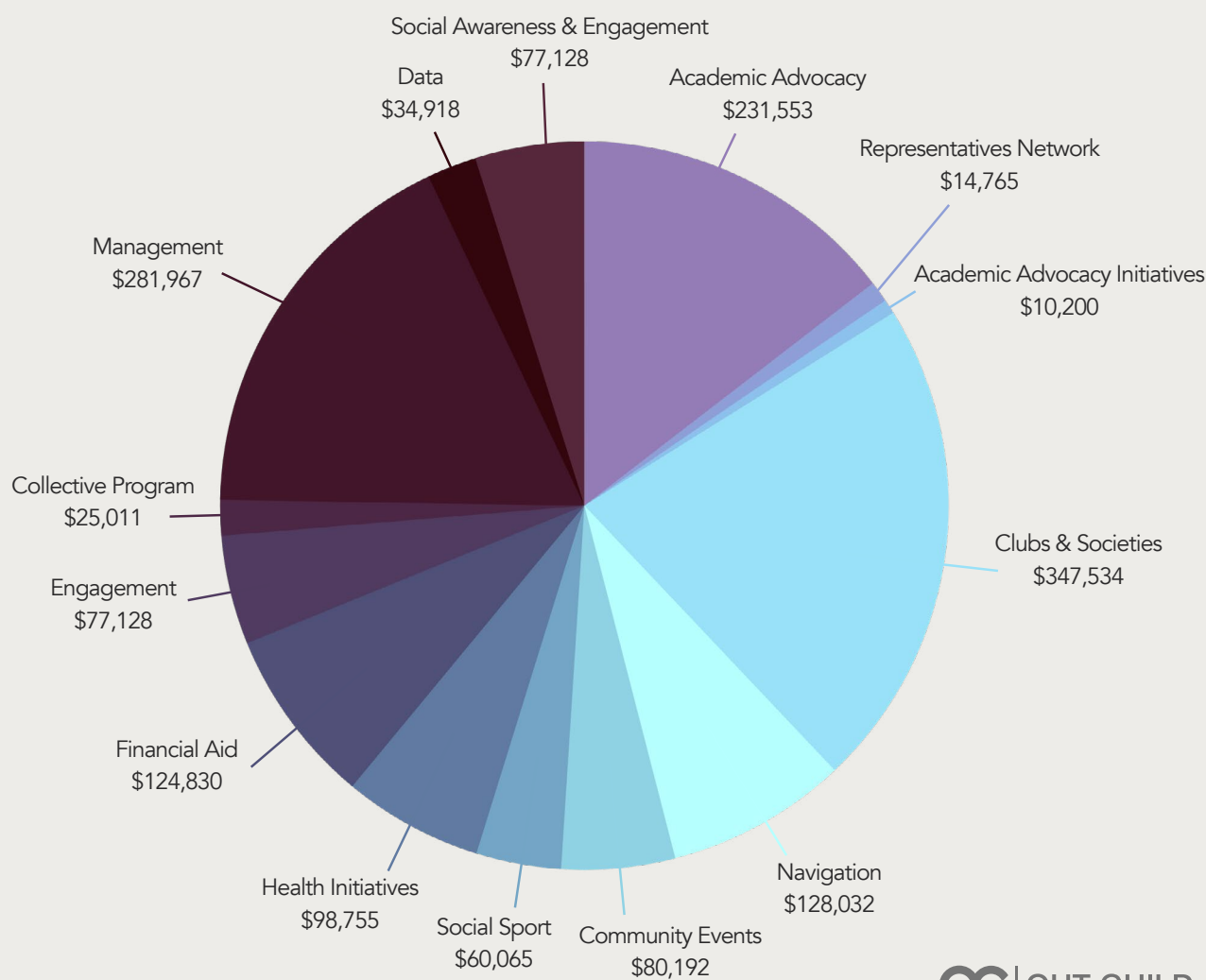
SSAF Overview

Total \$1,535,000

Funding per division



Sub-divisions, committees, programs and initiatives



Academic Advocacy



Overview of 2021

Emma Surman

ADVOCACY

Student advocacy has a prominent place as one of the services that QUT Guild offers students. Our focus is to deliver a supportive and understanding service to students to help decipher QUT's rules and policies, meet requirements for university decisions and be their support person when attending meetings with QUT staff. These services continue to be free and available to all QUT enrolled students across both Kelvin Grove and Garden's Point campuses.

Advocacy assisted a whopping 1,877 students with academic and non-academic assistance throughout the year. Our Advocacy department is continuing to make improvements and grow the reach to students who are unaware of the services we offer. Towards the end of the year our team rejoiced in getting out on the campus to assist students with any questions they had about exams and we hope to continue to do this more often in 2022.

In 2021 our Advocacy team completed a two-day accredited training course in Mental Health First Aid to help support and refer students when times are tough. Mental Health First Aid is given to someone developing mental health illness or in a mental health crisis over the age of 18 until appropriate professional treatment is received or until the crisis resolves. This training has greatly improved the team's knowledge and understanding of mental health and strategies to help them when they come across a student that may be in need of help.

Academic Integrity has been a significant topic of conversation in 2021 with QUT and the Guild which has led to the commencement of working together with an external provider to create modules to assist students in understanding the importance of upholding integrity in their academic work. We hope to continue work on this project for a roll out to students in early 2022.

Student Satisfaction Survey



**Advocacy assisted
1,877 students this year**

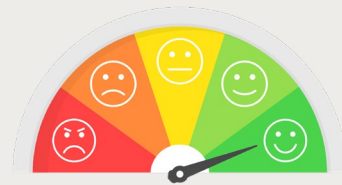


**Proposed changes to the
0% late assessment policy
were approved by QUT**

Students can now receive an automatic 48 hour 'no documentation required' extension for late assignments.



**Our team completed a 2-Day
Accredited Training Course
in Mental Health First Aid**



93% of the students were **very satisfied with the friendliness of the staff**

91% of the students were **very satisfied with the staff's knowledge**

89% of the students were **very satisfied with the staff's prompt service**

88% of the students were **very satisfied with the outcome** of our Academic Advocacy service



Student Testimonials



"The Academic Advocacy Officers continue to provide accurate information for other students that need support. I didn't know QUT Guild was available until my 3rd year of uni and I wish I knew sooner. Very grateful for QUT Guild that supported me during a difficult semester."

- HEALTH FACULTY STUDENT



"The service was perfect, friendly and really helpful, I was lost and I did not know who could have helped me."

- SCIENCE FACULTY STUDENT



"Everything went great, can't think of a lot other than maybe an option to select for zoom sessions when booking"

- LAW FACULTY STUDENT



Academic Advocacy

Wins

In 2021 we had a significant growth in our team from three to five staff members including the addition of my role as Student Assist Manager. We have had a big focus on building connections within the university and have developed great referral methods as a result of that.

Since 2019, QUT Guild has been advocating to the university to change the 0% late assessment policy, after identifying the impacts it has had on students. The Advocacy team submitted a proposal that in mid-September 2021 was finally passed by the University Academic Board. The changes were set to pilot in the 2021 Summer Semester and be made available to students from Semester 1, 2022. The changes that students will now see are an automatic 48 hour 'no documentation required' extension available for students to utilise for assignments.

An integral part of implementing any improvements to a service is receiving quality feedback from students. Overall satisfaction of the advocacy services was very high, and we are stoked to be able to continue and expand on the services we provide whilst working together with QUT to get great outcomes for students.

Learnings

COVID-19....that dreaded word! It has affected each and everyone one of us in many differing ways. Our biggest priority was making sure QUT students felt heard and supported throughout this pandemic. Many times throughout the year we have had to adjust the way we usual do work. We moved many students to Zoom, Microsoft Teams and phone meetings and although this worked well for many there tends to be many technical issues associated.

Ultimately seeing a student face to face is shown to be the most effective way to deliver more compassionate and understanding customer service to allow students the best chance to feel comfortable dealing with their difficult circumstances.

Events

Overview of 2021

Emily O'Leary

EVENTS COORDINATOR

With COVID-19 still heavily impacting student life, we did our absolute best to still bring fun to campus! As a lot of students were studying online, some attendance levels were less than average. However, the Halloween Party at the Botanic Bar sold out, over 200 people attended the Student Market Day and we even held a music festival called In Session!

The Abilities, Queer and Women's (AQW) Ball had 85 attendees and some students said it was the first ball they had ever attended. Everyone was up and dancing, it was an amazing time!

In Session, July 2021



AQW Ball 2021



Exam Support - Doggos & Donuts 2021





Wellfest Pop-up Events, 2021



QUT Guild Halloween Party, October 2021

Exam Support events were greatly attended also with students having a chance to take a break, chill out with a puppy and have a chat with our Advocacy team to seek assistance if they needed to. Students requested that we host more of these types of events in the future, as we offered baked goods, drinks and gift packs to help them through their studying and exam preparation.

Overall, we averaged five events a week during the semester, with events ranging from one to three hours in duration. We cannot wait to see you all again in 2022!



Student Markets, August 2021



Mini Paralympics, Wellfest 2021



Social Sport

QUTGUILD
SPORT

Overview of 2021

Sarah Sear-Jones

SPORTS COODRINATOR

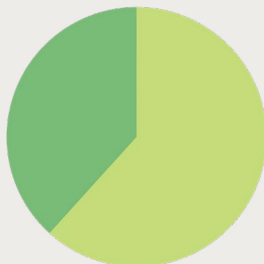
In 2021 QUT Guild and QUT Sport joined forces to make the Social Sport program even better than before. The program delivered Six-a-side football, netball, touch football, volleyball and later beach volleyball. There were 2,357 participants in total across all sports, with the most popular being Six-a-side football (786) and Netball (984). Out of the 2,357 participants, 1,217 of them were women (52%). Women dominated the field in netball and touch footy, and men had the lead in Six-a-side football and volleyball.

60% of all participants were current QUT students.

Participants

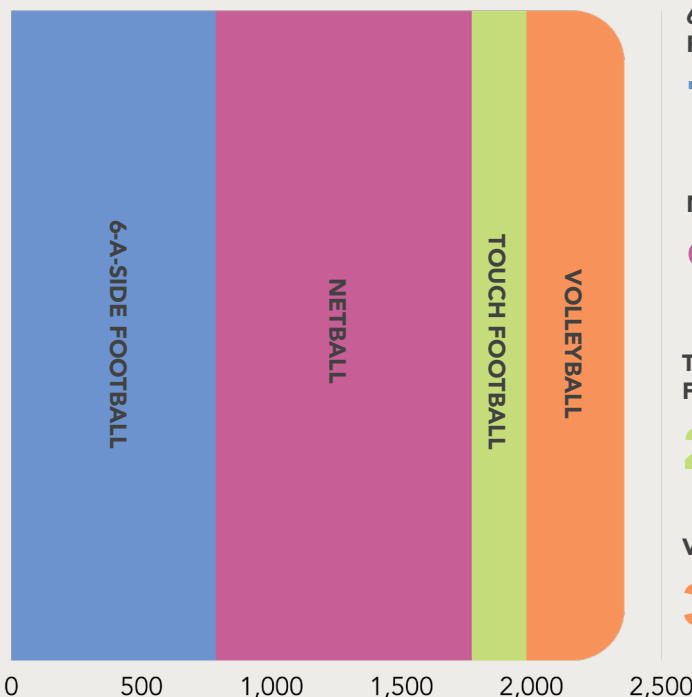
2,357

TOTAL



EXTERNALS
38.3%

QUT STUDENTS
61.7%



6-A-SIDE
FOOTBALL

786

NETBALL

984

TOUCH
FOOTBALL

210

VOLLEYBALL

377



Participation increased in Semester 2, with **52 new teams in total.**

52% of all participants were female.

Women dominated netball and touch football.

SOCIAL SPORT TEAMS SEMESTER 1

6-a-side Football	Netball	Touch Football	Volleyball	Total
55	71	16	23	165

SOCIAL SPORT TEAMS SEMESTER 2

6-a-side Football	Netball	Touch Football	Volleyball	Total
73	96	16	32	217

SUMMER SEMESTER

External	Student	Total
677	693	1370

SOCIAL SPORT TEAMS - SEM 1 TO SEM 2

Sport	6-a-side Football	Netball	Touch Football	Volleyball	Total
Semester 1, 2021	55	71	16	23	165
Semester 2, 2021	73	96	16	32	217
Increase	18	25	0	9	52



Clubs

Overview of 2021

In 2021, clubs braved yet another year of pandemic and got creative in how to engage the community. In total, 33,028 students got involved in 160 clubs. Clubs received free banners from QUT Guild to encourage them to promote their brand.

QUT Guild also held its first Clubs Conference, helmed by Max Fox, the 2021 Vice President of Community & Culture.

The Clubs Awards Night had its second birthday and so did QUT Guild Club Awards! In between it all we held Club Mixers for International, Special Interest and Sports clubs.

Club of the Year: QUT Music Society (QMuso)

New Club of the Year: QUT Bubble Tea Society

Networking Event of the Year: BAMSAs Insiders Networking Night

Online Event of the Year: AerCon (QUT Robotics, Aerospace, and EESS)

Event of the Year: Tech Industry Night (QUT White H.A.T.S., Game Development Club, and Women in Technology)

President of the Year: Bryan Roach (BAMSA)

Executive of the Year: Genevieve Hughes (QUT Robotics Club)

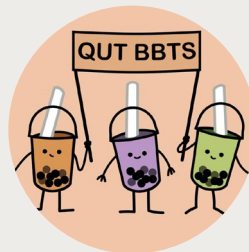
The 160 clubs consist of:

- 51 faculty
- 3 HDR
- 40 special interest
- 29 sport
- 2 social justice
- 24 international
- 11 religious





Club of the Year
QUT MUSIC SOCIETY (QMUSO)



New Club of the Year
BUBBLE TEA SOCIETY



Networking Event of the Year
BAMSAs INSIDERS
NETWORKING NIGHT



Online Event of the Year
AERCON (QUT ROBOTICS,
AEROSPACE & EESS)



Event of the Year
TECH INDUSTRY NIGHT
(QUT WHITE H.A.T.S., GAME DEVELOPMENT
CLUB & WOMEN IN TECHNOLOGY)



President of the Year
BRYAN ROACH (BAMSAs)



Executive of the Year
GENEVIEVE HUGHES (QUT ROBOTICS CLUB)

Marketing & Communications



Overview of 2021

Shirley Chan

MARKETING AND COMMUNICATIONS
MANAGER

In 2021 we successfully continued to strengthen the QUT Guild brand and explored both new and existing marketing channels to ensure our messaging targeted the highest number of students possible.

Besides a plethora of event marketing, we continued to communicate important messages to QUT students on our social media channels that align with our vision and mission. This included movements and protests that the Guild participated in, milestones and changes that were fought for and achieved by our Student Executives, and important notices from QUT.

We have also been working closely with the QUT HiQ Communications team to increase awareness of the Guild via the Registrar, digital displays around campuses, monthly student e-news and more.

We experienced a breakthrough in 2021 as we have been collaborating with the QUT Orientation/Engagement team to plan activities and events for 2022. Working together ensures both teams are moving towards shared goals which most importantly, includes maintaining the engagement level of all students.

Branding & Awareness

We have created a more user-friendly and condensed brand style guide which has been shared both internally and with external stakeholders and partners.

Brand fonts and colours are now clearly marked in the style guide with examples of current artwork. Having a consistent and clear brand style guide will help strengthen brand awareness and make the QUT Guild unforgettable.



Email Marketing

Email Marketing

We continued to grow our database for our e-news and it reached over 8,000 subscribers towards the end of 2021.

Below is an extract of a few Electronic Direct Marketing (EDM) campaigns that were sent throughout 2021 and the results. Please note that the table does not reflect the total number of EDMs sent throughout the whole year.

Within exploring different channels to communicate with students and stakeholders, we started including email signature banners that are updated to reflect current QUT Guild events.

		Opens	Clicks
August	Wellfest Events	22.7%	1.8%
September	Election Announcement	35.3%	0.3%
October	What's On	21.1%	0.9%
November	AQW Ball	28.7%	0.8%
November	Clubs Awards Night	39.9%	0.8%

Student Diary & Wall Planner 2022

At the end of 2021 the Marketing team successfully completed the QUT Guild Student Diary with exciting new look and feel. The addition of sticker pages, General Store vouchers, tabs for ease of navigation, embedded reminders within the calendar and pages for students to write their goals and reflections elevated the diary for all to enjoy. The diary was accompanied by an A2 Wall Planner so that students would be able to see the year at a glance. The A2 Wall Planner and the Student Diary have been very popular, with pick up spots around campus needing to be restocked regularly. The Marketing team are open to feedback for the 2023 Student Diary.

Marketing & Communications

Merch

A bulk order of branded merch was made in preparation for the 2022 Orientation Week and Semester 1, 2022. Items included stationery, hats, towels, beach bag and a tote bag.





Marketing & Communications

Socials



33,600+ followers on the QUT Guild Facebook page at the end of 2021.



5,000 followers reached in September on Instagram @qutguild

One of the highest engagement posts on our main account had 445 likes, 176 shares and 4,754 accounts reached.



3,720+ followers reached on LinkedIn at the end of 2021.

We have started using LinkedIn to post job adverts for our Commercial Services and it has been very successful



Google My Business and **Google Analytics** are being implemented for our commercial services and webpage.



Long term goals to start data tracking and improve the usability of the **qutguild.com** website.

Make student life better.

Our vision is to make students' university experience the most engaging and enjoyable it can be.

We hope to foster a deep identity with campus life and be the voice of change and support for all students.



QUT Guild Annual Report 2021