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# **Student Services and Amenities Fee 2016 Bid**

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Australian National University Student Media Incorporated  
Association  
14/10/15

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# **I. Overview of Association**

## **Executive Summary**

Throughout 2015, ANUSM has sought to improve the quality and reach of our media content through an expanded team, accessible events, and a focus on improving the standard of our print media. Looking to 2016, we are aiming to increase our brand presence, provide better quality services, and create programs with promote journalistic endeavour at ANU. We have endeavoured to set a solid foundation for these expansions throughout 2015 by establishing regular columnists, hosting more events, and revitalizing our newspaper. The initiatives suggested below will further build on the progress ANUSM has made over the last two years in becoming a more professional student media organisation.

## **Objects of the Association**

As per section 3 of the Constitution, the objects of the Association are:

- a) To produce an interesting, entertaining, informative, recognised and regular hard-copy and online publication for the students of the University;
- b) To contribute to a sense of University identity and reflect the scholarly and cultural diversity of the University community;
- c) To promote open public dialogue and debate in the University community;
- d) To promote awareness of the variety of curricular and extra-curricular activities undertaken by students of the University;
- e) To discover and develop the creative talents of students at the University in journalism and the media arts;
- f) To promote best practice in professional journalism; and
- g) To innovate and explore new media forms.

## **Number and Profile of Members**

As per section 5.1 of the Constitution, any person who is an undergraduate or postgraduate student of the University is a member of the organisation. That encompasses the entire student population of the ANU.

## **Human Resources**

### Staff

8 Editors, each at 0.9 FTE.

1 Administrative Assistant, at 0.33 FTE.

1 Distributor, at 0.14 FTE

Volunteers

22 Sub-Editors, each at 0.1 FTE.

## II. Operational Summary

### Services

#### Woroni

*Woroni* is the media centrepiece of ANUSM. *Woroni* consists of the print newspaper, online site, social media accounts and downloadable App. Through these media, *Woroni* holds organisations to account and disseminates information that is informative and entertain to students.

#### Woroni Talks, Workshops and Forums

ANUSM holds a series of talks, workshops and forums throughout the year. The purpose of these events is wide-ranging, from promoting ANUSM as the student media organisation, to creating a forum for debate for issues that are important to students and encouraging a media culture in the ANU community.

#### Woroni Radio

Woroni Radio is the ANU's very own radio station, streamed online 24/7. Student-produced shows are broadcast weekly from our studio, and are complemented by news podcasts and interviews throughout the year. This year we have greatly expanded our programming and have seen a notable increase in listenership.

### Major Events

#### The Great Presidential Debate

During one of the most contested ANUSA elections in recent, ANUSM held a reformatted debate amongst the candidates for President. *Woroni* made strong efforts to professionalise our debate this year, and we received positive reviews compared to previous years. The purpose of the evening was to provide the ANU community with the information they need when voting, so that all students can make informed decisions.

#### Woroni 65th Birthday: Rooftop Party

*Woroni* held a Rooftop Party at Lena Karmel Unilodge to celebrate our 65th birthday as an organisation. This involved a first hour of drinks with special invited guests followed by an open party which was attended by hundreds.

### Woroni Radio Sunset Party

Woroni held a party at Westside Acton Park to promote Woroni Radio and increase Woroni's brand presence across campus. This party was relatively inexpensive and was well received by the student body, with many individuals getting involved in Woroni after our first edition because of the chance to come and speak to Woroni officials about how to get involved.

### Woroni O-Week Information Session

Woroni held a catered information session at the China in the World lecture theatre in Orientation Week to encourage individuals to get involved by breaking down the information barrier that exists between students and their student associations. In addition to this we held information sessions at residencies and attended College events.

### Woroni Radio Spring Party

To celebrate the anniversary of Woroni Radio's launch in 2012, ANUSM held a party for contributors, radio presenters, and the wider ANU community. The purpose behind the party was to garner greater interest for Woroni Radio, supporting local Canberra artists, and promoting Woroni Radio as a distinct arm of ANUSM with a distinct purpose.

### Woroni Weekend

An afternoon dedicated for students to receive information and advice from some of Australia's leading figures in journalism. Keynote speakers will include Mark Kenny, Virginia Haussegger, Mike Donaldson and Emma Kelly. We are attempting to make this event an annual occurrence.

### Woroni Awards Night

A formal evening to commemorate the work our most distinguished contributors and volunteers, and an opportunity for them to meet the Board of Editors and key figures at the university. This will be held towards the end of the Semester.

## **Social Programs**

### Woroni Contributor Events

ANUSM holds smaller Contributor Events on a regular basis. Contributor Events are an opportunity for Contributors to get to know each other, the Sub-Editors and the Editors of ANUSM in a fun and casual environment.

### Woroni Book Club

This semester Woroni has recently re-established the Woroni Book Club for the consideration of literature. We are exploring the potential for reviews to come from the Book Club group to supplement our Arts and Reviews content.

## **Other Activities**

### ANUSM on SEEF

ANUSM is a member on the SEEF Panel that allocates SEEF funds to students pursuing extra-curricular interests for the wider benefit of students.

### ANUSM contributing to ANU Reporter

Quality articles published by ANUSM are being included in ANU Reporter to showcase student writing talent at the ANU.

### III. 2016 SSAF Budget

	Budget 2016 (\$)	Projected Actuals 2015 (\$)	SSAF Allocation 2015 (\$)	Applicable SSAF Categories	Notes (all 2016 figures account for inflation at 2.0%, rounded to nearest \$10).
<b>EXPENSES</b>					
<b>Accounting &amp; Legal</b>					
Accounting and Auditing	\$14,570	\$14,280	\$9622.43	<i>c, n</i>	–
Legal	\$7,140	\$0	\$7,000	<i>c, n</i>	<i>Purely a contingency.</i>
<b>Sub-Total:</b>	<b>\$21,710</b>	<b>\$14,280</b>	<b>\$16,622.43</b>		–
<b>General Administration</b>					
Bank Fees	\$1290	\$1270	\$375.18	<i>c, n</i>	–
Bad Debts Expense	\$0	\$0	\$500.00	<i>c, n</i>	–
Monthly Outgoings	\$12,240	\$12,260	\$10,554.05	<i>c, n</i>	–
Office Supplies	\$1220	\$1,180	\$1,261.88	<i>c, n</i>	–
Equipment	\$4280	\$3,820	\$4,199.56	<i>c, n</i>	–
Utilities	\$4080	\$3,500	\$2,957.44	<i>c, n</i>	<i>Includes regular office cleaning - office cleaners were not employed for much of this year</i>
Postage	\$310	\$100	\$629.76	<i>c, n</i>	<i>Decreased number of papers sent to other student media organisations in 2015</i>
Printing	\$28,060	\$20,740	\$27,506.00	<i>c, n</i>	<i>Reduced print runs to save money in Semester 1 2015. Financial changes will ensure this isn't necessary in 2016.</i>
Promotions & Merchandise	\$10,200	\$8,440	\$10,021.11	<i>c, n</i>	–

Subscriptions	\$3,570	\$2500	\$4,219.45	<i>c, n</i>	–
Repair, Maintenance & Support	\$890	\$830	\$873.57	<i>c, n</i>	–
Interest & Penalties*	\$1,020	\$0	\$1,000.00	<i>c, n</i>	–
Miscellaneous Expenses	\$510	\$210	\$642.44	<i>c, n</i>	–
<b>Sub-Total:</b>	<b>\$67,670</b>	<b>\$54,850</b>	<b>\$64,741.08</b>		
<b>Wages &amp; Salaries</b>					
Editor Honoraria	\$48,000	\$48,000	\$48,000	<i>n</i>	<i>This has been set and will not change with inflation.</i>
Sub-Editor Honoraria	\$20,200	\$13,900	\$10,200	<i>n</i>	<i>Increase due to maintenance of honoraria levels for increased number of sub-editors. See below.</i>
Administrative Assistant	\$21,120	\$20,700	\$18,923.04	<i>c, n</i>	<i>2016 figure calculated at \$39.81 per hour, 6.5 hours a day, two days a week, for 40 weeks. Casual loading added due to changed contract arrangements.</i>
Distributor	\$2,310	\$2490	\$2,250.16	<i>n</i>	<i>2016 figure calculated at \$25.78 per hour, 5.5 hours per edition, for 16 editions.</i>
Proofreader	\$1460	\$1,140	\$1,431.92	<i>n</i>	<i>2016 figure calculated at \$25.56 per hour, 3.5 hours per edition, for 16 editions.</i>
<b>Sub-Total:</b>	<b>\$93,090</b>	<b>\$86,230</b>	<b>\$80,805.12</b>		
<b>Initiatives</b>					
Professional Development & Training	\$5,860	\$3,710	\$5,740.95	<i>c, n, o</i>	<i>Contributor incentive scheme was discontinued due to lack of board support.</i>
Market Research	\$0	\$0	\$4,042.50	<i>n</i>	–
NLA Archiving	\$2310	\$2,260	\$2,263.52	<i>n</i>	<i>Yearly archiving due to occur again this year.</i>



ANUSM News Stands	\$4030	\$0	\$0.00	<i>c, m, n, o</i>	<i>Based on quote given by Acewire for 50 stands.</i>
Events	\$24,280	\$18,100	\$23,801.17	<i>k, n, q</i>	<i>Events were reduced in 2015 due to internal factors, however increased campus presence is planned in 2016.</i>
ANUSM Website Development	\$20,200	\$0	\$0	<i>n</i>	
ANUSM Photography Equipment	\$1460	\$0	\$0	<i>n</i>	<i>Based on cost of components, outlined below.</i>
ANUSM Journalism Course	\$10,970	\$0	\$0	<i>m, n, o, q</i>	<i>Based on employment cost of suitable professionals, as well as contingencies for other education related expenses.</i>
ANUSM Sound System and Speakers	\$1700	\$0	\$0	<i>n</i>	<i>Based on cost of components, outlined below.</i>
<b>Sub-Total:</b>	<b>\$70,810</b>	<b>\$24,070</b>	<b>\$35,848.14</b>		
<b>TOTAL</b>	<b>\$253,280</b>	<b>\$179,430</b>	<b>\$198,016.00</b>		
<b>Percentage Change from Projected 2015 Actuals:</b>	<b>41%</b>				
<b>2016 SSAF Bid:</b>	<b>\$253,280</b>				
<b>Percentage Change b/w 2016 bid and 2015 bid:</b>	<b>28%</b>				

## **IV. Proposed Initiatives**

### **ANUSM News Stands**

Requested Amount: \$4030

Budget Line(s): ANUSM News Stands

Applicable SSAF categories: (m) (c) (n) (o)

#### Statement of Need:

ANUSM needs to increase its presence of its print media on campus, and look at initiatives that enrich the presentation and experience of the print media. A method of achieving this is the introduction of physical newsstands which will make the distribution points more obvious to students, therefore increasing our circulation.

#### Description:

ANUSM will purchase fifty news stands, one for every one of ANUSM's 44 distribution points; Six will be placed in inventory, to ensure that damaged news stands can be replaced efficiently. The news stands will provide an efficient measure to organise and present the paper that entices readers to pick up the paper, improves the presentation of every distribution point, and it will reduce wastage due to paper damage.

#### Timeline:

If successful, ANUSM will purchase these newsstands as soon as possible, and have them rolled out by beginning of Semester 1 2016.

### **ANUSM Increase in Sub-Editor Honorarium**

Requested Amount: \$20,200 (from \$10,200)

Budget Line(s): ANUSM

Applicable SSAF categories: (c) (m) (n)

#### Statement of Need:

Sub-Editors are a vital component in Woroni's task of producing media that is of good quality and is directly relevant to students. Currently, ANUSM Sub-Editors receive on-average \$280 per Semester of service to ANUSM. We believe that this is insufficient, and are currently composing a policy which proposes that Sub-Editors receive an average of \$450 per Semester of service. This will allow ANUSM to appropriately reward Sub-Editors who contribute to Woroni well and therefore will encourage the sourcing of better media opportunities for students.

Description:

ANUSM will increase our Sub-Editor honoraria by an average of \$170 per Semester and will recruit more Sub-Editors with better training and further opportunity for journalistic growth. Investing in Sub-Editors is an incredibly good investment, as Sub-Editors agree to work 5 hours minimum per week for the entire semester, with some working as many as 20 hours a week. 5 hours of skilled work per week is the equivalent of \$1432.50 using the (HEW Level 1.1) level of the Higher Education Industry General Staff Award for 'Professional, admin, clerical, computing and technical staff- Full-time and Part-Time'.

Timeline:

If successful, ANUSM will implement this policy for Semester One, 2016.

## **ANUSM Photography Equipment**

Requested Amount: \$1460

Budget Line(s): ANUSM Photography Equipment

Applicable SSAF categories: (n)

Statement of Need:

ANUSM currently has no available photography equipment. ANUSM has several photography contributors, and the ability to access a camera is extremely important. Contributors have had to lend their cameras out to other contributors, and cameras have been damaged in the past as a result of this.

Description:

ANUSM will purchase a Canon EOS 70D SLR Camera, 18-135mm IS STM Lens, Yongnuo 2.4G Wireless Flash. This is one of the most affordable cameras, with a reasonable lens and flash, to allow contributors to take high-quality photos and cover events.

Timeline:

If successful, ANUSM will purchase this camera in Semester 1 2016, and allow contributors to use the camera from Semester 1 2016.

## **ANUSM Website Development**

Requested Amount: \$20,200

Budget Line(s): ANUSM Photography Equipment

Applicable SSAF categories: (n)

Statement of Need:

ANUSM's web media platform is out-dated, slow, and inaccessible to ANU students. An update will allow ANUSM to keep up with the dynamic nature of media in the 21st century.

A new website would allow ANUSM to keep up with the changing times, and increase readership and accessibility.

Description:

ANUSM will hire a leading web development and design firm to entirely re-develop the current website. These allocated funds are appropriate, and we have been quoted by a leading Canberra-based website development firm, Coordinate. Any remaining funds after development will be used on maintenance and debugging, as we ensure that the website is completely functional for all students.

Timeline:

If successful, ANUSM will develop this website over the Summer break and early Semester One 2016. Debugging and testing will occur over the latter half of Semester One, and finally, we will look to launch after the mid-semester break of Semester One 2016.

## **ANUSM Journalism Course**

Requested Amount: \$10,970

Budget Line(s): ANUSM

Applicable SSAF categories: (m) (n) (o) (q)

Statement of Need:

ANUSM is in need of a journalism education course. As a journalistic publication, at a University in which journalism is not offered, we believe that an independent journalistic education course, run annually, can serve as a substitute. This will enrich our contributors, and increase the quality of ANUSM's publications.

Description:

ANUSM will begin a 12 week journalism course, hiring a senior journalist in the Canberra region to educate students. Currently, ANUSM is looking at also implementing mentors in this program. Mentors will be sourced from experienced contributors, and journalists from around the Canberra region. They will attend to several students and assess their work and look at improvements that can be made. This will allow students to improve their publications and acquire personal feedback on their publications. We are looking at following a similar to style to typical University courses, with an hour lecture each week, and feedback on pieces submitted through mentors.

Timeline:

If successful, ANUSM will liaison and hire a senior journalist, and acquire a team of mentors throughout the summer break in 2015-2016, and Semester 1 2016. We will open applications to students that are interested in the middle of Semester 1 2016. We are planning to have the course begin in the few days before Winter Break ends in 2016, and rolling it out over twelve weeks, with it ending before the Finals period of 2016.

## **ANUSM Sound System And Speakers**

Requested Amount: \$1700.00

Budget Line(s): ANUSM

Applicable SSAF categories: (n)

### Statement of Need:

ANUSM holds several events every year, these involve live music and DJ sets by our contributors. We currently borrow these speakers from ANUSA, however this causes inevitable problems in times of peak usage like Bush Week and O Week. Speakers can be used in several different ANUSM events, and are an effective measure to increase the presence and efficiency of ANUSM events.

### Description:

ANUSM will purchase JBL Eon 615 speakers for \$870.00. These speakers are high quality, and will not need to be replaced for several years. This will allow ANUSM to continue to have events without needing to borrow speakers from other student organisations, and allow us to host events independently.

### Timeline:

If successful, ANUSM will purchase the speakers in Summer 2015-2016, and have them on-hand for events throughout 2016 and onwards.

## V. Summary

	(\$)
Ongoing Operations	\$ 194,720
New Initiatives	\$51,110
<b>Total Allocation Requested</b>	<b>\$245,830</b>