
Student Services and Amenities Fee 2015 Budget



**Australian National University Student Media
Incorporated Association
January 2015**

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I. Overview of Association

Executive Summary

In 2015, ANU Student Media aims to diversify its array of projects and initiatives. As a student-run media organization, we see our role to be that of disseminating information that is both relevant and valuable to students. The avenues through which we can execute this role are extensive, and we look to 2015 as being a year of expansion into different mediums. We have piloted several new initiatives in 2014 to great success, and in 2015 we seek to widen their scope and implement them at full scale.

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 0.43 FTE.

1 Distributor, at 0.14 FTE

Volunteers

13 Sub-Editors, each at 0.1 FTE.

II. Operational Summary

Services

Woroni

Woroni is the media centerpiece 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 valuable 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.

Major Events

The Garden Party

Held in March 2013 with the purpose of connecting our contributors with the wider ANU community, as well as the ANU academic community.

The Great Debate

Held in June 2014. A forum hosted by ANUSM on the topic of the changes to higher education proposed by the federal government. Attended by ANU Vice-Chancellor Ian Young, UC Vice-Chancellor Stephen Parker, Labor Senator Kate Lundy, Liberal Senator Zed Seselja, ANUSA President Cam Wilson, ANU Professor Chapman, and UC Professor Lewis.

The Great Presidential Debate

Amidst the heat of ANUSA elections, ANUSM organised a debate amongst all the candidates for the ANUSA presidency, touching on a variety of topics of different gravity. 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 Presents: 'How to Get Published' with Jo Walker, Editor of *Frankie*

Jo Walker, editor of Frankie Magazine, gave a talk on the practical and philosophical aspects of "getting published." A night filled with useful advice and hilarity from one of Australia's most accomplished journalists.

Woroni Radio Launch 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 included Mark Kenny, Phillip Clark, Clementine Ford and Sam Vincent. Topics included interviewing, investigation, freelancing, radio and profile-building.

The Rationality of Terror

ANUSM assembled a panel of distinguished individuals in various fields of expertise to discuss the social, religious, legal and security issues surrounding the Islamic State. With the nature of the conflict being nebulous, the objective of this panel discussion was to dispel myths and provide answers to complex questions.

Woroni Awards Night

A formal evening to commemorate the work of our most distinguished contributors and volunteers, and an opportunity for them to meet the Board of Editors and key figures at the university.

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 Internship & Scholarship

The Woroni Internship & Scholarship is a bursary awarded to the most outstanding Contributor to ANUSM. The bursary is put towards the living costs incurred by the recipient during the period of the internship with a major media organisation in Australia.

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 on the Clubs & Societies Awards Night

ANUSM is also on the panel for the Clubs & Societies Awards Night, selecting winners in a range of award categories.

III. 2015 SSAF Budget

	Budget 2015 (\$)	Projected Actuals 2014 (\$)	SSAF Allocation 2014 (\$)	Applicable SSAF Categories	Notes (all 2015 figures account for inflation at 2.3%).
EXPENSES					
Accounting & Legal					
Accounting and Auditing	\$9,622.43	\$9,406	\$5,000	c, n	–
Legal	\$7,000.00	\$942	\$7,500	c, n	Purely a contingency.
Sub-Total:	\$16,622.43	\$10,348.09	\$12,500.00		–
General Administration					
Bank Fees	\$375.82	\$367.37	\$220.00	c, n	–
Bad Debts Expense	\$500.00	\$440.00	\$0.00	c, n	–
Monthly Outgoings	\$10,554.05	\$22,352.96	\$10,300.00	c, n	Decrease is due to the fact that in 2014 ANUSM paid for past accrued overdue invoices. See Annex 1 for more information.
Office Supplies	\$1,261.88	\$1,233.51	\$2,000.00	c, n	–
Equipment	\$4,199.56	\$3,739.59	\$22,500.00	c, n	Based on 2014 Projected Actuals plus a 10% contingency margin.
Utilities	\$2,957.44	\$2,890.95	\$5,000.00	c, n	–
Postage	\$629.76	\$615.60	\$500.00	c, n	–
Printing	\$27,506.00	\$40,342.68	\$35,000.00	c, n	Because of the change from CFP to MPD, the 2015 figure has been calculated at \$1,460 per edition for 14 editions, plus \$3,022 for each of the two creative editions.
Promotions & Merchandise	\$10,021.11	\$9,795.81	\$1,500.00	c, n	–
Subscriptions	\$4,219.45	\$4,124.58	\$5,088.00	c, n	–
Repair, Maintenance & Support	\$873.57	\$853.93	\$3,300.00	c, n	–
Interest & Penalties*	\$1,000.00	\$3,079.25	\$0.00	c, n	Appropriate policies and procedures set in 2014 will prevent excessive expenditure in 2015.
Miscellaneous Expenses	\$642.44	\$628.00	\$0.00	c, n	–
Sub-Total:	\$64,741.08	\$90,464.23	\$85,408.00		
Wages & Salaries					
Editor Honoraria	\$48,000	\$48,000	\$48,000	n	–
Sub-Editor Honoraria	\$10,200	\$11,400	\$11,400	n	Decrease due to increased number of sub-editors expected in 2015, from 13 in 2014 to 17 in 2015.
Administrative Assistant	\$18,923.04	\$7,209.80	\$0.00	c, n	2015 figure calculated at \$30.92 per hour, 8.5 hours a day, two days a week, for 36 weeks.

Distributor	\$2,250.16	\$1,948.19	\$1,280.00	n	2015 figure calculated at \$25.57 per hour, 5.5 hours per edition, for 16 editions.
Proofreader	\$1,431.92	\$0.00	\$0.00	n	2015 figure calculated at \$25.57 per hour, 3.5 hours per edition, for 16 editions.
Sub-Total:	\$80,805.12	\$68,557.99	\$60,680.00		
Initiatives					
Professional Development & Training	\$5,740.95	\$2,874.83	\$10,000.00	c, n, o	2015 figure based on 2014 Projected Actuals, plus the Contributors Incentive Scheme. The CIS consists of three first-place prizes for each of the three portfolios (print, radio, multimedia), three second-place prizes, and \$700 set aside for general incentives.
Market Research	\$4,042.50	\$7,093.00	\$0.00	n	2015 figure calculated at two-thirds of the weekly rate \$1,212.75 (ANU Officer 5, Step 1), times 5 potential occasions in which market research will be commissioned.
NLA Archiving	\$2,263.52	\$20,546.00	\$0.00	n	2015 figure calculated at \$1,052.80 per a year's worth of editions, times 2 (2014 & 2015), plus a 15% contingency.
ANU Student Media Conference	\$0	\$349.84	\$10,000.00	n	The ANU Student Media Conference will not be held in 2015.
Events	\$23,801.17	\$22,181.89	\$13,700.00	k, n, q	2015 figure based on 2014 Projected Actuals, plus a 5% contingency.
Sub-Total:	\$52,848.14	\$53,045.56	\$33,700.00		
TOTAL	\$215,016.77	\$222,415.87	\$192,288.00		
Percentage Change from Projected 2014 Actuals:	-3.33%	spend less			
2015 SSAF Bid:	\$204,136.77				
Percentage Change b/w 2015 bid and 2014 bid:	6.16%	bid more			

* Chancelry has declined to fund items in red.

IV. Proposed Initiatives

ANUSM Equity Scholarship

Requested Amount: \$5,000.00

Budget Line(s): ANUSM Equity Scholarship

Applicable SSAF categories: (h) – helping students obtain employment or advice on careers.

Statement of Need:

ANUSM needs to raise the prestige of the organisation and increase the value of contributing to it. One way of achieving this aim is by creating an Internship Placement and Equity Scholarship.

Description:

ANUSM will organise a six-week internship placement at a major media organisation. In 2014, ANUSM has liaised with Fairfax Media with regard to establishing the Internship position. ANUSM will work to finalise and establish the position in 2015.

The \$5000 bursary is based on costings conducted by ANUSM in 2014. The figure is based on living expenses, rent-inclusive, for a four-week internship. For more information, please see Annex 2.

Timeline:

ANUSM will organise the internship throughout Semester 1 and hope to finalise before the end of Semester 1. The Internship Placement and Equity Scholarship will be announced by July 2015. The application and selection process will begin in October 2015 to be announced by mid-November 2015.

Contributors Incentive Scheme

Requested Amount: \$2,800

Budget Line(s): Professional Development & Training

Applicable SSAF categories: *(c) supporting the administration of an association most of whose members are students; and (n) supporting the production and dissemination to students of media whose content is provided by students.*

Statement of Need:

ANUSM depends on the contributions provided by the ANU community. In order to secure the existence and quality of this stream of contributions, ANUSM aims to provide additional incentives to motivate the ANU community to be engaged with ANUSM.

Description:

The CIS as it stands now consists of performance-based prizes to be allocated to contributors from our three major portfolios: print, radio and multimedia. These awards will be for an outstanding contributor and a most improved contributor in each portfolio, with \$500 and \$200 allocated respectively. In addition, \$700 has been allocated to the provision of training and other incentive programs to be run for the benefit of contributors.

Timeline:

The prizes will be awarded at the end of first semester 2015, with training and additional initiatives being implemented throughout the semester.

NLA Archiving

Requested Amount: \$2,264

Budget Line(s): Professional Development & Training

Applicable SSAF categories: *(n) supporting the production and dissemination to students of media whose content is provided by students.*

Statement of Need:

Woroni needs to be archived in the long-run as a matter of historical record. This has significant value to for future cohorts of ANU students and for alumni who wish to review editions of Woroni from their time at the ANU.

Description:

Archiving with the National Library of Australia is a permanent and secure form of archiving. This is due to the nature of the microfilm preservation technique that the NLA offers. ANUSM also stores paper copies of Woroni and uploads digital copies online. These are, however, a weaker form of archiving that is less permanent and more easily lost compared to microfilm archiving.

Timeline:

Archiving with the NLA will be done every print cycle (ie. every two academic weeks).

Events: Workshops & Forums

Requested Amount: \$23,801.17

Budget Line(s): Professional Development & Training

Applicable SSAF categories: *(k) supporting debating by students; (n) supporting the production and dissemination to students of media whose content is provided by students; and (q) advocating students' interests in matters arising under the Australian National University Act 1991, ANU's statutes, rules or policies.*

Statement of Need:

Events are an important way of disseminating information to the community that diversifies ANUSM's engagement with the ANU. ANUSM would like to continue this tradition of hosting events on media, publication and salient issues to students and the wider ANU community.

Description:

We're looking to continue our forums and workshops on topics such as news reporting and Australia-wide issues, as well as our events targeted to contributors. We're also looking at expanding our coverage of student elections, to give the Union and PARSA more in-depth coverage.

Timeline:

ANUSM aims to host 4-6 major events throughout each semester.

Administrative Assistant

Requested Amount: \$18,923.04

Budget Line(s): Professional Development & Training

Applicable SSAF categories: *(c) supporting the administration of an association most of whose members are students; and (n) supporting the production and dissemination to students of media whose content is provided by students..*

Statement of Need:

The Administrative Assistant position was piloted in the second semester of 2014, with the results being significant improvements in bureaucratic efficiency and increased diversification of workload. The position became an additional and crucial pillar upon which ANUSM stands.

Description:

The Administrative Assistant's responsibilities encompass the organisational processes necessary for the effective management of any student association. Examples of what is included in the role include the filing of documents, the preparation of briefs, liaising with contractors and clients, and advise on policy.

Timeline:

Applications for Woroni Admin Assistant will be open from January 7 and will close on January 16. Interviews will be conducted between January 22-27. The winning applicant will be announced on January 28, commencing work on February 2.

Proofreader

Requested Amount: \$1,431.92

Budget Line(s): Professional Development & Training

Applicable SSAF categories: *(n) supporting the production and dissemination to students of media whose content is provided by students.*

Statement of Need:

The newspaper is ANUSM's most notorious and well-known product. There is ample room to improve the quality of the newspaper by hiring a dedicated proofreader to take on the responsibility of ensuring the paper's textual aesthetics.

Description:

The proofreader would be responsible for reading the newspaper every fortnight and correcting errors in grammar, font and punctuation, as well as minor errors of cohesion and syntax.

Timeline:

Applications for proofreader will be open from January 7 and will close on January 16. Interviews will be conducted between January 22-27. The winning applicant will be announced on January 28, commencing work on February 2.

Market Research

Requested Amount: \$2,800

Budget Line(s): Professional Development & Training

Applicable SSAF categories: *(n) supporting the production and dissemination to students of media whose content is provided by students.*

Statement of Need:

In order for ANUSM to adequately cater to the needs of students, we need to know information about our audience. Demographics and readership/listenership are an appropriate start, but our market research aim is to gather in-depth information about their tastes and priorities, so that the content that we produce and the information we disseminate is ultimately what students want.

Description:

The market research will consist of surveys and focus grouping. ANUSM aims to conduct this research through commissioning ANU psychology students.

Timeline:

Market Research will be conducted in June and later in 2015.

V. Summary

	(\$)
Ongoing Operations	\$ 190,442.35
New Initiatives	\$24,574.42
Total Allocation Requested	\$204,136.77¹
Total Allocation Granted	\$197,061.77

By SSAF Category²:

	2015	2014 Allocation
<i>c</i>	\$51,556.93	\$52,287.33
<i>f</i>	\$0	\$0
<i>h</i>	\$0	\$0
<i>k</i>	\$7,933.72	\$4,566.67
<i>n</i>	\$127,678.75	\$127,534.00
<i>o</i>	\$1,913.65	\$3,333.33
<i>q</i>	\$7,933.72	\$4,566.67
TOTAL	\$197,016.77	\$192,288.00

¹ The total amount requested (which also appears at the bottom of page 7 as *2015 SSAF Bid*) has been calculated as total projected expenses minus expected revenue of \$10,880. In other words, it is a net total.

² Table methodology: All budget line items relating to a single SSAF category were allocated in full; those line items encompassing multiple categories were divided evenly between the categories

VI. Annexes

Annex 1

Section 4 – Outgoings (Delete if not applicable)

ESTIMATED OUTGOINGS TO BE PAID BY TENANT¹

DETAILS OF OUTGOINGS	ESTIMATE \$p.a	DETAILS OF OUTGOINGS	ESTIMATE \$p.a
Air Conditioning/ Ventilation	\$1,315.67	Audit fees	
Building Intelligence & Emergency Systems		Cleaning	\$371.01
Car Parking		Child Minding	
Electricity	\$1,476.59	Energy Management Systems	\$96.85
Fire Protection	\$96.85	Gardening	\$247.34
Gas & Oil	\$163.90	Insurance	\$224.99
Land Tax	\$241.38	Lifts and escalators	
Management Costs	\$3,403.16	General rates	
Pest Control		Provision for Maintenance	
Public Address/Music		Repairs and Maintenance	\$618.35
Security	\$1,710.52	Sewerage Disposal & Sullage	
Signs		Telephones (Public)	
Uniforms		Water & Sewerage Rates and Charges	\$350.15

¹ These may vary during the term and are estimates to the extent reasonably determined by the owner.

Average Weekly Costings (with 6-week and 8-week totals)

Item	Weekly Cost	Cost for 6 Weeks	Cost for 8 Weeks
<i>Accommodation</i>	\$ 521.53	\$ 3,129.16	\$ 4,172.21
<i>Household Products*</i>	\$ 79.66	\$ 79.66	\$ 119.49
<i>Food†</i>	\$ 138.25	\$ 829.50	\$ 1,106.00
<i>Internet*</i>	\$ 234.20	\$ 234.20	\$ 234.20
<i>Utilities</i>	\$ 242.56	\$ 363.84	\$ 485.12
<i>Transport</i>	\$ 40.50	\$ 243.00	\$ 324.00
<i>Incidentals*</i>	\$ 50.00	\$ 50.00	\$ 75.00
TOTALS:	\$ 1,306.70	\$ 4,929.36	\$ 6,516.02

* Weekly costs for these items are calculated differently to other items.

† CPI for a typical household grocery basket (adjusted for inflation).