As a core partner of the University of Southern Queensland, I am proud to Chair the USQ Student Guild.

In recent times we have implemented many changes at the Guild. Those changes were, in part, necessary to ensure the long-term viability of the USQ Student Guild, but the process of change also presented the Guild with a unique opportunity to refocus our energies on providing services that were beneficial to students and complimented the aims and goals of the University.

In 2013, the USQ Student Guild Board and the Guild operations team adopted the new business model and commenced re-building the organisation and the relationship with USQ at all levels.

The USQ Student Guild now offers high-quality services across The University of Southern Queensland (USQ Toowoomba, USQ Springfield, USQ Fraser Coast & USQ Ipswich). We are now a much more streamlined and professional organisation that attends to Student Advocacy, USQ Corporate Health Program, The Works Gyms, Events and Centre Management of the various facilities across USQ.

In 2014, we saw the USQ Student Guild’s collaborative approach deliver a range of professional and user-friendly services across USQ to the USQ students and staff.

The USQ Student Guild has now adopted this new Strategic plan in order to return to its core reason for existing – the support of students in their academic and social pursuits whilst studying at USQ.

On behalf of the USQ Student Guild, I am very pleased to continue to build our strong partnership with the University of Southern Queensland and ask you to join with us to be a part of its success into the future.

Danny Clifford
The USQ Student Guild’s 2014-2015 Strategic Plan is our commitment to providing the students and staff at USQ a cultural, social and sporting release with our prime focus on advocacy and student representation.

The USQ Student Guild’s future direction is established on a solid foundation of growth and development on internal structures over the past three years. The future direction is strategically aligned with USQ to ultimately compliment every student’s personalised learning journey by providing high-quality advocacy, sport and recreational, cultural and social services.

The USQ Student Guild is in an ideal position to further the progression of its advocacy program, which currently provides for all students during academic appeals and grievances. Our aim is to continue to increase our internal processes, and create a more supportive and an accelerated response time for students during difficult times, whether it be academic or personal.

Our involvement with USQ will be developed to enhance the on-campus environments with more options for sport and recreational activities. It will also allow us to engage proactively with various businesses and community groups to attract events for the benefits of students and staff at USQ.

Our aim is to further progress in the areas of student representation by seeking opportunities within USQ on all student-related matters. It is important to actively engage with students and create a positive forum to discuss concern and represent those matters accordingly. This is an integral part of any Student Guild’s organisational structure, and a great emphasis will be placed on representation in the next three years.

Our proud history at the USQ Student Guild has fostered our ability to adapt and create new opportunities and goals to ultimately consolidate our identity as one of the strengths behind the student experience at USQ. There is no doubt that through aligning our Strategic Plan with that of the University of Southern Queensland, a strong Student Guild will be vital to the University’s success in the future.

Simon Playford
<table>
<thead>
<tr>
<th>Objective #1</th>
<th>Objective #5</th>
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<tbody>
<tr>
<td>To promote the educational and academic activities, and progress of the University and generally to further the aims, objects and interests of the University.</td>
<td></td>
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<tr>
<td>To provide a forum for the dissemination, discussion and debate of information and knowledge about matters of student and public interest.</td>
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<th>Objective #2</th>
<th>Objective #6</th>
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<tr>
<td>To be the recognised means of communication between its members and the University Council, staff and others and to promote harmonious relations between its members and the University Council, staff and others.</td>
<td></td>
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<tr>
<td>To organise and manage activities for the benefit of the members and the university community or for the carrying out of any of the Guild’s objects.</td>
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<th>Objective #3</th>
<th>Objective #7</th>
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<tr>
<td>To encourage members of the University Community to participate in educational, cultural, social, sporting and recreational activities.</td>
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<tr>
<td>To provide and maintain for its members a common meeting ground and social centre and such other services and facilities as may be necessary or desirable to further the objects of the Guild.</td>
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<th>Objective #4</th>
<th>Objective #8</th>
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<td>To represent its members in all matters affecting their educational, academic, social and cultural interests, but excluding those solely or mainly concerned with their religious or political interests.</td>
<td></td>
</tr>
<tr>
<td>To assist individual member in completion of their studies by the provision of grants or scholarships where appropriate.</td>
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Where possible, the USQ Student Guild will align itself with the strategic goals of the University of Southern Queensland.

USQ’s 2022 Vision lists four overarching components:

- Personalised learning
- Focused Research
- Enriched Communities
- Engaged Enterprises

In Partnership with USQ, the USQ Student Guild will:

1. Support Personalised learning via being supportive and responsive to those students in need of Student advocacy,
2. Support Student Success by providing high levels of service for social, sporting, and cultural activities and a positive environment,
3. Support Students and USQ by regular, ongoing communication and engagement by utilising all facets of the Guild,
4. Support Students and USQ adopting and supporting best practices regarding Environmental and Sustainable business processes,
5. Support Students and USQ by adapting and aligning the various enterprises of the Guild to meet the needs of its members.
The centre photo shows the handing over of the **USQ-01 Number Plates**. These plates are owned by the USQ Student Guild and have been symbolically released to each USQ Chancellor for use on the Chancellor’s car.

The Chair, of each organisation, Mr John Dornbusch (University of Southern Queensland) and Mr Danny Clifford (USQ Student Guild) are shown in this photo in order to represent the close working relationship between both organisations.

This relationship is then reflected throughout the whole USQ Community as the USQ Student Guild is seen as a strong supporter of improving and adding value to the Student Experience.

**In Partnership with USQ, the USQ Student Guild will:**

1. Strongly advocate for USQ students rights, equity, and ensuring the highest levels of professionalism and integrity
2. Actively participate in Academic and policy discussions
3. Actively participate in every activity that has a direct impact on the positive student experience
4. Ensure there is regular formal and informal communications with all sections of the USQ community
5. Actively promote a strong working relationship with all sections of USQ by ensuring a high level of service and support
OBJECTIVE #3

To encourage members of the University Community to participate in educational, cultural, social, sporting and recreational activities.

In Partnership with USQ, the USQ Student Guild will:

1. Continue to develop and promote a range of activities in order to meet the Objectives of the Guild
2. Develop partnerships with local community based organisations to add diversity and value to the existing services of the Guild.
3. Actively promote sport and recreational events/activities for the benefit of the members
4. Ensure a high level of service and balance to all sections of the USQ student community.
5. Continue to add value to the Student Experience at all times.
In 2014, the USQ Student Guild Advocacy has undergone a major upgrade by introducing a range of business processes that are now recognised at the highest levels of USQ.

The USQ Student Advocacy acts collaboratively and is now recognised by all parties as valued intermediary between students and USQ. The team works collaboratively and ultimately is seeking to assist in the retention of students.

The Advocacy team have now centralised all processes and manages via a case load distribution process. This means that the number of cases will be evenly distributed between all Advocacy officers as opposed to being locally focussed to ensure that all clients receive the highest level of service.

The introduction in 2014 by the USQ student Guild of the utilisation of video conferencing for the Academic & Appeals process has assisted in a higher level of representation on behalf of the students.

In Partnership with USQ, the USQ Student Guild will:

1. Continue to give advice regarding academic requirements and student responsibilities
2. Strongly advocate for the protection of student rights by investigating student grievances and providing representation at disciplinary hearings or meetings
3. Continue to provide timely and up to date advice on USQ procedures and policies relating to students by monitoring University policies
4. Provide high levels of service when giving advice and representation during the appeals process, or whilst giving assistance with show cause letters, special consideration applications, and deferred examination requests
5. Encourage and support the development of new concepts, ideas and technologies for the benefit of the members
OBJECTIVE #5

To provide a forum for the dissemination, discussion and debate of information and knowledge about matters of student and public interest.

In Partnership with USQ, the USQ Student Guild will:

1. Seek to a higher level of involvement in the USQ Student Representative Council.
2. Actively promote and encourage debate via the USQ student Guild Website forums including the Encourage active discussion boards and news updates on relevant information to our members.
3. Conduct regular surveys to our membership base to regularly ensure the Guild is meeting the needs of its members.
4. Provide regular feedback and information on the activities of the USQ Student Guild.
5. Develop and engage in the use of various media and technology to deliver a high level of service to the members.
In 2014, the USQ Student Guild addressed the shortfall in its performance of the Services Funding agreement with USQ. There is now a higher level of transparency and accountability in all reporting of the activities of the Student Guild against its KPI’s.

The Services Funding Agreement contracts the USQ student Guild to provide the following services to its students and staff:

1. **Student Advocacy** to all students
   - Toowoomba
   - Fraser Coast
   - Springfield
   - External Students
2. **USQ Staff Corporate Health Program**
3. **USQ Springfield Recreation Centre**
4. **USQ Student Activities and Social Sport**
5. **USQ Events**

1. Continue to exceed expectations of the USQ Services Funding Agreement on behalf of the members
2. Actively engage with the USQ Students and Staff in order to deliver relevant events, activities and information for the members
3. Provide clear accountability and transparency for all reporting matters and activities
4. Develop and implement new events, concepts, facilities and activities for the benefit of the members.
5. Continue to develop a collaborative, supportive and productive framework for the members.
In 2014, the USQ Student Guild began a staged progressive refurbishment of the Clive Berghofer Recreation Centre (CBRC). This refurbishment will be ongoing and take several years to complete.

This process involves working closely with USQ to ensure that a regular cycle of ongoing maintenance and preventative actions bring the CBRC back on line for the use of its members.

The CBRC is an iconic facility in the region and is capable of providing for the needs of various communities in many ways:-
- Major/minor sporting Events
- USQ Events
- Trade Shows, Concerts, Conferences
- Community Events
- Sporting Clubs & Fixtures

USQ Student Guild also now manages facilities across three of the four USQ campuses and we will be working to fully utilise for the benefit of the members.

In Partnership with USQ, the USQ Student Guild will:

1. Engage with local sporting, business, community and industry groups to attract events and activities that benefits the members
2. Provide a positive and welcoming environment for all members to meet, engage and enhance the Student Experience
3. Provide a high level of access and service to all members ensuring equity in the interests of better educational, academic, social and cultural engagement.
4. Continue to imbed the CBRC facility as a “facility of choice’ when various communities are seeking to utilise a local venue.
OBJECTIVE #8

To assist individual member in completion of their studies by the provision of grants or scholarships where appropriate

In 2014, the USQ student Guild investigated the need for the provision of grants, scholarships and bursaries. It was advised that USQ currently offers in excess of $2,000,000 per annum in incentives to commence/continue to study at USQ.

As there is currently no Scholarship program by the USQ Student, in the interests of collaboration, the USQ Student Guild has opted to actively engage and promote the existing USQ programs.

Many students seeking assistance from the Advocacy offices often benefit from the USQ Student Guild referring them to the Scholarships section for assistance.

The USQ student Guild will then assist the students in preparing their submissions and guide them through the process by acting as an intermediary with the USQ Scholarships office.

In Partnership with USQ, the USQ Student Guild will:

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2. Provide a positive and welcoming environment for all members to meet, engage and enhance the Student Experience
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