

2010 was UCSA's 116th year and without a doubt one of the most challenging for the Association. The recessionary period and inflationary pressures were still in effect, a number of planned operational changes were in motion and the impact of the September and Boxing Day earthquakes had a significant impact on the everyday lives of all students and staff. Combined, all of the aforementioned required a great deal of initiative and resilience to get through this life changing period.

Throughout, the UCSA staff were still busy going about business as usual and I am pleased to report highlights as per below.

- Our Class Representative Programme continued to grow from strength to strength, with 83% of all classes being represented in 2010. Overall the level of representation provided across the University was considerable and received excellent feedback in relation to their commitment and preparedness.
- Our Advocacy service delivered over 300 successful outcomes for students, most resulting on a wider impact for the student community through changes in University policy, process and decision making.
- Our support and assistance to Clubs remained as strong as ever, with 58 Clubs affiliating to the Organisation and many more requesting advice and assistance from the Clubs office.
- 2010 was a formative year for the newly created Student Services arm of the UCSA. A restructuring process was undertaken to reflect the new structure designed by the 2009 Executive and its advisors. This led to many improvements and efficiencies being gained throughout the year. The structure of the Service arm is made up of four teams, known as "hubs".
 1. Advocacy & Welfare
 2. Clubs, Activities & Events
 3. Media & Communications
 4. Phenomenal Events

Highlights from each of these hubs are outlined below.

✓ Advocacy & Welfare

Students were represented by 784 class reps across approximately 1300 classes. Advocacy services were broadened to include tenancy, ACC, WINZ and Studylink.

Welfare services were broadened to manage the Emergency Hardship fund and increased foodbank provisions.

✓ Clubs, Activities & Events

Student led activities and events (including club activity) had a whole new team to shape and help deliver vibrancy on campus.

The hub was charged with putting into effect the new “three banks” strategy driving student led activity. In essence the UCSA was charged with providing

1. Knowledge bank
2. Resource bank
3. Financial assistance and advice

The empowerment of students to lead their own activity on campus, as opposed to the replication of events, allowed a greater diversity of events and more relevant activities appearing on the student calendar.

An obvious highlight was the combination of four awards ceremonies (UC Blues, Showcase, Madcaps, and Supreme Clubs) into an Awards Season, which saw those students who had achieved successes in their chosen fields (Sporting, Academic, Cultural, and Club engagement) being celebrated.

Another was the resurgence of the UC Photo competition that saw a record 400 entries, and the numerous new clubs sprouting up, e.g. Cheerleading Club “UC Cheer”, the very successful Post Graduate Students’ Association and the high profile Student Volunteer Army.

✓ Media & Communications

A new renewed CANTA focus saw a building on previous year’s efforts. Features were very topical, contributors entertaining (sometimes insightful) and reader reaction was well above previous years.

It was not surprising then that CANTA was recognised by its peers and won four ASPA awards for its publication in 2010. A result not achieved for a very long time.

Online media was a real focus in 2010 with the UCSA concentrating its efforts on gaining a foothold in the social media space. By the end of the year followers of the UCSA were up 700%, representing some 6,000 UC students. This created many opportunities to speak directly to our students and to have them feedback key information.

Online media was the sole channel used to market the Perfect Storm (a new and untried event on campus). 3000 tickets sold in 50mins.

✓ Phenomenal Events

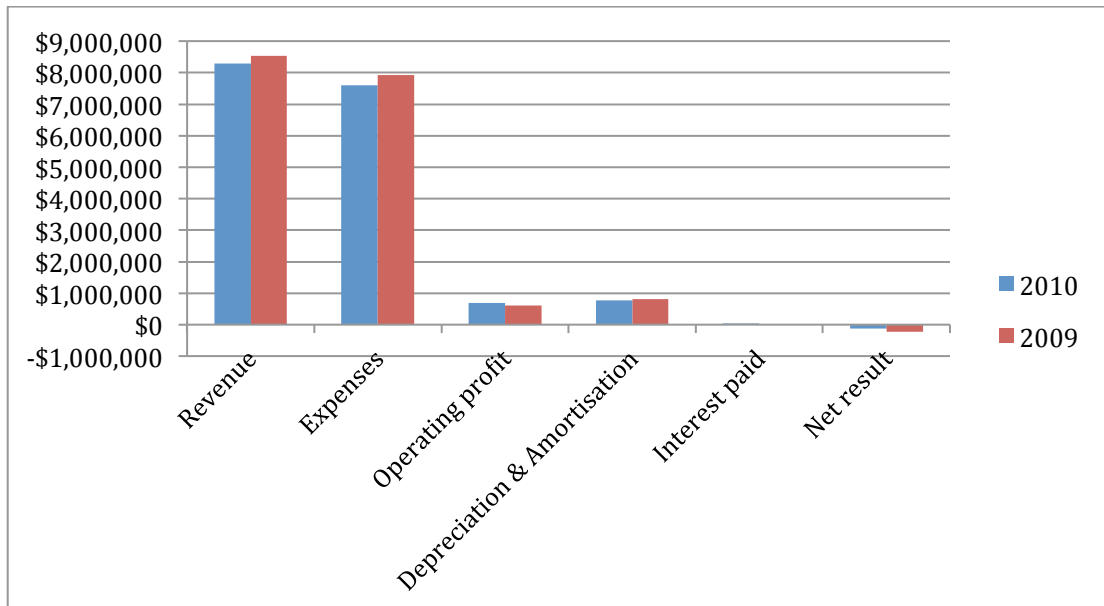
Students were treated to our largest orientation programme ever, with approximately 7,000 participating across the Orientation festival.

All in all 16,000 people participated in our four large festival styled events; Orientation, Perfect Storm, Grad Ball and Tea Party.

With a strong focus on non-alcohol events, 2010 saw our lowest rates of alcohol harm on record, with an incident rate averaging less than 0.02% across all events.

One disappointment in 2010 was the cancellation of the International Festival due to the September 4 Earthquake. It is however back on the calendar in 2011.

For our commercial operations, 2010 was also a challenging year and a snapshot is provided in the table below, showing comparison with 2009.



In conclusion, I sincerely wish to recognise the efforts of the 2010 staff, the Executive, Advisory Board and to UCSA's many partners. In particular, the University of Canterbury who showed their genuine respect and appreciation for what we do and how we do it.

Martin Mongan
Chief Executive