



YOUR STUDENT REP  
**ELECTIONS**  
**CAMPAIGN**  
**TIPS & TRICKS**

This booklet is intended as general tips only. For Election rules and position descriptions see the UCSA website or talk to the Returning Officer.

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UCSA



How  
Voice  
Your  
Choice!

YOUR STUDENT REP  
ELECTIONS  
ON NOW!

# About the UCSA

## Our vision

We are here to empower student success and wellbeing. We're a not-for-profit organisation, and we're here to advocate and support UC students.

## Our services

What we offer:

- Advocacy and welfare services,
- Club support,
- Events year-round,
- CANTA Magazine,
- Bars and Cafes on campus, and
- Two early learning centres for students with children

## Funding

UCSA is funded by 23% of the student services levy (SSL), supplemented by our commercial activities.

We have an annual turnover of around \$20.8 million and net equity valued at approximately \$13 million.

UCSA also employs over 250 staff (as of July 2026).



**UC recognise the UCSA as the official student representatives on campus.**

The UCSA logo, featuring the letters 'UCSA' in a bold, 3D, blocky font with a yellow-to-orange gradient.

A large banner with the UCSA logo in large, white, 3D letters. The banner is part of a student election campaign.

YOUR STUDENT  
ELECTION  
ON NOV  
Your Voice, Your Choice



# About the Exec

## We're for students, by students

### **The Exec are the governing body of the UCSA**

The core role of the UCSA Exec is to advocate for UC students and work with UCSA staff to ensure all students succeed and belong at UC.

### **How do they do this?**

#### **Direct access to UCSA Staff**

Work with UCSA staff on key initiatives. Exec meetings and workshops are held every Monday evening during term time - allowing strategic, financial and governance discussions as well as having oversight of the organisation's performance.

#### **Direct access to UC Staff to provide student feedback and drive change**

Exec members sit on over 50 boards and committees across UC, enabling the Exec to advocate for students, provide feedback and speak directly with senior UC staff who make decisions that affect all students.

#### **Representing the UCSA at our events.**

Whether it's our Annual General Meeting (AGM) or Half-AGM, wellbeing expos, BBQs or music events, the Exec get to chat with students to get a feel for their issues, concerns and needs.

#### **Working on special initiatives and projects for students:**

Got a great idea? Exec can apply for funding to get an idea off the ground. If it is a winner - UCSA staff will budget for it and continue it for years to come - what better way to leave your mark on the UCSA?

***For more info, see the position descriptions.***



**Tip:** Have a chat with current Exec members about the type of work you'd be doing.

 [UCSA.ORG.NZ](https://www.ucsa.org.nz)

# Exec perks

- Learn leadership, governance and strategic skills to add to your CV – stand out from the crowd!
- Payment for your work ('an honorarium')
- Support and guidance from staff
- Ongoing support from UCSA staff (including an orientation period to help you ease into the role)
- Apply for funding via the Executive Special Initiatives / Projects to help get an idea off the ground.
- A free ticket to UCSA-run events – that includes Tea Party!
- An office on campus



Your office  
here



UCSA

# The Election

## A basic timeline

### 23 July 2026

Nominations open and Election Info Session help

### 30 July 2026

12pm - Nominations close

4:30pm - Compulsory Candidate Briefing

### 3-14 August 2026

Campaigning begins

### 5, 6 & 10 August 2026

Soap Box and Meet the Candidates Sessions

### 11 August 2026

Presidents Debate

Just before voting opens, Presidential candidates come together for a public debate in the Undercroft. It always gets a good turnout!

### 12 August 2026

9am - Voting is open

### 14 August 2026

3pm - Campaigning ends

5pm - Voting closes

6pm - Results are announced

Candidates, their plus ones and staff are invited to the results announcement function held in Bentleys.



# Running a Campaign

Your campaign is a way to tell students your values and vision for campus.

## Tips:

### Run with someone

It helps having support.

### Make friends with other candidates

It makes the process so much less daunting when you're in it together and supporting each other.

### Know the campaign rules

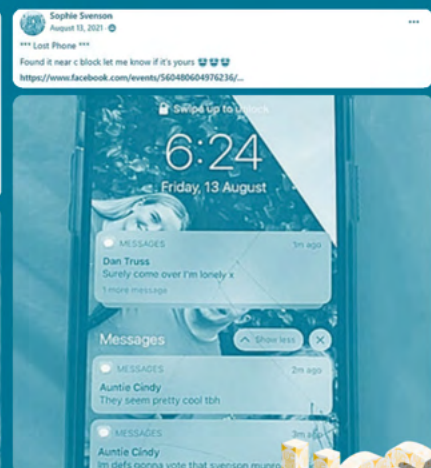
Make yourself very familiar with the rules booklet and utilise everything to its full potential.

### Be strategic with your sign placement

Think about where people walk regularly and will be most likely to see you, and make sure your face is there.

### Plan out your lecture visits carefully

Don't underestimate how impactful it is to be physically present speaking to people. Identify what those key courses are that you want to hit and contact the lecturers well in advance.





# Creating a Pitch

During the campaign, you'll need to pitch yourself to other students (think: social media posts, speeches, Soap Box and Meet the Candidates events).

## **It doesn't have to be complicated:**

- Keep it short and sweet.
- Let them know the Elections are on and students can vote.
- Introduce yourself and the role/s you're running for.
- Explain your goals clearly.
- Tell them about your skills and experiences that would make you great for the role.
- Keep it to 1 minute, less is more!

When it comes to policies, keep them realistic. If you have any questions about the feasibility of a policy, have a chat with a UCSA Manager or current Exec member.

Remember if elected, you will be part of a team making decisions together so sometimes your policies may not come to fruition.

# Support from the UCSA

**Each year we hire a Returning Officer - they're your contact person for info about election rules and procedures.**

We also offer candidates:

## **A Prezy Card**

If needed to help with campaign costs.

## **Stakes and Photocopying**

Some free stakes and photocopying for signage.

## **Digital Signage**

Use of our digital signs across campus.

## **UCSA Facebook Noticeboard**

Use of the UCSA Noticeboard on Facebook to post your own campaign messages.

## **Canta Magazine**

Space in Canta magazine's election special, which is replicated on our website's Election page and on our poster board/s on campus. (We publish the profile that you submit with your nomination papers - these can't be edited after the submission period has ended).

## **Speaking directly to Students**

An opportunity to speak directly to students through our Soapbox and Meet the Candidates sessions.

***Note: Rules apply for each. Talk to the Returning Officer for info.***



# Making your campaign look good

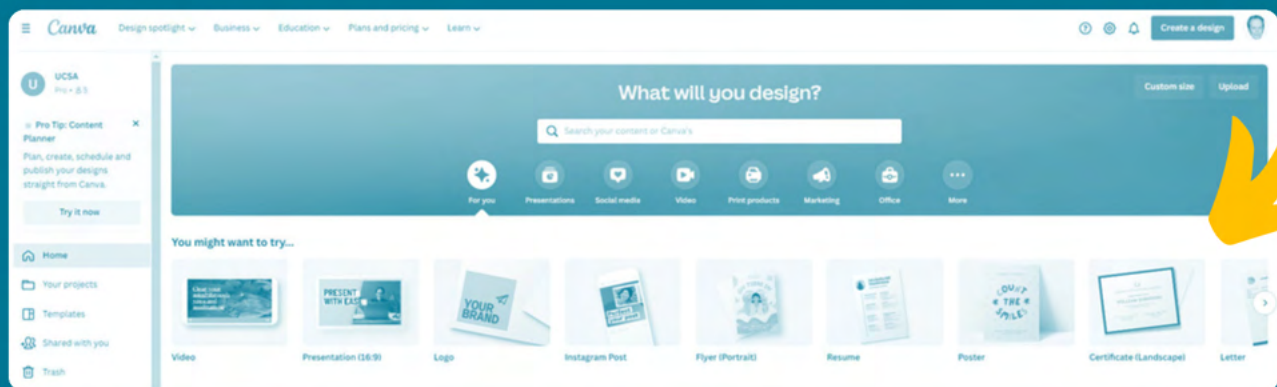
There are free tools you might find handy:

## CANVA.com

Easy design tools and templates for EVERYTHING.

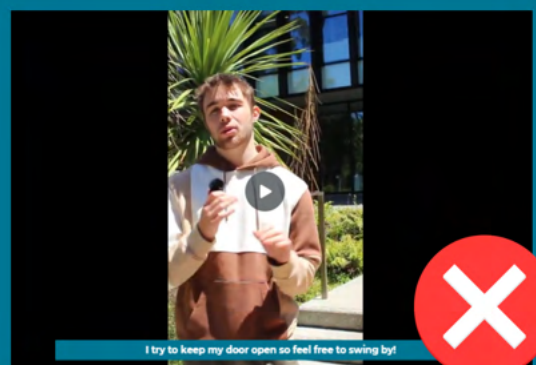
## Microsoft video editor or iMovie

Microsoft and Apple both have basic editing software if you want to piece together a short video. Free music can be found on Youtube's Music Library.



**Tip: CANVA has a lot of sizes saved for different platforms.**

## DIGITAL SCREENS





# Questions?

**Contact the Returning Officer**  
[returningofficer@ucsa.org.nz](mailto:returningofficer@ucsa.org.nz)