

ANNUAL REPORT

2023/2024

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WELCOME TO STRIVE STUDENT HEALTH INITIATIVE

Strive is a youth-led, not-for-profit, public health organisation founded in 2012 at The University of Melbourne with the aim of improving health outcomes for disadvantaged and culturally diverse communities in Victoria. Our community outreach initiatives have a health education focus on holistic aspects of health such as nutrition, hygiene, physical activity and mental health. Strive volunteers deliver various health promotion workshops, health conferences and case competitions, and Strive Clinic – the first student-run clinic in Australia. Strive is a space for young people from different disciplines to collaborate and make positive health impacts in the community.

Strive prides itself on being an organisation with a fundamentally significant volunteer base, composed of health-conscious students. From our dedicated volunteers to our executive committee, Strive provides a unique platform and opportunity for students and younger target demographics to understand the importance of primary health care. Through workshops and various projects, we give back to the community while simultaneously developing invaluable skills such as teamwork, leadership, and project management.

OUR VISION, MISSION AND VALUES

At Strive, our vision, mission and values are at the centre of why we are here and the focus of what we do.

OUR VISION



Strive aims to improve accessibility to healthcare for those most in need and empower them through health education. Another key aspect of Strive's vision is to empower the future generation of healthcare professionals towards creating a more equitable future.

As a result, Strive gathers students from many disciplines who share a passion for learning about and advocating for issues associated with healthcare accessibility and equity.

OUR MISSION

Our mission declares our purpose as an organisation and forms the basis of our decisions and actions.

Improving the health literacy of disadvantaged communities

- To focus on preventative health strategies in the general public and populations in need through workshops and seminars

Empowering future health professionals

- To allow students to positively contribute to the public health sector via involvement in health literacy workshops delivered to local communities
- To foster professional development through working collaboratively within an interdisciplinary team
- To promote a multidisciplinary understanding of public health, health education and healthcare careers



OUR CORE VALUES

I	INNOVATION creative ideas and new approaches to health and education
C	COLLABORATION between students of different disciplines
A	ACCESSIBILITY equitable access to education and healthcare
R	RESPECT all people deserve to be treated with dignity and compassion
E	EDUCATION creating change by empowering the community with the skills and knowledge to affect change

THE YEAR IN REVIEW



The 2023-2024 year has been another incredibly productive and exciting year for Strive Health. During this term, one of the key focuses at Strive has been to optimise and streamline our internal processes to ensure our initiatives are planned and implemented as efficiently as possible. Strive Health underwent some internal restructuring at the beginning of the year, with the aim to better define the roles of each member and portfolio. Along with refining guidelines and policies, this has led to improved communication, organisation and satisfaction within the team. As a result, Strive continued to build upon the momentum from last year's leadership by consolidating and expanding upon our pre-existing initiatives. The dedication and resilience of Strive has allowed us to continue making meaningful contributions in improving health accessibility for both our local and university community, and we thank members at every level of Strive for their hard work and dedication.

Our University Engagement (UE – formerly Community Engagement) team has worked tirelessly over the past year to deliver meaningful initiatives within university grounds. The second iteration of the Health Fair was run in August, where the Strive team sought to promote public health education within the university community. In collaboration with The University of Melbourne's Health Promotion Program, the Health Fair engaged over 400 university students, and the overwhelmingly positive feedback received from both students and partners highlights the uniqueness and importance of such an event. Furthermore, Strive and Enactus Melbourne are once again partnering in our upcoming Global Health Case Competition focused on the theme of The Epidemic of Technology.



Our commitment to student professional development is showcased through Strive's first ever Professional Development webinar series, equipping university members with the necessary skills to excel in their future careers. Finally, our UE team has tirelessly promoted Strive's vision and values throughout the year with initiatives on Mental Health Day and R U OK day, as well as publishing another edition of the Regimen – Strive's very own global health publication series.

Our Community Engagement (CE – formerly Clinic) team has also continued to grow our commitment to improving health literacy in the local community. In partnership with various other health disciplines such as optometry and audiology, our health clinics continue to provide essential health check-ups to our most vulnerable populations. This year, our CE team was also able to implement our very first CPR workshop during the Health Fair. After several years of planning and collaborating with doctors for peer review, the delivery of the workshop is a testament to the continued dedication of our team.

Our Youth Engagement (YE) team has had another fruitful year. Previously attached to the Community Engagement team, the YE team is responsible for the delivery of our health education workshops at kindergartens and primary schools. This year, the YE team worked extremely efficiently to deliver 7 workshops to a variety of schools. Our positive impact in this space is showcased by the fact that we have had new schools reach out and invite us to deliver our material for their own students.

The success of all our initiatives would not have been possible without the efforts from our internal Marketing, Operations and Finance teams. Our Marketing team has continued to grow Strive's reach, hitting new highs in social media engagement. Their creativity and innovation has been key in promoting Strive's projects and building our social media presence. Our Operations team have played an invaluable role in ensuring that all of Strive's internal logistics run smoothly. From managing multiple recruitment drives to troubleshooting IT issues, their work ensures that the Strive team can focus on delivering our initiatives to the best of our abilities. Our Finance team have once again been successful in securing funding from multiple sources and grants, allowing us to hold all our important events.

We are incredibly thankful for the unique perspectives, tireless effort, and amazing ideas that each member has brought to the Strive team in 2024. As we push forward into a new generation of volunteers and committee in 2025, we are excited to see the continued growth and value that Strive will provide to our community. Together, we will continue to create positive change in our local communities through engagement and education.

JACK & CHRISTINE
PRESIDENT & VICE-PRESIDENT



2023-24 HIGHLIGHTS

OCTOBER '23

- Creation of Handover Guide
- 5th: Mental Health Literacy Workshop (Wellbeing Board) with MPGHSS
- 5th: Health and Hygiene Workshop (Deanside Kindergarten)
- 6th: Strive x Enactus Global Health Case Competition Finals Night

JANUARY '24

- Creation of Strive Committee Guide
- 20th: Strive Induction Day 2024

MARCH '24

- 15th: Strive-Wide Meeting #
- 27th: Healthy Eating and Health & Hygiene Workshop at Davis Creek Primary School Kindergarten

SEPTEMBER '23

- 1st: Clinic X Bolton Clarke Be Healthy and Active Session #3
- 4th: Release of Email Newsletter - Edition 3 (2023)
- 9th: Clinic X MUCHA X SJOS Health Outreach Project #2
- 11th: Healthy Eating and Nutrition workshop (Middleton Drive Kindergarten)
- 13th: Internal Recruitment opens
- 14th: Health and Hygiene workshop (Middleton Drive Kindergarten)
- 15th: Clinic X Bolton Clarke Be Healthy and Active Session #4
- 17th: Mock MMI workshop
- 20th: Strive x Enactus Global Health Case Competition Launch Night
- 21st: Strive AGM 2023

NOVEMBER '23

- 14th: Regimen Edition 7 released
- 25th: November-December Recruitment Drive

FEBRUARY '24

- 23rd: Strive O-Week Stall
- 29th: GSA Grad Groups Expo

2023-24 HIGHLIGHTS



- APRIL '24**
 19th: Healthy Eating and Mental Health Workshop at Glen Waverley South Primary School
- MAY '24**
 7th: Mental Health and Health & Hygiene Workshop
 7th: University of Melbourne Mental Health Day
- JUNE '24**
 1st & 2nd: Strive x SJOS Clinic
- JULY '24**
 Mid-Year Committee Performance Evaluations
 31st: Strive-Wide Meeting #2y
- AUGUST '24**
 12th: Strive Health Fair & CE at Strive Health Fair
 CPR Workshop
 15th: Healthy Eating and Mental Health Workshop at Rockbank Kindergarten
 16th: Mental Health and Health & Hygiene Workshop at Rockbank Kindergarten
- SEPTEMBER '24**
 2nd: Healthy Eating and Mental Health Workshop at Laa Yulta Primary School Kindergarten
 5th: Strive Annual General Meeting 2024
 10th: Healthy Eating and Health & Hygiene Workshop at Laa Yulta Primary School Kindergarten
 13th: Global Health Case Competition Launch Night
- OCTOBER '24**
 4th: Global Health Case Competition Finals Night

OUR TEAM

5.1 Overview of Organisation

Strive Student Health Initiative is an organisation founded and run by a volunteer base of university students coming from diverse backgrounds. Strive provides the unique opportunity for students from undergraduate and postgraduate courses to learn, understand and implement programs, and participate in an organisation that has the ability to influence health outcomes of individuals from young to elderly demographics. With public health awareness in mind, the initiatives span from university events to community-based workshops to foster better health literacy.

Strive also prides itself on its diversity, with volunteers, committee and executive members coming from various academic backgrounds, genders and ethnicities. This allows us to cater to a wide range of communities and create resources that help spread cultural awareness and inclusivity. It also provides volunteers a great opportunity to develop skills such as teamwork, communication, leadership and understanding of how an organisation runs.



5.2 Strive Workshop Volunteers

Strive workshop volunteering is not only an opportunity for internal committee members to participate in community engagement activities, but also for the wider university community. This enables individuals passionate about public health to get involved with Strive in a more time flexible manner.

Strive continues to use an open recruitment system for volunteers to increase opportunities for university students passionate about public health and wanting to making a difference. These volunteer opportunities continue to be a key way for the general university community to be involved in Strive.

EOI for each workshop:

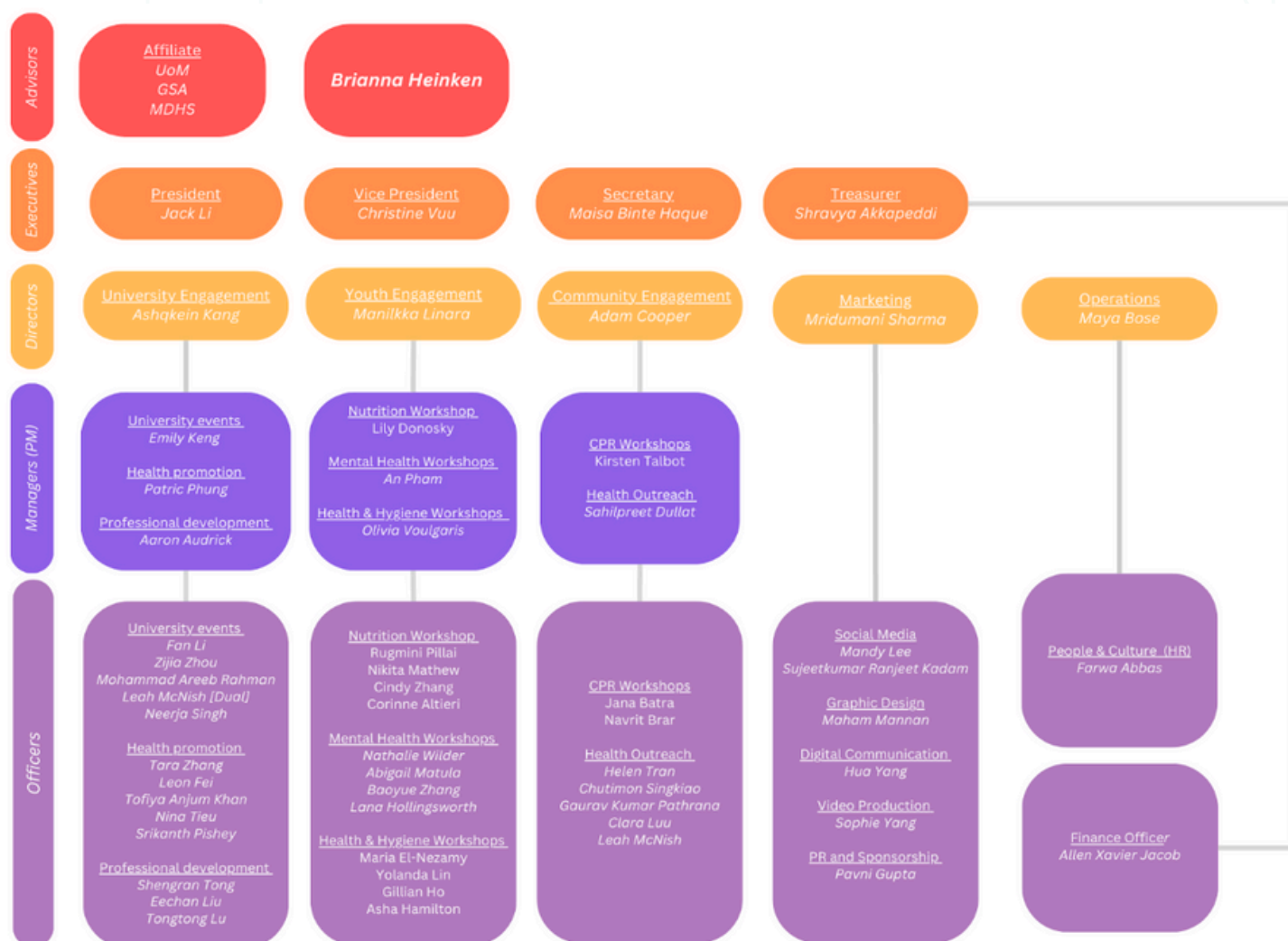
Semester 1	Semester 2
Workshop 1: 2	Workshop 1: 5
Workshop 2: 38	Workshop 2: 6
Workshop 3: 15	
TOTAL = 66	



Students came across from a plethora of disciplines, both from undergraduate and postgraduate degrees. The courses included the following: Biomedicine/Science, Arts/Journalism, Commerce, Engineering, Biotechnology/Bioinformatics, Medicine, Physiotherapy, Public Health, Social Policy, Education/Teaching.

5.3 Strive Committee Outline

In the 2023-24 term, Strive underwent an internal committee restructuring of teams, aimed to reduce redundancy in roles and increase clarity in specific roles. Please refer to the outline below for the 2023-24 committee outline (as of February 2024).



OUR COMMITTEES

6.1 EXECUTIVE COMMITTEE

Overview



The Executive Committee serves as the central leadership body within Strive, entrusted with the responsibility of steering the organisation towards its mission and objectives.

Meeting once per month, this Committee is composed of key leadership roles, including the President, Vice-president, Secretary, and Treasurer, each bringing unique expertise to the table. Together, they oversee the organisation's governance, financial integrity, and operational efficiency, ensuring that Strive remains aligned with its core values and strategic goals.

Supporting the Executive Committee is a highly experienced panel of advisors, whose diverse backgrounds in various sectors provide invaluable guidance. Their involvement is crucial in fostering sustainable growth, ensuring that the organisation can adapt to changing circumstances while remaining true to its mission. This collaborative approach between the Committee and the advisory panel empowers Strive to continually evolve, expand its impact, and achieve lasting success in its endeavours.

Members

The Executive Committee is comprised of the following people for the 2023-2024 term:

President: Jack Li

Vice President: Christine Vuu

Treasurer: Shravya Akkapeddi

Secretary: Maisa Binte Haque

Advisors and Affiliations

As of September 2023, our primary advisors were Alumni Advisors, Brianna Heinken and Sanjitha Dissanayake.

Strive is an affiliated student society with the Faculty of Medicine, Dentistry and Health Sciences (MDHS), and the Graduate Student Association (GSA) at The University of Melbourne. MDHS and GSA provide access to a range of administrative support services, financial support and also assists with the promotion of Strive events.

Key Successes and Challenges

Successes

- Strong personal and professional relationships between people in the executive committee.
- Interactive collaboration and social events between portfolios, increasing teamwork and camaraderie.
- Notable effort from many Strive committee members, with effective communication and reliability.
- Maintenance and development of many new programs in collaboration with multiple external partners.

Challenges

- A minor change in executive committee members at the start of the year, resulting in some unforeseen delays.
- Continuing engagement with committee members due to other commitments and academic pressures, which tend to increase towards the end of semester.
- Difficulties with implementing an effective alumni mentor program with continued support and engagement from both mentors and mentees.

6.2 University Engagement

Overview

The University Engagement team is responsible for conducting engaging, informative events and workshops, with the ultimate aim to promote public health awareness and literacy within the university context. In doing so, we strive to empower students with knowledge to make informed decisions about their overall health and wellbeing. Through these events, we aim to build a strong sense of community, and provide support and guidance for university students, therefore creating a positive overall impact on public health. The University Engagement portfolio consists of three key domains - university events, health promotion and professional development.

Team Members

The University Engagement team is responsible for conducting engaging, informative events and workshops, with the ultimate aim to promote public health awareness and literacy within the university context. In doing so, we strive to empower students with knowledge to make informed decisions about their overall health and wellbeing. Through these events, we aim to build a strong sense of community, and provide support and guidance for university students, therefore creating a positive overall impact on public health.

In the 2023-2024 term, the University Engagement portfolio has restructured into three teams addressing our key domains: **University Events, Health Promotion and Professional Development**. Each of these teams aimed to engage university students in different ways with unique events. In the latter half of 2024, the Health Promotion and Professional Development teams were fused to enable more collaborative practice.

Director: Ashqkein Kang

University Events:

- **Project Manager:** Emily Keng
- **Officers** (current):
 - Fan Li
 - Zijia (Gia) Zhou
 - Neerja Singh
 - Joshua Tong
 - Ifrah Irshad
 - Sadika Islam

Health Promotion x Professional Development

- **Project Managers:** Leon Fei (previously Patrick Phung) & Aaron Avenido
- **Officers** (current):
 - Tara Zhang
 - Nina Tieu
 - Tofiya Khan
 - Eechan Liu
 - Xingting Wang
 - Max Yang

6.2 University Engagement Portfolio: University Events

Our aim is to create an engaging and informative environment where university students can broaden their understanding of health-related topics, through events like the **Health Fair** and the **Global Health Case Competition**. We recognize that there exists a gap in the current university curriculum when it comes to exposure to health-related initiatives. Strive has identified this as an area of potential growth and is eager to bring together a diverse group of health-focused organisations to collaborate, share resources, and promote their missions to a wider audience of students.



6.2 University Engagement

Portfolio: Health Promotion & Professional Development


The **Health Promotion** portfolio aims to greet and connect with students through university events to garner greater interest and promote public health in the community. Being in this team entails participating in Orientation Week (O-Week), to invite interest and awareness of Strive's initiatives amongst university students. It also involves collaborating with other Strive members and university clubs on other health days, such as Unimelb Mental Health Day and R U OK Day. It also entails producing and collaborating with Strive members on the *Regimen: Striving for Global Health* Publications.

Strive's initiatives for **Professional Development** can bolster student's decision in pursuit of career paths, further enhance interpersonal and networking skills, and learn valuable information from experts of their field. It involves creating a professional development webinar (via acquiring 2 guest speakers) and collaborating with the Melbourne University Psychology Association (MUPA) to promote greater awareness of opportunities in the psychology realm (as this garnered the greatest interest on our social media Q & A).



PROFESSIONAL DEVELOPMENT SEMINAR

 Monday, 2 September, 2024

 04:30 PM

 Online Zoom Meeting



Speakers:

Christine Tolotchkov
Pharmaceutical Scientist



Brianna Heinken
Medical Student



Key Successes and Challenges

Successes

- Successfully ran 3 sets of O-week days (2 for UMSU & 1 for GSA) with ~140 sign-ups
- Successfully ran a stall for Mental Health Day with positive affirmations
- Successfully conducted the Health Fair (in collaboration with HPP x Vic Health Vaping Grant)
- Successfully in the process of:
 - Planning for & producing the Regimen 2024
 - Planning for R U OK Day
 - Planning for the Global Health Case Competition (in partnership with Enactus)
 - Planning for the Professional Development Webinar (with 2 guest speakers)
 - Collaboration with MUPA for their Flagship event

Challenges

- Many shifts in members (officers + PMs) leaving - therefore needing to accommodate this was challenging
- Officer engagement at times
- Lack of funding - so outsourcing through grants, HPP & collaborations
- While the different variety of events is great, there is a high workload for planning & executing these multifaceted dimensions of University Engagement

6.3 Youth Engagement

Overview

The Strive Youth Engagement team is responsible for running workshops at kindergartens and primary schools to promote healthy eating, good hygiene, and mental wellbeing to students. We run our workshops particularly in disadvantaged areas of Melbourne to help bridge the gap in health literacy. Our workshops are one hour long and consist of four stations for the students to partake in creative and active tasks that encourage healthy habits and practices. There are three different teams in this portfolio: Healthy Eating, Health and Hygiene and Mental Health.

Objectives

Our objectives this year have been:

- To introduce a combined workshop design where each of the workshops are not solely centered around just Healthy Eating, Health and Hygiene, or Mental Health, but instead include activities from two of these three domains.
- To increase student engagement with the activities which will be gauged by teacher, volunteer and parent feedback.
- To expand YE's outreach in the community by having workshops at primary schools with slightly older children, compared to our previous kindergarten-only workshops.
- To increase volunteer participation in the workshops

Team Members

Director: Mannilka Udugampola (Semester 1), Lily Donosky & An Pham (Semester 2)

Healthy Eating Workshops

Project Manager: Lily Donosky

Officers: Rugmini Pillai, Cindy Zhang, Nikita Mathew, Corinne Altieri, Saige Uch

Health & Hygiene

Project Manager: Gillian Ho

Officers: Asha Hamilton, Yolanda Lin, Maria El-Nezamy

Mental Health

Project Manager: An Pham

Officers: Abigail Matula, Lana Hollingsworth, Nathalie Wilder, Phoebe Zhang

Key Successes and Challenges

Successes

- We successfully ran three workshops in the first semester at Glen Waverley South Primary School and Davis Creek Kindergarten
- Received positive feedback from teachers about student engagement and learning e.g. “The students spoke about the movement video and deep breathing to calm yourself down [after the workshop].”
- The combined workshops model worked well as it:
 - Increased collaboration between the different teams in the Youth Engagement portfolio
 - Helped overcome volunteer shortages as there were more officers at the workshops
- Had two kindergartens reach out to us to host our workshops in semester two
- Our workshop left such a good impression on a volunteer that we received a request to host a workshop for adults learning how to speak English

Challenges

- Whilst we had an outstanding number of volunteers sign up for the first two workshops of the year, we struggled to get many sign-ups for the later workshops.
- At the beginning of the year, finding schools to host our workshops at was a difficult task as we had to phone and email many schools in order for an expression of interest.
- We did not receive many feedback forms filled out by teachers, volunteers and parents.



6.4 Community Engagement



Overview

The Strive Community Engagement team is committed to providing preventative healthcare and education services to the community and vulnerable populations. We achieve this through provision of providing student run health clinics to homeless populations in collaboration with the St. Joseph's Outreach Service in collaboration with several health disciplines. We furthermore educate our communities on basic life support skills through our CPR workshops and expansion of first-aid teachings.

Objectives

Across the year, our objectives have shifted and adapted to meet the needs of our community as well as make use of opportunities when they present themselves:

1. Expand and automate the running of the Health Outreach Clinic through collaboration with the Interprofessional Education and Practice Health Student's Network (IPEP-HSN) to foster a multidisciplinary approach to healthcare
2. Sourcing of sponsorships to help fund the continued running of our student clinics through provision of hygiene products
3. Refinement and delivery of our CPR workshop through collaborative work with healthcare practitioners in order to have the content peer reviewed
4. Expansion of the CPR workshop to encompass skills pertaining to first-aid and other basic life support

Team Members

Director: Adam Cooper

Health Outreach

Project Manager: Clara Luu

Officers:

- Sahil Dullat
- Chutimon Singkiao
- Helen Carter

CPR Workshops

Project Manager: Kirsten Talbot

Officers:

- Nav Brar
- Jana Batra

Key Successes and Challenges

Successes

- Successfully incorporated many disciplines into our Outreach Clinic which was delivered earlier this year and are set to deliver another one by the end of the year
- Able to successfully initiate collaborations with other student bodies and organisations as well as possible sourcing of sponsorships
- Successful completion of our CPR workshop and scheduled to be run this month
- Worked well in expanding the workshop to encompass other first aid elements

Challenges

- Some difficulties in organisations of team throughout year due to new set-up of the portfolio
- High cost of hygiene products in running clinics (hopefully can be solved through sourcing of sponsorship)
- Difficulties in sourcing mannequins for CPR workshop and worry of longevity of sourcing this resource
- Trouble in communicating with peer reviewers, has been a lengthy process with little progress



6.5 FINANCE COMMITTEE

Overview

This year has been remarkable for Strive, marked by significant successes. However, this success has led to a sudden increase in workload for the finance team. Despite the dynamic environment at Strive, we've adapted and ensured continuous progress. The finance team plays a crucial role in managing expenditures and budgeting for Strive's events, ensuring sustainability for the entire team.

Objectives

The finance committee's objectives are:

- Ensure a smooth flow of funds from project approvals to reimbursement
- Strive financial position
- Understand potential new revenue streams and paths
- Adhere to ACNC (charity) status requirements
- To achieve deductible gift recipient (DGR) status with the Australian Charities and not-for-profits Commission.

Volunteers

Strive is primarily operated by volunteers, and membership sign-ups are essential to secure an annual budget. The finance team is overseen by a treasurer and a sponsorship officer. The treasurer handles the direct financial responsibilities, while the sponsorship officer plays a crucial role in Strive's success by assisting with grant applications, setting up necessary forms, and handling other important tasks

Team Members

Treasurer: Shravya Akkapedi

Sponsorship Officer: Allen Jacob

Key Successes and Challenges

Successes

- **Budget Adherence:** Throughout the academic year, the finance staff successfully made sure that the club's budget was adhered to religiously. With careful tracking and adherence to budgetary constraints, all anticipated costs were precisely recorded, leaving no room for error and a surplus that may be carried over into upcoming endeavours.
- **Grant Approval and Reception:** The student health club gained full approval for each grant that it requested for. By carefully examining and applying for pertinent financing options, the finance staff was able to secure ongoing funding support that allowed the club to grow its programs and offerings.

Challenges

- **Difficulty Obtaining External Funding:** The department made multiple unsuccessful attempts to get external funding despite its best efforts. There were more obstacles than expected, including the competitiveness of the grants that were offered and the small number of financial aid programs.
- **Absence of Hospital and Health Initiative Sponsorships:** Attempts to obtain sponsorships from nearby hospitals and health-related institutions failed to produce the intended outcomes. There were lost opportunities to secure partnerships and sponsorship agreements despite outreach and proposals, which resulted in financial and resource support for the club's operations.

6.5 OPERATIONS COMMITTEE

Overview

The Operations Committee at Strive ensures that the logistical maintenance of Strive is running smoothly, allowing personnel to be onboarded efficiently and communication to be effective

Objectives

The fundamental role of Operations consists of ensuring effective communication through centralised platforms (Slack and Gmail), maintenance of the Strive Health website for effective outreach and information-giving, maintaining an online centralised database, as well as recruitment and induction of new members. The team is dedicated to reducing barriers to onboarding, which means that gaps and necessary positions can be filled quickly, allowing new projects and teams to be created efficiently. Additionally, these improved and effective processes allow for smooth and consistent efforts towards meeting the individual needs of the Strive portfolios.

A continued objective from 2023 and 2024 is “Analysis”. Although demographics, role-satisfaction and role congruence may not provide important information in the short-term, they provide valuable insight into the effective functioning of team members, as well as whether the workload for a particular position is lower/higher than expected. This will allow for the continued improvement and optimisation of portfolios, improving volunteer wellbeing and helping us achieve the missions of Strive. Following some feedback received from the “Mid-year Satisfaction Survey”, key points were identified:

- Desire to increase participation and skill set development for members
- More structured and clear processes such as for recruitment and handover
- Increased transparency between portfolios, and committee members with executives
- Consistent meetings within portfolios and Strive-wide

From the feedback received, Operations has been diligently trying to establish guides and templates for volunteers to use, and also use these comments to foster better interpersonal relationships within the committee. Furthermore, analytical projects are currently in its planning and preparatory phase are the analysis of workshops and outreach to better understand the effectiveness of initiatives and their purposes.

Team Members

The operations team is a small, tightly knit portfolio consisting of four members:

Director: Maya Bose

- **Evaluation Officer:** Aastha Das
- **It Officer:** Sonia Truong
- **HR Officer:** Riddhi Gawarikar

Key Successes and Challenges

Successes

- Three recruitment drives were carried out throughout the year to fill vacant positions at the beginning of the year, Semester 1 and Semester 2.
- A mid-year satisfaction survey was completed which provided a valuable insight on the current committee, commitment and baseline for future restructuring
- Refining of recruitment process with a formal guide and interview section - additional implementation of referee checks and consistent, structural processes across all portfolios for recruitment.

Challenges

- Due to the seasonal nature of operations, there were some stagnant periods for committee members or odd jobs here and there. Instead, a lot of brainstorming occurred instead, but have yet to implement ideas.
- Communication between the portfolios could still be improved. Some processes like recruitment would have benefited from better guidance on how to go about recruiting. This also led to extended timelines which were longer than anticipated which delayed onboarding of members during crucial time periods.

- Development of performance evaluation guide and roll out of committee performance evaluations. This was an opportunity to explore individual interests and skill sets that members are interested in developing in the second half of the year, as well as interest in future commitment to Strive.
- Mid year review found that 51.4% of members reported high satisfaction with their roles, while an additional 48.6% expressed a strong intention to continue with Strive, either in their current role or in a new capacity
- Re-commencement of the Strive newsletter and use of Mailchimp was successful. A guide on how to use Mailchimp was also created for the ease of future handovers.
- Roll-out of a “general” strive membership for the wider community to receive first hand updates from Strive via newsletter subscription and AGM participation.
- Performance evaluations were successfully rolled out. In general, they were well received and it was effective in ensuring all members of strive were committed and willing to participate.
- As performance evaluation was a new process, different portfolios had varying experiences rolling them out especially amongst juggling other initiatives co-occurring. Furthermore, whilst it did foster great conversations for moving forward, there were also some difficult conversations for underperformers or inactive committee members.
- Mid year evaluation found that a significant portion of the respondents (around 60%) felt that their workload met their initial expectations. However, approximately 31.4% of members experienced a heavier workload than they had anticipated. This indicates that while the majority of members felt adequately prepared, a substantial minority found their workload more challenging than expected, which may contribute to stress or dissatisfaction

6.6 MARKETING COMMITTEE

Overview

The Marketing Committee at Strive is in charge of promoting Strive's events across both social media and traditional platforms. Our role involves developing marketing strategies for these events, as well as creating and publishing content. We utilise various platforms, including Facebook, Instagram, LinkedIn, TikTok, the my.unimelb Noticeboard, and the University of Melbourne Canvas LMS, among others

Objectives

This year, our primary goal was to broaden the range of networks used to promote Strive's events. Our key objectives include:

- Continuing to promote Strive's events and recruitment periods.
- Maintaining and increasing engagement on existing social media platforms, particularly Instagram & Tik Tok.
- Launching a regular Strive email newsletter to provide early access to volunteering opportunities.
- Expanding our presence on new social media platforms, such as LinkedIn and TikTok.
- Introducing the topic of merchandise, with the aim of potentially having items ready by the end of the term.

Volunteers

In 2024, the Marketing Committee consisted of 4 members: 1 Marketing Director and 3 Marketing Officers.

Director: Mridumani Sharma

Marketing Officers:

- Social Media: Mandy Lee
- Graphic Design: Sophie Yang
- Social Media: Jas Kaur

Key Successes and Challenges

Successes

- Continued posting Instagram Reels and using TikTok for short-form videos.
- Achieved multiple Instagram Reels with over 3000 views in 2023 (in collaboration with the @lifeatunimelb account).
- Several TikTok videos reached the 2000 views mark.
- Our Instagram following has had a 11.2% increase to 731 followers. Content published has been frequent and regular, with our account being in the 75th percentile compared to similar Instagram accounts. Since the start of 2023, our Instagram account has reached over 6575 accounts with the success of 91.2% being non-follower accounts
- Since re-launching our LinkedIn account, we have had a 70% increase in followers in the last 90 days with a total of 220 followers. We have had 300 unique page visitors and 304 page visits.
- Since February our Tik Tok account has gathered 14000 post views and 203 profile visits. A total of 312 likes and 25 comments.
- Facebook appears to continue being a useful platform to promote recruitment and volunteering opportunities.
- We have launched twice-semester newsletters sent out to a mailing list of 504 people including Strive General Members, Strive Committee members and general newsletter subscribers. In our September Edition, 70% of subscribers opened their emails (352 opens). Newsletters have been used as a way to regularly update members in Strive events, volunteering opportunities as well as contain a 'Meet the Team' section.
- The internal release of a Marketing Guide within the Strive committee has helped streamline the promotion of Strive events and provided better expectations for other teams regarding marketing capacity and timelines.
- We have accumulated a large collection of high-quality photos for various 2023 events including Nutrition, H&H and Mental Health workshops, Health Fair, Strive social events, Strive Mental Health Day stall, committee team photos and more. These can potentially be saved and used for future marketing purposes.

Key Successes and Challenges (Cont.)

Successes

- This year, we successfully organised and coordinated marketing campaigns in partnership with the University of Melbourne's Health Promotion Program for the 2024 Strive Health Fair and with Enactus Melbourne for the 2023 Global Health Case Competition. This included creation of cohesive brand guides, preparation of media packs for external organisation use and significant efforts for cross promotion on non-social media platforms such as Unimelb's online website and Life At Unimelb pages.
- We have had successful cross-promotion relationships maintained with multiple external organisations including, but not limited to, Unimelb's Health Promotion Program, Enactus Melbourne, GSA, HENS, MPGHSS and MU Boxing.
- Towards the second semester of 2024 we successfully launched our "a day in the life" vlog series on our instagram which has been received well by our audience

Challenges

- It was initially difficult to navigate MailChimp as the platform for our newsletter. Given our limited budget, Strive is currently using the base free plan which has limited the number of people working concurrently on the newsletter (with the account shared between the marketing and operations teams). Additionally, many templates are unavailable, meaning that extra efforts were required to design from scratch, which delayed the design process. Moreover, lack of officer capacity for our digital communications aspect.
- We have had engagement issues with officers which has limited our capacity in 2024, making us less responsive to new event promotion requests from other Strive teams. This led to some delays in promotional posts being released.
- Due to limited budget, we have been unable to effectively plan and coordinate official merchandise for Strive.
- Although videos on our Tik Tok account have garnered a moderate number of views (on average of 2000 views, our most popular reaching 2832 views), we have had issues building a following on Tik Tok. This could be due to a number of factors - inconsistent posting and difficulty tracking trends.

2023-24 FINANCIAL REPORT

Strive is dedicated to enhancing the health of students and disadvantaged communities across Melbourne. To support this mission, Strive is structured as a charity, ensuring that all funds raised are reinvested into its programs and initiatives. This year has been particularly successful, with Strive raising more money than ever before, dating back to its early days as Reach. The growth in member numbers has allowed us to significantly boost our annual funding, a trend we aim to maintain, while we also maintain a strong partnership with the Health Promotion Program (HPP).

It is critical to note, that without our volunteers, the current success in the financial outlook wouldn't be possible, however, we hope to raise more funds for more projects going into the future. This may be extracted via further grants and other private sponsorship opportunities.

The table below highlights quarterly Strives revenues and expenditures for the 2023/2024 fiscal year and the 2024 year to date.

Strive net financial position				
Date	Opening balance	Debit	Credit	Closing Balance
02/09/2023 - 01/12/2023	\$ 2,166.39	\$ 3,137.47	\$ 4,294.57	\$ 3,323.49
02/12/2023 - 01/03/2024	\$ 3,323.49	\$ 154.58	\$ 500.00	\$ 3,668.91
02/03/2024 - 01/06/2024	\$ 3,668.91	\$ 569.32	\$ 568.99	\$ 3,668.58
02/06/2024 - 15/08/2024	\$ 3,668.58	\$ 1,202.42	\$ 460	\$ 2,926.16

