

SCIENCE UNION 2022

PROSPECTUS

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ABOUT SCIENCE UNION



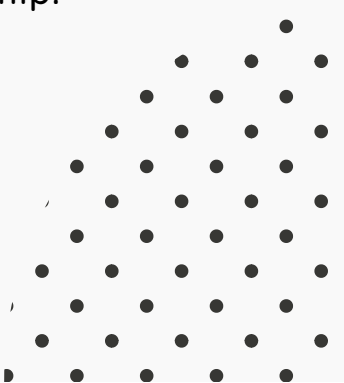
Founded in 1924 UWA Science Union is one of the oldest and largest student clubs in Australia. With over 5000 members and nearly 60 committee and subcommittee members Science Union operate entirely on a volunteer basis to improve the lives of science students through our five portfolios; education, welfare, marketing, externals and social.



Science Union has a large social media presence with our Facebook having an outreach of over 5000 people in addition to our presence on LinkedIn and Instagram. We also have our fortnightly bulletin, our monthly newsletter and are in regular contact with the student population through in person ticket sales and events which we also use to promote our sponsors.

“WE HAVE A GREAT CAPACITY FOR COMPANY EXPOSURE AND ENGAGEMENT, WITH OUR PRE-EXISTING EXTERNAL AFFAIRS PORTFOLIO AND OUR NEWLY CREATED MARKETING PORTFOLIO, WE HAVE A TEAM DEDICATED TO MAKING SURE YOUR COMPANY REACHES AS MANY OF OUR MEMBERS AS POSSIBLE.

Eilish Jones - President





ABOUT THE EDUCATION PORTFOLIO

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The portfolio strives to provide all the tools to attain the highest standard of achievement and hone university skills through the organisation of specialised academic events. We are the primary point of student representation, working alongside the Science Faculty and Guild Education Council to provide the best education to all science students.

Keegan Mitchell - Education Vice-President

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National Science Week

One of Science Union's annual collaborations with the UWA Guild, the National Science Week, is the crown jewel of the education portfolio's achievements. As implied by the name, this is an enormous effort from the portfolio which spans an entire week. It is comprised of multiple events run throughout the week, each catering to a different audience. Traditionally, this involves a STEM-based challenge run with upwards of a hundred high school students in collaboration with our associated science clubs, including the Physical Education Students Association, the UWA Chemistry and Genetics Club (ChEMnBiO), the Health Students Society, and other faculty societies such as the University Engineers Club.

In the same week we also run a STEM festival which features an array of clubs and stalls, all of which are running free events and demonstrations catering to university students. This week features a large amount of student exposure through social media & our in person events creating a very enticing opportunity for sponsors.

Other Education Events

The Education Portfolio also runs events such as study nights & seminars all year round. This exposes students to resources that Science Union has acquired over many years as well as older students that have graduated or moved through different years of study.



ABOUT THE EXTERNALS AND INDUSTRY PORTFOLIO

“The Externals portfolio works to ensure Science Union members leave University with a clear vision for their future career in STEM. We collaborate with our corporate sponsors and alumni to run events, like our annual Networking evening, which give young people the chance to make real industry connections. The Networking evening has always been a huge success, and has a great track record of helping Science Union members secured real, meaningful employment in their chosen field.

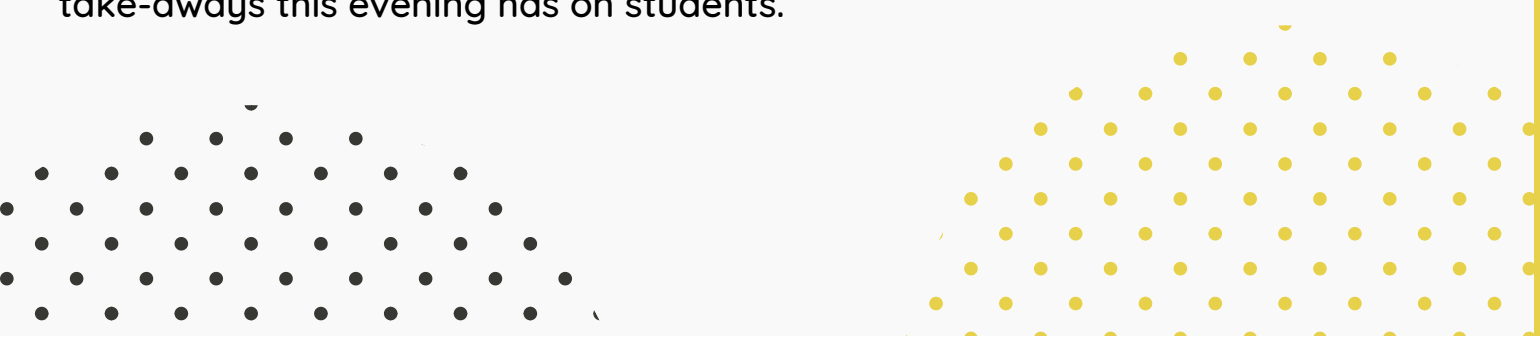
Liza Kneebone - Externals and Industry Vice-President

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Networking Evening

Science Union's annual networking evening is a chance for students to rub shoulders with some knowledgeable heads in the field of science in WA. This event features 1 or 2 keynote speakers that give presentations on their career path and progression to this moment. High-level faculty staff and academics also attend these as a way to break the barrier between students and professionals, we have found that this significantly enhances the experience and take-aways this evening has on students.



ABOUT THE WELFARE PORTFOLIO

“The Equity & Diversity portfolio is responsible for contributing towards the mental & physical welfare of science students at UWA. The portfolio runs mental health workshops, volunteering opportunities, and multiple charitable events in collaboration with other UWA clubs and even Perth organisations. We give students the opportunity to better themselves mentally & physically, and improve the lives of others in the community.

Shahab Rasheed - Welfare Vice-President



Volunteering Crawl

Run in the second half of the year, the Science Union Volunteering Crawl will invite numerous volunteering students from UWA to visit various volunteering organisations around Perth. A few 'stops' along the journey include the WA Aids Council, Perth Homeless Support Group, and St. Barts Volunteering. Participants are offered the chance to give back to the wider community, and add volunteering hours to their academic transcript

Diversity Breakfast

Our annually held Diversity Breakfast is run to encourage networking between non-binary/female identify speakers in STEM and similarly identify students studying STEM at UWA. This event greatly helps Science Union with achieving Equity on campus; priding itself on our constant vigilance and effort towards equity for every student at UWA.



Mental Health Training & Awareness Workshops

The Equity & Diversity portfolio will be running various workshops throughout the year, aimed to equip science students with the necessary mental health first aid and mental health awareness skills. Science Union will collaborate with Man Up, an organisation focused on breaking the stigma around male mental health, to deliver a Men's Mental Health workshop in the first half of the year for any UWA student or staff member, no matter what faculty they belong to.



Interfaculty Sport

'Interfac', as it affectionally called, is a weekly event bringing together students from all the different faculties on campus to compete in a different sport every week. It is where we don our iconic and much-loved sports shirts, which offer a special and highly visible sponsorship opportunity to an audience of non-members.

Not only do we participate in all the usual sports such as basketball, netball, cricket and football; we also play many disability versions of these as well.

ABOUT THE SOCIAL PORTFOLIO

“The social portfolio is here to give students that final bit of the university experience that makes all the study worthwhile. The social portfolio are here put on events to allow students the chance to get together and create new relationships and memories.

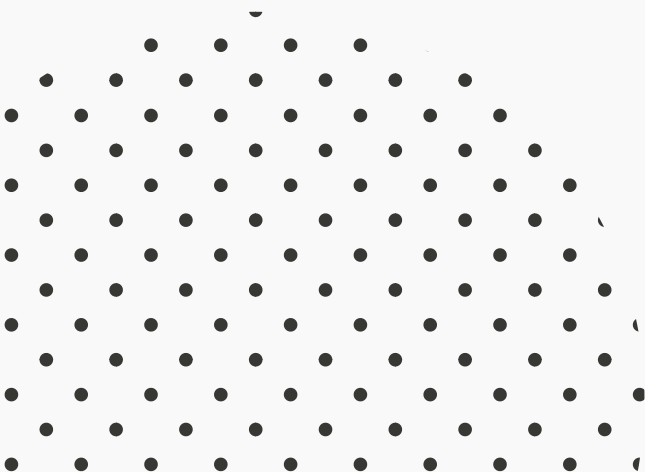
Anne Millar - Social Vice-President

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Science Union runs two quiz nights and pubcrawls per year that are well renowned and provide a great backdrop for getting to know other students and have some fun. These themed nights allow for students from the faculty of science, and from UWA in general, to get out of the library and lab and create some unique memories. The quiz nights allow for quiz heads to get around some trivia and compete in the hope to win the title of top quiz head. Our pubcrawls are two busses full of students traveling from pub to pub around Perth picking up a pint or two and having a good boogie as we go.

We also run an annual ball, a big hit of the year that allows for a night of congratulations and celebration for another year of study complete. With fun themes and locations, these events are always a big success. A normal Science Union ball will host approximately 250 people and usually sells out in a matter of hours.

We run a range of other events including picnics and catch-ups. These highly successful events are made possible for the club by our amazing volunteers who step up as RSA spotters, medics, sober marshals and event managers who put in work over the year to make our events safe for everyone involved.



ABOUT THE MARKETING PORTFOLIO

“The Marketing Portfolio is concerned with the promotion of Science Union’s events and initiatives. The work of this portfolio keeps students in the loop and engaged with all our educational, welfare, social, and external happenings.

Klaudia Oey - Marketing Vice-President



As students, we understand how important social media is in this current day and age. Thus, at the end of last year, the Marketing Portfolio was established to boost the online presence and ensure the accessibility of Science Union.

Over the past years, Science Union has been largely active on Facebook. In the year of 2021, we boast a Facebook reach of almost 55 thousand, an increase of 26% from 2020. Our Facebook page currently has 5.5 thousand likes, a number which we foresee growing. Our audience includes not only current university students, also including graduates and local community groups and businesses.

In 2022, we are beginning to expand our reach by increasing activity on Instagram and LinkedIn. With a 54% increase from the year before, Science Union’s Instagram reach sits at over 3.5 thousand unique accounts. One of the aims of the new Marketing portfolio is to maximise engagement with our potential audience by cross-posting our content onto Instagram in addition to Facebook. LinkedIn provides an extra avenue for us to get in contact with working professionals and/or alumni. These connections are vital for us to run events such as our Networking Cocktail event and Industry Nights, which aim to inspire and provide steppingstones for current students in their journey after university.

Science Union will be more engaged on these platforms, with a dedicated portfolio, in the coming year to provide the best experience for science students.





The 2021 Science Union Committee

SPONSORSHIP OPPORTUNITIES

Science Union, at its core, is a volunteer-run, not-for-profit organisation that exists purely for improving the University life and experience of all science students at UWA; It's why we do what we do and why we work so hard. We rely on funds from our sponsors to run our events and initiatives, and in return for their support, we offer a range of different sponsorship packages with the aim of increasing your audience and exposure.

We aim to build lasting, mutually beneficial relationships with our sponsors so we can continue to improve student life, while offering a unique marketing opportunity to those businesses that support us.

In short, the opportunities for partnership between sponsors and Science Union are endless. If you have any vision for a potential partnership, please get in contact with:

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