

POSTGRADUATE COUNCIL 2025 ANNUAL REPORT

Representing and empowering UNSW's 20,000+
postgraduate students

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About Us

The Postgraduate Council (PGC) was established in 2011 to enhance representation, advocacy, and community engagement for postgraduate students at the University of New South Wales. Operating under the principle of students representing students, the Council comprises elected Officers and Committee Liaisons who lead four key committees: the Research Committee, Coursework Committee, International Student Engagement Committee, and Equity, Diversity, and Inclusion (EDI) Committee.

Together, these student leaders work to ensure that the voices, rights, and wellbeing of all postgraduate students are represented and respected across the University. PGC’s mission is to facilitate a positive, inclusive, and connected postgraduate experience through three strategic pillars — Advocacy, Engagement, and Support.

Our Mission

The UNSW Postgraduate Council (PGC) exists to represent and empower all postgraduate students across coursework and research programs at the University of New South Wales.

Our mission is to advocate, connect, and support the postgraduate community through strong representation, meaningful engagement, and a commitment to equity and inclusion.

We strive to ensure that every postgraduate student — whether onshore or offshore, domestic or international — feels valued, heard, and supported throughout their academic journey. PGC operates on the belief that effective representation begins with collaboration: between students, University leadership, and the broader UNSW community.

Our Objectives

PGC’s core objective is to enhance the postgraduate experience by fostering a culture of participation, wellbeing, and professional growth. To achieve this, we focus on three interconnected goals:

Advocacy

- Represent the collective interests of postgraduate students in University governance and decision-making.
- Ensure postgraduate perspectives are embedded in institutional policy, planning, and student experience strategies.

Engagement

- Build an inclusive and connected postgraduate community through flagship events, academic networking, and cultural activities.
- Strengthen collaboration among faculties, schools, and societies to enhance cross-disciplinary dialogue.
- Recognise and celebrate postgraduate excellence through awards and public recognition initiatives.

Support

- Provide clear pathways to information, resources, and wellbeing services for all postgraduate students.
- Promote diversity and inclusion as core principles of postgraduate life at UNSW.
- Work in partnership with University services to ensure equitable access to academic and personal support systems.

PGC Leadership



President

Ada Choi

Ada is a PhD candidate in Marketing at the UNSW Business School, where her research focuses on financial behaviour and consumer decision-making in response to changing economic conditions.

Ada joined PGC in 2022, first as a member of the Research Committee, before serving as Chief Marketing Officer, Vice President (Research) in 2024, and President in 2025. During this period, she led significant improvements to the Council’s research engagement portfolio and established more structured and strategic approaches to postgraduate advocacy, engagement and support.

As President, Ada has led a year of strong delivery and measurable impact. The Council implemented over 40 initiatives across the Kensington, Paddington, and Canberra campuses, engaging thousands of postgraduate students through programs focused on professional development, research recognition, cultural inclusion, and wellbeing.

Ada’s presidency has focused on strengthening collaboration with Arc @ UNSW and University leadership to ensure that postgraduate perspectives are represented in key discussions and decision-making processes. These partnerships have ensured that postgraduate feedback directly informs areas such as research support, student wellbeing initiatives, and campus engagement opportunities.

Beyond her governance responsibilities, Ada has extensive experience in volunteering and student advocacy, leading initiatives that promote inclusion for both domestic and international students. She continues to champion equitable opportunities and a more connected postgraduate community, ensuring student voices remain central to university priorities.



General Secretary

Akash Pathan

Akash is a PhD candidate at the School of Optometry & Vision Science, where his research focuses on deep-learning-based ocular imaging, retinal biomarkers, and postoperative visual outcomes.

Akash joined the PGC in 2023 as a volunteer, contributing to the Marketing Subcommittee before taking on the role of Vice President (International) in 2024 and later General Secretary in 2025. Across these roles, he has played a key part in strengthening international student engagement, cultural inclusion, and postgraduate advocacy at UNSW.

As Vice President (International), Akash expanded the Council’s international engagement portfolio by organising high-impact events such as PGC Harmony Day, PGC Welcome events, cultural celebrations, sports tournaments, and regular Coffee Catchups. He also contributed significantly to advocacy efforts, including leading discussions on Temporary Graduate Visa 485 policy changes, coordinating with UNSW Action Group, Go8 institutions, and student bodies across NSW. A major highlight of his leadership is his role as a founding member in establishing the NSW International Student Representative Committee (NSW ISRC)—a statewide collaborative body created to unify international student voices.

In 2025, as General Secretary, Akash has worked to streamline governance processes, strengthen inter-committee collaboration, and support the delivery of dozens of student-centred initiatives across Kensington, Paddington and Canberra campuses. His contributions have helped enhance PGC’s operational efficiency, support systems, and engagement strategies for both domestic and international HDR and coursework students.

Akash remains committed to building a connected postgraduate community, advocating for equitable support, cultural inclusiveness, and the wellbeing of both domestic and international students at UNSW.

Message from the President

2025 has been a year of progress, visibility, and impact for the UNSW postgraduate community. The Postgraduate Council (PGC) has continued to strengthen its role as the collective voice of over 20,000 postgraduate students across Kensington, Paddington, and Canberra campuses. Through sustained advocacy, active engagement, and strengthened support systems, we have worked to ensure that postgraduate students are heard, represented, and empowered.

Advocacy

Advocacy has remained central to our mission. This year, PGC continued to represent postgraduate interests in key University discussions and policy forums, working closely with Arc @ UNSW and University leadership to ensure that the postgraduate perspective is meaningfully embedded in institutional decisions.

A major advocacy milestone was the Opal Concession Petition, which brought statewide attention to the inequities faced by postgraduate students in public transport access. The campaign received broad student and media support, highlighting the importance of equitable cost-of-living measures for higher degree students.

In parallel, we launched PGC Postgraduate Student Survey 2025, which received strong participation from both coursework and research students. The findings are informing our advocacy agenda for 2026, particularly around supervision quality, financial pressures, wellbeing, and access to academic resources. These insights will be shared with senior University leaders to shape improvements in postgraduate education and support.

Through these initiatives, PGC continues to advance evidence-based advocacy that translates student voices into actionable institutional outcomes.

Engagement

Building a stronger and more connected postgraduate community has been a defining priority this year. In 2025, PGC delivered more than 40 initiatives, reaching thousands of students across all campuses. These programs provided opportunities to connect, celebrate, and collaborate — reaffirming the value of community within postgraduate life.

Highlights included the Arc PGC Research Awards, which recognised the excellence of HDR candidates, supervisors, and professional staff across faculties. The event has grown into one of UNSW's most anticipated academic celebrations, spotlighting research impact and mentorship excellence.

We also expanded our social and cultural engagement portfolio, introducing events such as Mix and Mingle, HDR Wine and Cheese Night, Vivid & Cruise on the Harbour, Whale Watching Event and the Canberra Discovery Trip. These initiatives fostered genuine connection, helping students balance the demands of postgraduate study with wellbeing and community life.

Collaboration with Arc and University partners has been central to expanding the reach and quality of these initiatives. Key collaborations included Arc Canberra for the Canberra to Sydney Trip, the Graduate Research School for PGC Research Awards, the Equity, Diversity & Inclusion Division for Harmony Day, and

Diversity Festival Funding for Walk, Talk and Tukka. These partnerships ensured that PGC programs remained inclusive, well-supported, and accessible to all students.

Support

Beyond events and advocacy, PGC continues to play a central role in supporting the wellbeing, academic success, and professional growth of postgraduate students. In 2025, communication and transparency were strengthened through PGC Town Hall series and regular newsletters, which provided clear updates on Council initiatives and created accessible forums for students to share feedback directly with their representatives.

Professional and academic support remained a priority. The Consulting Career Panel connected students with industry professionals and alumni to explore career pathways and employment strategies, while the Visa Seminar offered essential guidance on post-study work rights and migration options for international postgraduates. These initiatives complemented ongoing partnerships with UNSW Student Services and Health and Wellbeing Services, ensuring that postgraduate students could access both academic and personal support during critical stages in their academic journey.

These outcomes were made possible through the collective efforts of PGC's committees — Research, Coursework, International Engagement, and Equity, Diversity & Inclusion. Their representatives and volunteers dedicated significant time and effort to ensure that every postgraduate student feels informed, supported, and connected throughout their journey at UNSW.

Looking Ahead

The achievements of 2025 reflect the collective effort of many. I extend my sincere gratitude to our executive officers, committee members, Arc, University partners and the wider postgraduate community for their dedication, creativity, and support throughout the year.

As we move into 2026, PGC will remain focused on strengthening its advocacy for equity, expanding professional and social engagement, and enhancing student wellbeing. Our vision is clear — a postgraduate experience that is inclusive, connected, and empowering for every student.

Thank you to all who have been part of this journey. Your voice drives our progress and shapes the future of postgraduate life at UNSW.

Ada Choi

President, Postgraduate Council
University of New South Wales

PGC Leadership Team



Syeda Mah-E-Muneer (Mahe)

Mahe is a PhD candidate in the School of Clinical Medicine, Faculty of Medicine and Health, focusing on chronic lung disease among preterm infants, with a research interest in paediatrics. She joined the PGC in 2024 as a Research Committee member and became Vice President (Research) in 2025. In this role, she has strengthened HDR student engagement, fostered networking, and promoted research visibility, contributing to strong survey participation and award nominations.

Mahe has led key initiatives, including the Research Awards, Wine & Cheese networking event, and cross-institution collaborations with SUPRA from the University of Sydney, while supporting advocacy, student orientation, and raising student concerns with GRS and senior stakeholders. Previously, she served as the elected Women's Officer at the Graduate Students Association at the University of Melbourne in 2012, following her involvement as a committee member in 2011 during her Master of Public Health.



Wulan Gandra

Wulan is a Master of Commerce student majoring in Business Analytics and Sustainability. She began her journey with the Postgraduate Council (PGC) as a volunteer for the International Committee in Term 2, 2024, before being appointed as the Coursework Vice-President in 2025. In her role, Wulan has been dedicated to enhancing the postgraduate student experience by hosting a range of social events and employment panel sessions that foster connection, professional growth, and community engagement across UNSW's diverse postgraduate cohort.



Ernestine Yeohan

Ernestine is a Master of Commerce Student and the 2025 Coursework Committee Liaison Officer on the UNSW Postgraduate Council, she serves as the key bridge between coursework representatives and the PGC executive team. Her role focuses on facilitating communication across subcommittees, coordinating meetings and initiatives, and ensuring the coursework students' perspectives are effectively represented in council discussions and decision-making. Throughout the term, she has contributed to strengthening collaboration among committees, supporting event planning, and enhancing engagement across the postgraduate coursework community.



Anuvinda Sreenivas

Anuvinda is a recent graduate with a master's degree in the School of Computer Science. She has been a part of the PGC since 2023, starting as the committee liaison of the international office. During her time with the PGC, she has advocated for transport concession for international students, age restrictions for students applying for the 485 Temporary Graduate Visa and has also worked on various events throughout the year as initiatives for supporting post-graduate international students at UNSW.



Matthew Deng

Matthew is a PhD candidate in the School of Mechanical and Manufacturing Engineering, Faculty of Engineering, and was appointed Liaison Officer of the International Committee in 2025. He completed his undergraduate studies at UNSW from 2020 to 2023 and commenced his research degree in 2024. During his time in office, he has been involved in campaigning related to extending the eligibility of concession Opal card to the international student community. In the meantime, he was also involved in organising various events targeted to support the international student community, such as the Welcome Events and Harmony Day.



Chiettha Prajnadewie

Chiettha is a PhD candidate in the School of Biomedical Sciences, Faculty of Medicine and Health and research team member of Spinal Cord Injury Research Centre, Neuroscience Research Australia. A longstanding member of the UNSW community since her undergraduate studies (2017-2021), she joined the PGC in her second year as a Higher Degree Research student (2023) and served as a committee member of the Equity, Diversity & Inclusion office until 2024. During this time, she contributed to advocacy efforts, social and cultural initiatives, student orientation and the Postgraduate Wellbeing Guide. In 2025, she was appointed Vice-President Equity and led key initiatives, namely Harmony Day (co-led with the International Office), Pride & Post-Its and Walk, Talk and Tukka.



Vicky Yu

Vicky is doing a master's degree in Design from UNSW. During her time with the PGC, she advocated for stronger connections between Paddington campus master's students and main campus resources, playing a key role in bridging the gap between the two communities. She initiated and facilitated several cross-disciplinary networking events, fostering collaboration and engagement among students from different creative and academic backgrounds. Her efforts helped build a more integrated and inclusive postgraduate experience across campuses.

Research Committee

This year, the Research Committee aimed to strengthen the HDR community at UNSW by fostering connection, collaboration, and well-being. Our focus was on building networks through collaborative networking events that encouraged interaction across disciplines. These initiatives helped HDR students feel connected, supported, and part of a vibrant research community.

Fostering Connections with Incoming HDR Students

In 2025, the PGC Research Committee strengthened engagement with incoming HDR students by introducing its services across multiple platforms. We participated in the Service Provider Fair at the GRS HDR Welcome Events in Terms 1, 2, and 3, raising awareness of postgraduate representation. During Term 1 O-Week, our stall attracted 415 visitors, significantly increasing visibility and contributing to the growth of our online presence to 5,000 Facebook likes and 2,120 Instagram followers by the end of the term. Across the year, six new volunteers joined the committee, further supporting our community-building efforts. As of today, the PGC Instagram account has reached 2,453 followers, reflecting sustained student engagement.

To support student integration, we delivered social events following each O-Week. During Term 1 Launch Week, we co-hosted the Mix and Mingle event with the Coursework Committee, helping new students connect and build peer networks. In Term 2, volunteer-led initiatives continued this momentum, attracting around 40 students.

The Research Committee also represented PGC at the Faculty of Medicine & Health HDR Induction sessions in February and July 2025, engaging 40–50 new students at each session. Mahe, the Vice President (Research), participated as a panel member in the induction panel discussions, offering insights into HDR life and encouraging student involvement in PGC activities.



Arc PGC Research Awards

The Arc PGC Research Awards, the biggest and most popular event of PCG, supported by the Graduate Research School (GRS), recognise outstanding contributions by HDR students, supervisors, and professional staff who enrich the academic, social, and wellbeing experience of the HDR community at UNSW. The Research Committee hosted this year's cocktail awards ceremony on 24 October at Leighton Hall, with distinguished guests including the UNSW Vice-Chancellor and President, Professor Attila Brungs; Pro Vice-Chancellor Research Training and Dean of Graduate Research, Professor Jonathan Morris; Arc CEO Shelley Valentine; senior academics; staff; and HDR students.

Extensive coordination was required across nominations, judging, and event preparation. Following a targeted promotional campaign, the awards received 272 nominations (double than previous year)—145 for HDR students, 102 for supervisors, and 25 for professional staff—reflecting strong recognition and engagement across the university. Judges were recruited from multiple faculties, and assessment materials were refined and reviewed by GRS to ensure fairness and rigour.

The award ceremony was followed by a canapés and cocktail networking event, providing attendees, VIPs, and awardees with an opportunity to interact, celebrate achievements, and strengthen connections within the HDR community.





Cross-Institution Collaboration: with SUPRA, USYD

To foster wider postgraduate networks across universities, the committee collaborated with SUPRA (University of Sydney) to deliver two joint events: the Coogee to Bondi Coastal Walk (27 April 2025) and a BBQ Social Event at the SUPRA office (27 May 2025). Both events promoted cross-university connection, knowledge sharing, and student mental well-being.

Wine and Cheese Networking Event

The event, held on 16 June 2025, attracted 40 HDR students and is one of the most anticipated events of the year, with students eagerly looking forward to it. It provided a relaxed environment for interdisciplinary conversations and peer networking. Volunteer members played an active role in enhancing the experience by providing board games and interactive activities, ensuring that each table offered a unique opportunity for students to engage and connect across diverse research backgrounds.

Student Support & Engagement with GRS Leadership

Throughout the year, the PGC Research Committee supported postgraduate students by addressing queries on applications, selection criteria, funding, scholarships, and balancing research with part-time work.

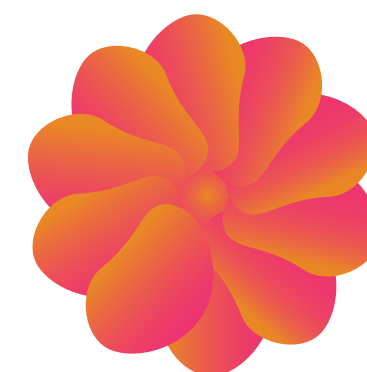
When issues required senior guidance, we raised them in our monthly meetings with the GRS leadership, including Dean Professor Jonathan Morris and Deputy Dean Dr Penny Martins. These discussions ensured student concerns were heard at the highest level and helped achieve timely solutions. We are grateful for their consistent support and collaboration.

Coffee Catch-Up

We hosted the first Coffee Catch-Up of the year, creating an informal and welcoming space for HDR students to connect with peers, share experiences, and build community. The event strengthened student engagement and fostered a supportive postgraduate network.

Postgraduate Student Experience Survey

In June, we conducted the Postgraduate Student Experience Survey to better understand student needs and priorities from their perspective. The survey received 560 responses, a significant increase from previous years, offering valuable insights that will inform our future initiatives and advocacy efforts. A detailed survey report, including key findings and recommendations, will be published separately.



Coursework Committee

The Coursework Committee has spent 2025 focused on connection, collaboration, and celebration — bringing coursework postgraduates together through experiences that blend learning, wellbeing, and community. With postgraduate coursework students making up one of UNSW's largest and most diverse groups, our mission this year was simple: to create meaningful spaces where students feel supported, inspired, and seen.

Building Belonging

The year began with the Postgraduate Welcoming Event, a lively introduction to UNSW's postgraduate life that helped new students settle into their studies and find their community. More than an orientation, it was a celebration of beginnings — featuring conversations, laughter, and new friendships that set a positive tone for the rest of the year.

Our signature Mix and Mingle in Terms 2 and 3 continued that momentum, offering a relaxed space for coursework students to unwind, connect across faculties, and share experiences beyond the classroom. Each session brought more than 100 students, forming a vibrant community where everyone felt they could connect and belong.



Connection through Play and Purpose

Recognising that postgraduate life isn't all about study, we also focused on wellbeing and recreation. The Soccer and Badminton events brought students together in friendly competition — a reminder that connection can thrive both on and off the field. These activities helped students manage stress, foster teamwork, and reenergise during busy academic periods.

Career and Growth

One of our proudest achievements this year was the Consulting Career Panel, which connected postgraduate students with industry professionals and alumni. The session offered first-hand insights into the consulting world, practical career advice, and networking opportunities, empowering students to plan their next steps beyond graduation.

We also collaborated with the Paddington Officer to host the "Unlock Your Future: Startup Workshop", an academic initiative encouraging students to explore entrepreneurship and innovation. The session inspired many coursework students to think creatively about how their academic knowledge could translate into real-world impact.

Exploration and Engagement

To balance academic intensity with social connection, we ended the year with a special outing — PGC Goes to SEA LIFE Sydney Aquarium. This event was a community highlight, giving students a



chance to relax, share laughs, and discover marine wonders together. For many, it was a welcome break and a reminder of how shared experiences strengthen postgraduate life.

Collaboration and Impact

Throughout the year, the Coursework Committee worked closely with the other committees, ensuring that our events were inclusive and collaborative. By pooling perspectives and resources, we created programs that reflected the diversity and energy of UNSW's postgraduate cohort.

While our gatherings ranged from small group activities to cross-committee collaborations, each event reinforced the same message — that every postgraduate student deserves spaces to grow, connect, and thrive.

The Coursework Committee looks forward to expanding our portfolio in 2026 with more professional development opportunities, cross-disciplinary workshops, and social programs that continue to celebrate the heart of postgraduate life at UNSW.

Volunteers:

- Aayushi Jha
- Angellene Fimalino
- Daniel Wijaya
- Cherie Cho Lu Lam
- Nabila Husin
- Zehao Li

International Student Engagement Committee

This year, the mission for International Office was to advocate for the issues of international students, create harmony and belongingness among students across various cultural backgrounds. We have achieved this by organizing visa seminars, transport concession campaigns, and plenty of fun events for international students at UNSW. As international students have traveled a long way from their homes, we have done our absolute best to make their time at UNSW one of personal growth by empowering them with vital information with our student guide, helping them build friendships at our welcome events and by ensuring that they feel seen, supported and celebrated for who they are.

Welcome Events

We kicked off both Term 1 and Term 3 of the academic year with a welcome event in collaboration with the Coursework team by bringing together new and current students alike to connect, make friends, and learn about life at UNSW. The energy and excitement at these events truly set the tone for a welcoming and inclusive term ahead.

Soccer and Badminton

For the sports fans, we made sure to run a soccer event and a badminton event, giving students a chance to unwind during a stressful term, and connect through friendly competition. The events brought together players from diverse backgrounds, reinforcing the importance of sports in building community connections.



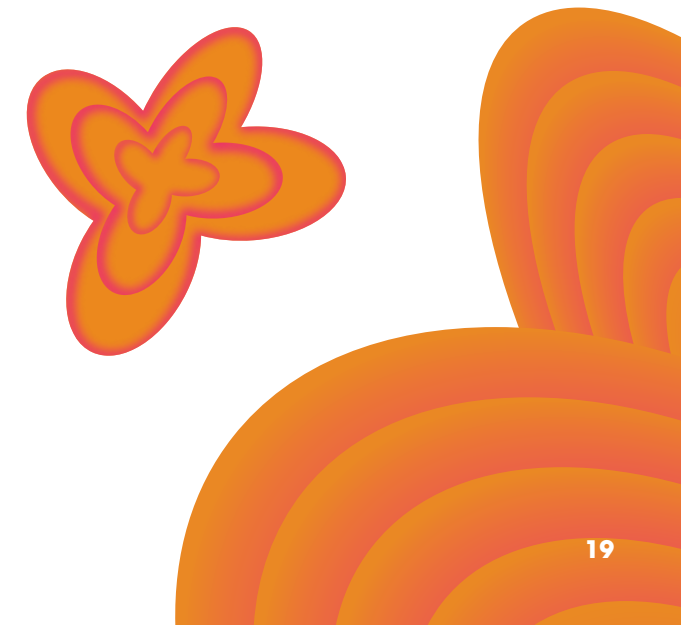
Advocacy

Advocacy for international students has been one of our top priorities this year. We published Welcome Guides highlighting essential information on work rights and accommodation and represented UNSW's international student community at symposiums and roundtables that informed policy discussions and improved student experience.

We have collaborated closely with the Coursework and Equity Committees to create a holistic experience for students, ensuring their social and well-being needs are supported throughout their journey at UNSW.

This year has been a testament to our commitment to advocacy, inclusivity and community building. Through our collective efforts, we have created spaces where international students feel supported,

informed and inspired to make the most of their journey at UNSW. As we look ahead with the 2026 team, we will remain dedicated in strengthening this foundation and continuing to amplify the voices of international students.





Equity, Diversity, and Inclusion Committee

In alignment with our commitment to inclusive representation, the Equity, Diversity & Inclusion Committee advocates for key demographics across the UNSW postgraduate community, including Aboriginal and Torres Strait Islander peoples, LGBTQIA+ individuals, female-identifying and non-binary students, people with disabilities, and other minority or disadvantaged groups.

As part of our 2025 Engagement target, we delivered three impactful in-person events designed to celebrate and raise awareness of diverse cultural, queer, and First Nations communities. These initiatives fostered connection, education, and visibility to strengthen our commitment to equity and belonging across campus.

Harmony Day

In celebration of Harmony Day, PGC hosted a vibrant cultural showcase highlighting the rich diversity of the UNSW postgraduate community. The event featured dance performances by the Indian Students Society, a traditional tea ceremony by the Chinese Students' Association, and interactive kendama and origami activities led by the Nippon Students' Association.

These contributions created an engaging space for students to connect, learn, and appreciate the cultural traditions represented on campus. PGC is grateful to all participating student societies for helping foster inclusion, respect, and intercultural understanding.



Volunteers:

The efforts we put forth would not be possible with the unwavering support and help from our wonderful team of volunteers! A huge thanks to them for making the International Committee for what we are:

- Alex Cheng
- Aniket Jain
- Ayushi Singh
- Babhravee Goswami
- Harman Singh
- Harshil Jatinbhai Patel
- Kevin Sutantio
- Khen Enriquez
- Nayanka Ondili
- Radhika Bakshi
- Rajyavardhan Choudhury
- Sparsh Chattani
- Yining Wang





Walk, Talk and Tukka

As part of the UNSW Diversity Festival and supported by the UNSW EDI Grant 2025, PGC hosted Walk, Talk and Tukka, a full-day Aboriginal Sustainable Toolkit Tour in the Blue Mountains.

Responding to feedback that international students often lack opportunities to engage with First Nations culture, the event welcomed 18 UNSW postgraduate students for an immersive experience led by NSW National Parks rangers. Participants explored traditional sustainability practices and knowledge systems grounded in respect for Country, while building intercultural understanding through guided activities, shared meals, and nature-based reflection.

The initiative fostered meaningful dialogue and connection, contributing to a more inclusive and culturally aware postgraduate community.

Pride & Post-Its

As part of Arc @ UNSW Respect Week, the event invited students to celebrate identity, allyship, and community by contributing messages of positivity to a rainbow wall of Post-Its.

Attendees were rewarded with free cupcakes and engaged in warm conversation, fostering a welcoming space for self-expression and peer support. With over six hours of colourful engagement, the initiative highlighted the importance of respect, pride, and connection across the UNSW campus.





Advocacy

In addition, we have provided Advocacy and Support to students in 2025 for issues including:

- On-campus accommodation for underrepresented students, namely transgender students
- Inclusion of preferred names on university documents and systems
- Accessibility on campus
- Affordable food prices on campus
- Students with carer responsibilities
- Mental health and wellbeing resources for postgraduate students
- Impacts of institutional changes to research candidature

The Equity, Diversity & Inclusion Committee looks forward to continuing our efforts to host events that celebrate individual identity, spark meaningful dialogue, and foster a truly inclusive environment for all UNSW students.

Volunteers

Special thanks to Rajyavardhan (Roi) Choudhury, Cherie Cho lu Lam & Sparsh Chhattani from the International Committee for volunteering their time for PGC Walk, Talk and Tukka.

- Zahara Amalia
- Estelle Keerthana Ramaswamy
- Wei (Vivian) Zhang

Paddington

As the Postgraduate Council (PGC) Paddington Officer under Arc @ UNSW, I led initiatives in marketing, branding, and community engagement to strengthen postgraduate identity and visibility across the Paddington campus. My work focused on redesigning PGC's visual identity, expanding its digital presence, and curating high-impact student events that connected diverse communities.

Marketing and Brand Identity

- Redesigned PGC merchandise series: PGC Flowers collection, pins, lanyards, tote bags, and hoodies. Modernize the council's visual identity and enhance brand recognition among postgraduate students.
- Successfully integrated symbolic floral elements to represent diversity and growth within the postgraduate community.
- The new merchandise line was adopted across multiple Arc and PGC events and received highly positive feedback from students and staff.

Digital Marketing and Social Media Growth

- Established and managed PGC's official Xiaohongshu (RED) account, creating a new communication channel for Chinese-speaking international postgraduates.
- Grew the account from 0 to 700+ followers and achieved 1,300+ total interactions within the first year through consistent, creative content on student life, events, and wellbeing.
- Enhanced PGC's digital visibility and positioned it as one of UNSW's most active and engaging student organization accounts on the platform.





Community Engagement and Event Leadership

Organized and co-led multiple flagship events that strengthened Paddington's postgraduate network and cross-campus collaboration:

- Paddington Community Day – Curated interactive stalls and art-focused activities promoting wellbeing and community bonding.
- Whale Watching Social Event – Coordinated a cross-campus networking activity connecting 30+ students through outdoor exploration and cultural exchange.
- Startup Panel (in collaboration with UNSW Founders) – Hosted an entrepreneurship panel for postgraduate students, featuring startup mentors and alumni; boosted participation from both Paddington and Kensington campuses.

These initiatives collectively attracted over 70 participants, increased postgraduate engagement rates, and reinforced Arc's visibility at the Paddington campus.

Overall Impact

- Revitalized PGC's visual and cultural identity, strengthening brand cohesion across platforms and events.
- Established a sustainable digital outreach system targeting international postgraduates.
- Enhanced student engagement and cross-campus connectivity, contributing to a more inclusive and visible postgraduate community at UNSW.

Canberra

In 2025, the Postgraduate Council made a deliberate and sustained commitment to strengthening engagement with postgraduate students at UNSW Canberra, recognising that this cohort has historically been more difficult to reach and therefore requires targeted and proactive support. Significant effort was directed towards designing and delivering cross-campus initiatives that ensured Canberra students were not peripheral, but fully integrated into the broader UNSW postgraduate community.

A key initiative was Arc & PGC: Discover Canberra, which provided HDR students with a structured and immersive experience of the city, combining cultural exploration with meaningful peer connection. The event was designed not simply as a social activity, but as a platform to foster community cohesion and strengthen networks among Canberra based students.





Building on this, PGC delivered the Canberra to Sydney Trip & Research Awards, a strategically important initiative that enabled Canberra postgraduate students to engage directly with UNSW Sydney.

Participants experienced campus life through the Arc Yellow Shirts tour and attended the Arc PGC Research Awards 2025, one of the Council's flagship events recognising excellence across the research community.

This initiative played a critical role in bridging the physical and experiential gap between campuses, ensuring Canberra students were visibly and actively included in major university-wide moments.

Collectively, these initiatives represent a substantial and intentional investment by PGC in 2025 to elevate the Canberra student experience. They demonstrate a clear shift from passive inclusion to active integration, reinforcing PGC's commitment to building a genuinely connected, equitable, and cross-campus postgraduate community.

Acknowledgment

The Postgraduate Council would like to acknowledge and thank Arc @ UNSW and the University of New South Wales for their continued partnership and support in 2025. The collaboration and commitment have been instrumental in enabling the Council to deliver meaningful advocacy, engagement, and support for the postgraduate community.

We also extend our heartfelt thanks to all postgraduate students for your active participation, feedback, and trust. Your involvement and enthusiasm are what drive our progress and make every achievement possible.

Contact Us

pgc.president@arc.unsw.edu.au

<https://www.arc.unsw.edu.au/voice/pgc>

