

# Overview

*What will you learn more about today?*



## SCDG Outline

What is the SCDG?

What does it cover?

Application Criteria

## Contents of SCDG Application

Detailed Outline

Graduate Attributes

Student Life and  
Campus Culture

Publicity and  
Promotions

Publicity and  
Promotions

## Advice and Guidance

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Tips and Tricks

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# SCDG – A Snapshot

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*What is the SCDG?*



- The SCDG is essentially a pool of funds provided by the University to Arc to distribute to UNSW Students.
- Arc ensures that the grant recommendations are made by students.
- A process that really embodies grants judged *by students* and awarded *to students*

This is a competitive grant, so the **amount that you receive** from your application is directly tied to the **effort that you put into the report.**

If you have a bad application, **expect a bad response to suit!**

Conversely, there is no limit on how much your one event can receive from this grant.

**Unlimited potential!**

# SCDG – A Snapshot

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*What does the SCDG Cover?*



- Applicants can be individual Arc members, groups of Arc members or Arc affiliated Clubs.
- Applicants must be students.
- SCDGs can cover any number of different things depending on what event or activity is involved.
- For on campus events, the SCDG will typically assist with the payment of relevant venue hire costs.

For clubs, this generally means additional funding (!!!) for particularly valuable or expensive events.

This grant could enable your event to be bigger and better, or to cover costs so other programs can be run

Again, there is a lot of **potential** within this grant!

# Criteria

*What does my event need to satisfy?*



- We will take into account:
  1. The cultural, social, historical and reputational significance of the event;
  2. The contribution to campus culture and community;
  3. The contribution towards the development of graduate attributes;
  4. The ability and dedication of the participants to use the experience gained from the event to benefit Arc members and the wider campus community;
  5. The nature, topic and size of the event;
  6. How innovative the activity is;
  7. The number of Arc members likely to benefit;
  8. The degree of planning and preparation for the event;
  9. Other avenues of funding support;
  10. Previous dealings between the Club, group or individual and Arc; and
  11. Any other factors considered relevant.



Significance and value of event to students and the campus community

Size and reach of the event

Context of the application

# Contents of your report

*What will I need to write about?*



Your application for the SCDG will be a **3000 word** (maximum) application that includes **four** sections:

## 1. Detailed Outline

*What is the general information about my event?*

## 2. Graduate Attributes

*What graduate attributes will be developed through my event?*

## 3. Contribution to student life and campus culture

*How does my event actively contribute to UNSW student life, particularly with respect to campus culture?*

## 4. Publicity and Promotion

*How will my event be publicised with recognition to UNSW and Arc, or how will the event be communicated to the wider campus community?*

You are trying to inform the council why your event deserves funding over a variety of other events. All four of the above reflect different aspects of the **value** of the event, the **cost** of the event, and how much **effort and thought** was put in by the organisers

# 1. Detailed Outline

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*What is my detailed outline?*



- Who?
- What?
- When?
- Where?
- Why?
- This should be one of the smaller and most concise of the four sections of the application. We need an overview of what the event or activity is, but we don't want to have to sift through waffle!

This section should also be short so you have space to focus on more relevant parts like the Graduate Attributes and Campus Culture sections.

The detailed outline is to give us context of your event, and a general understanding of what goes on.

## 2. Graduate Attributes

*What attributes will I need to address?*



- This section will reflect why the event is great for students, and how the event impacts the students that attend
- Detailed description of how your event addresses each relevant graduate attribute
- The graduate attributes can be found on the form.
- You need to select as many of the graduate attributes that are relevant (i.e. developed through the event/activity) and then write about each graduate attribute individually and specifically!

When addressing the graduate attributes, remember to:

- Address only the **relevant** graduate attributes
  - Be **clear** and **concise**
  - **Give context** where it is needed
- Be realistic with what your event achieves
- Talk about what the event itself addresses, not your club overall

If your event doesn't cover many graduate attributes, it might be a sign that the **SCDG is not relevant for your event.**

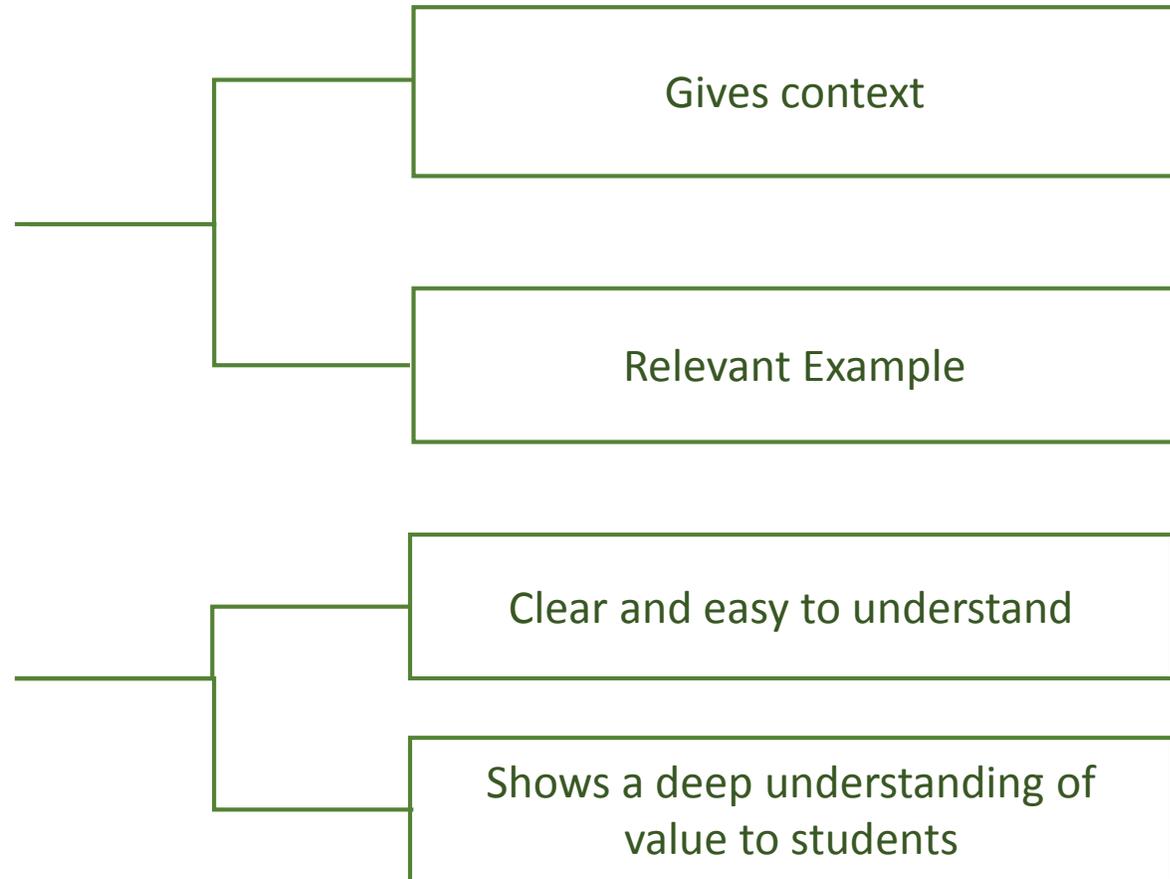
# Graduate Attribute Examples

## *What to do*

*Scholars who are understanding of their discipline in its interdisciplinary context.*

Through the diverse range of discourse that takes place at the tournament participants are exposed to a variety of viewpoints from individuals from a variety of different walks of life.

Through discussing contemporary issues relevant to the attendees, participants will develop an understanding and appreciation for not only how their own discipline can be utilised to address contemporary issues but also how it can be used with other disciplines to develop a more cohesive and usable solution.



# Graduate Attribute Examples

What **NOT** to do



*Scholars who are Global Citizens capable of environmental responsibility*

Our team barbecue helps students be aware of the environment as students will need to pick up after themselves after the barbecue.

The environment is important to our club, so we made sure that people picked up rubbish after they left.

Lack of proper context

Graduate attribute not extremely relevant

Repeating same points to make up words

# 3. Student Life and Campus Culture

*How do I address my event's impact on campus culture?*



## Campus/Group Events

- How does your event impact the atmosphere on campus?
- How does your event impact the community within your club?
- How does your event impact the wider and more general student community?
- How does your event impact student life, even post-event?

## Off-Campus/Individual Events

- Might be less relevant for off campus or individual events
- Regardless, how could post-event publications (student reports, articles, etc.) impact campus culture?
- What influence might people coming back to campus from events have on the community and student life on campus?

# 4. Publicity and Promotions

*How should I address my publicity and promotion plans?*



## Hosting

- Brand placement (of Arc and UNSW)
- Flyers/Handouts
- Social Media marketing
- Promotion opportunities
- Essentially, an outline of ***how you got the word out to students that the event is happening***

## Attending

- Post-activity Report
- Articles for student publications
- Essentially, an outline of ***how you got the word out to students that the event happened and what it was about***

# Applying for a similar event

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*If you are applying for a similar event for which you have received a grant in the past:*



- 3000 word application, 30% (900-1000 words) application needs to be new content.
  - 70% of the information can be from old apps or copied from information provided by the event organisers.
  - **Make sure to update things that are out of date.**
- The new content should focus on the success of the past event and the benefit of running and funding the event again this year. This could include:
  - Feedback from participants that supports the value of the event and supports the case for running and funding the event again
  - How the event differs this year (which could be based on feedback or your own ideas) and how those changes increase the value of the event for the participants

# Budget

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*What should my budget look like?*

- You are required to submit a budget with your application.
- If applying pre-event, be realistic with your projections and honest with your figures.
- Attach receipts/quotes.
- We read a lot of applications, it is so easy to spot the ones that don't fit the trend.
- Although giving to charity is great, student funds will not be awarded in order to allow this to happen.



A simple excel document can be used to consolidate all your (projected) purchases and expenses, and makes it easier to read

It is best to be clear about your purchases – if the reader is unsure about what your purchase is for and questions why a purchase was made, it will compromise the legitimacy of your application, which means less money!

# Tips and Tricks!

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*How to maximise your chances of ca\$h monie\$*



- **Start Early!**
  - Starting earlier means having a better report. Having a better report means higher chance of getting money. Simple!
- **Delegate to other members**
  - Use other members who attended the event to share their thoughts and experiences on the value of the event, and even get them to help write.
- **Look ahead to possible events utilising SCDG**
  - SCDG might help future events – think about how you would pitch them to us before you even run the event!
- **Be realistic and honest**
  - It is easy to display your event as something that it is not. It is even easier to spot this when it happens. Be realistic with projections, as well as the impact of your event.
- **Seek advice**
  - The Clubs Office is always there to help! Come in for a specific chat about your SCDG application, and we can help you out
- **Use your society's alumni**
  - Older executives or members of your society may already have experience writing SCDG applications. Utilise their experience and advice when writing yours. (just be sure not to resubmit an old application!)

# Tips and Tricks!

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*How to maximise your chances of **FUTURE** success*



- **Submit your post-activity report**
  - This describes your event after it happened, including how it went, and how much you spent. If your club is notorious for not submitting this report, you might not get any funding no matter how cool your events are
- **Learn from past SCDG applications**
  - If you need to write multiple applications, make sure you go back and understand why you might not have gotten as much funding as expected.
- **Attend future SCDG Info Sessions**
  - While you might attend this session, attending future sessions to gain feedback on your application will be helpful for future grant applications.
- **Clubs Office Consultations**
  - You can also get our advice and thoughts post-application during our consultation hours. Come along, we don't bite!

# Questions?

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*How do I get more info?!*



# ASK NOW!

Alternatively... email  
[clubs@arc.unsw.edu.au](mailto:clubs@arc.unsw.edu.au) or  
come in for a chat or  
consultation