



ANNUAL REPORT 2022/2023



FACULTY OF
MEDICINE
DENTISTRY
& HEALTH
SCIENCES





TABLE OF CONTENTS

1. Welcome to Strive	3
2. Our Vision, Mission and Values	4
3. The Year in Review	6
4. Highlights from 2022-23	9
5. Our Team	11
6. Our Committees	14
7. Strive Clinic	29
8. Strive Community Engagement	32
9. 2022-23 Financial Report	39



1

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

Innovation

creative ideas and new approaches to health and education

Respect

all people deserve to be treated with dignity and compassion

Collaboration

between students of different disciplines

Education

creating change by empowering the community with the skills and knowledge to affect change

Accessibility

equitable access to education and healthcare

THE YEAR IN REVIEW

This past year has been an incredibly fruitful and rewarding period for Strive Health, marked by significant progress that the organisation has made. As the pandemic landscape was mostly left behind and restrictions completely eased, Strive was given the unique opportunity to create a new legacy and spearhead programs that will have lasting impacts for years to come. This year, we have been fortunate to have an exceptional committee and strong leadership from our Executive Committee. This has been further strengthened by the introduction of the Leadership Council, an initiative to deliver skills and training to Strive's leaders at various levels of the organisation. This group has attended presentations from renowned leaders in their respective fields and has worked to develop in their leadership and managerial styles. In addition to our leadership, we continued to recruit passionate volunteers to deliver workshops to our community and have expanded our general membership base.

It was from the collective effort of our teams and members that Strive was recognised this year as Finalist in the 7NEWS Young Achievers Australia Victorian Government Group Achievement in the Community Award. Strive has also been recently shortlisted for the City of Melbourne's Community Award. 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 Community Engagement (CE) team has worked tirelessly over the past year to expand upon our pre-existing initiatives, as well as to create new opportunities and avenues for Strive to explore. This year, we were proud to unveil the Strive Health Fair,

an event held at the Parkville Campus to engage university students in health education. We collaborated with several organisations including Cancer Council Victoria, GenWEST, the Centre for Culture Ethnicity and Health, LiverWELL, FlourishGirl, and a range of on-campus groups! Our Publications and University Engagement teams continued their programs and events to improve health literacy in university students, culminating in our upcoming StrivexEnactus Global Health Case Competition focused on the theme of Student Wellbeing. We also continued to deliver our amazing Nutrition and Health & Hygiene across many schools and kindergartens in Victoria, including Rockbank and Davis Creek Kindergartens. Our Mental Wellbeing Workshops officially launched this year and have taken place in several schools across Victoria. This could not have been possible without the continued support of our dedicated committee and volunteers, and we hope for your continued support moving forwards into 2024.

Our Clinic team has also continued to expand in a post-COVID setting, working tirelessly to run workshops and health clinics in the general adult population. Together with St. John of God, they have held multiple health clinics in partnership with various allied health student clubs to provide multidisciplinary value to our communities. They have also held multiple workshops to teach community members about important topics in collaboration with Bolton-Clarke. The CPR workshops have continued to be reviewed by health professionals, and we hope to deliver these to local community members soon, empowering them to act in emergency situations. We have also had a successful multiple-mini interview workshop aimed at supporting disadvantaged students to achieve entry into Australian medical schools.

It is also thanks to our continued support from our Marketing, Operations and Finance teams that Strive was able to have such a successful year. Our marketing this year has significantly improved, with consistent and dedicated personnel working tirelessly to ensure that we have the greatest reach to ensure the continued success of our programs. Operations has also worked hard, creating guidelines and restructuring the organisation to allow recruitment and other logistical queries to be handled smoothly and efficiently. Our Finance team has secured funding from several sources and grants, allowing us to hold important events, such as the Health Fair. For all your work, we are extremely grateful.



We are incredibly thankful for the unique perspectives, tireless effort, and amazing ideas that each member has brought to the Strive team in 2023. As we push forward into a new generation of volunteers and committee in 2024, 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.

BRIANNA & SANJI
PRESIDENT & VICE-PRESIDENT

2022-23 HIGHLIGHTS



SEPTEMBER '22

- 4th: Clinic Health Outreach Project
- 8th: R U OK Day Stall
- 9th: External Recruitment for 2023 Committee Opens
- 10th: Clinic Mock MMI Workshop
- 12th: AYHCxStrive Global Health Case Competition
- Online Launch Night

JANUARY '23

- 14th: Strive Induction Day
- 20th: January-February Recruitment Drive

FEBRUARY '23

- 19th: Leadership Council with Nathan Lee

MARCH '23

- 6th: Filming of Clinic CPR and AED Demonstration
- 14th: Release of Email Newsletter (Edition 1)
- 20th: Launch of Strive TikTok Account
- 20th: Re-Launch of Strive LinkedIn Account
- 26th: Leadership Council with Dale Heinken
- 27th: Healthy Eating & Nutrition Workshop (Altona Kinder)

APRIL '23

- Creation of Marketing Guide
- 1st: Strive-Wide Meeting #1
- 3rd & 4th: Health & Hygiene Workshop (Davis Creek Kinder)
- 17th: Release of Email Newsletter - Edition 2

MAY '23

- 1st & 2nd: Healthy Eating & Nutrition Workshops
- 2nd: Mental Health Day Stall
- 12th: Mental Health Workshop (Rockbank Kinder)

JUNE '23

- End of Semester Committee Satisfaction Survey

JULY '23

- Creation of Recruitment and Interview Guide
- 10th: Mid-Year Recruitment Drive
- 24th: Release of Email Newsletter - Edition 2B, Welcome Back
- 31st: Strive Health Fair



4 2022-23 HIGHLIGHTS

SEPTEMBER '23

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

AUGUST '23

- Creation of Performance Evaluation Guide
- Performance Evaluations
- 6th: Strive-Wide Meeting #2
- 8th & 16th: Clinic x Bolton Clarke Be Healthy & Active Sessions
- 17th: Mental Health Workshop (Rockbank Kinder)
- 19th: Clinic x MUCHA x SJOS Health Outreach Project #1

OCTOBER '23

- Creation of Handover Guide
- 5th: Mental Health Literacy Workshop (Wellbeing Board) Collab with MPGHSS
- 5th: Health & Hygiene Workshop (Deanside Kinder)



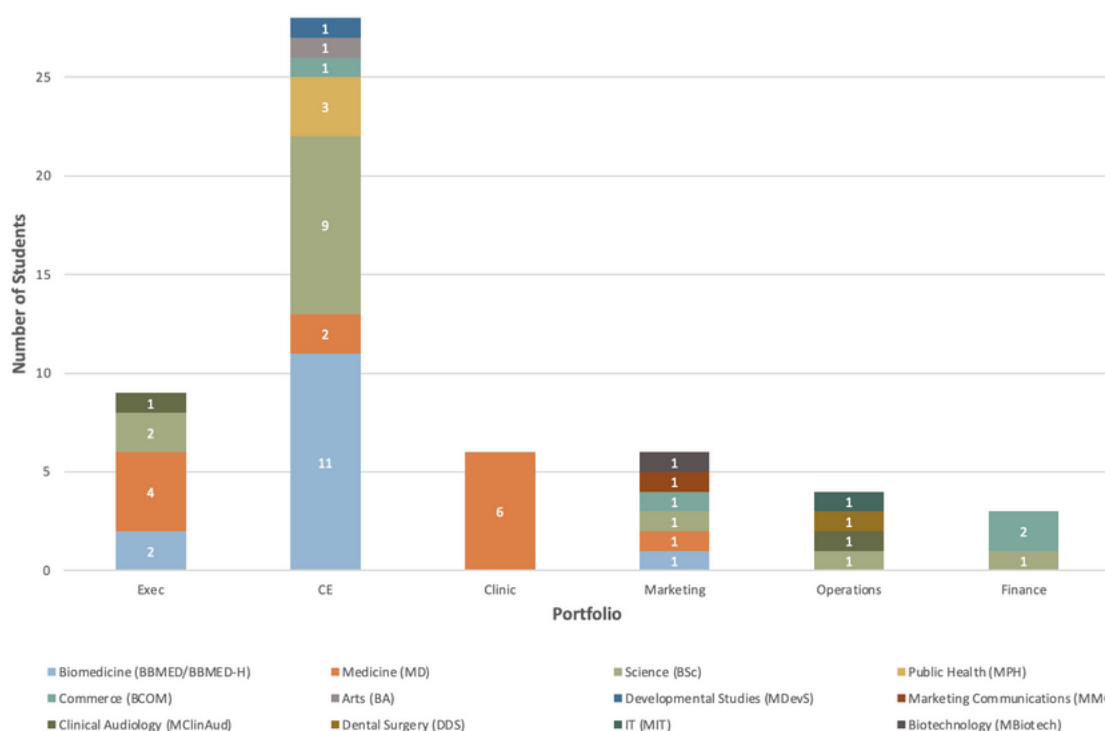
OUR TEAM

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.

Composition of Strive Committee Members by Degree & Portfolio



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.

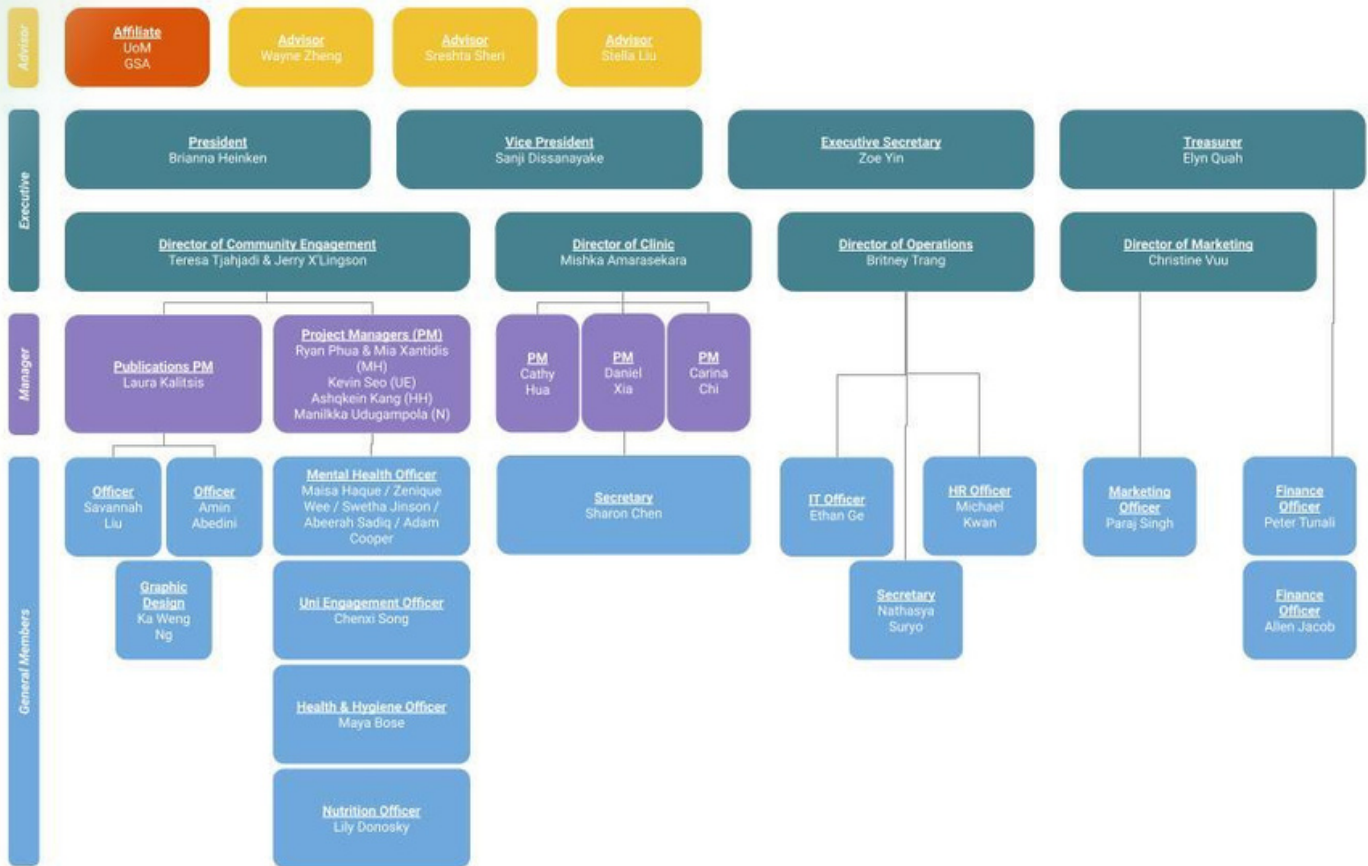
A different approach to workshop volunteer recruitment was implemented this year, with it predominantly managed by project managers themselves. Instead of an existing pool of volunteers, an open recruitment system was piloted with hopes to prevent stagnancy and increase opportunity for individuals wanting to participate in Strive.

EOI for each workshop:

Workshop	EOI to attend workshop
Healthy Eating and Nutrition 20/03	10
Healthy Eating and Nutrition 27/03	9
Health and Hygiene 03/04	26
Health and Hygiene 04/04	11
Mental Wellbeing 12/05	22
Mental Wellbeing 17/08	19
Healthy Eating and Nutrition 11/09	14
Health and Hygiene Workshop 14/09	5

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.

Composition of Strive Committee members



OUR COMMITTEES

6.1 EXECUTIVE COMMITTEE

Overview

The Executive Committee is the governing body responsible for providing leadership to the whole organisation.

The Committee meets once per month and includes the Directors of all subcommittees. The Executive Committee also holds a number of special sessions throughout the year, including strategic planning sessions, leadership and skill development sessions.

The Committee is supported by our experienced panel of advisors who assist with Strive's long-term planning, growth and sustainability.

Members

The Executive Committee is comprised of the following people for the 2022-2023 term:

President: Brianna Heinken

Vice President: Sanji Dissanayake

Treasurer: Peter Tunali

Secretary: Zoe Yin

Director of Clinic: Mishka Amarasekara

Director of Community Engagement: Teresa Tamika Tjahjadi & Jerry X'Lingson

Director of Operations: Britney Trang

Director of Marketing: Christine Vuu

Advisors and Affiliations

As of September 2021, our primary advisors were Alumni Advisors, Dr Wayne Zheng and Sreshta Sheri.

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 leadership from the executive committee, strengthened by the introduction of the leadership council to improve leadership abilities.
- 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 STRIVE CLINIC COMMITTEE

Overview

Strive Clinic is focused on improving the accessibility of health care for refugee, asylum seeker, and socio-economically disadvantaged populations through bringing our basic health check up, wound management and welfare packages directly to them. We also work alongside important organisations such as Bolton Clarke to strengthen primary preventative health education within our community.

Objectives

For 2023 our key aim was to ensure we found an organisation to create a long-term partnership with for Clinic. Alongside this we wanted to build on some of the successes of 2022 namely the Mock MMI workshop. In order to do this we had to:

1. Research and discuss a suitable partnership with a community organisation
2. Pivot our focus to organisations that aligned well with our mission/purpose
3. Continue building our relationship with Bolton Clarke; Australia's largest independent not-for-profit aged care provider

Volunteers

Director of Clinic: Mishka Amarasekara

Secretary: Sharon Chen

Project Manager: Daniel Xia

Project Manager: Cathy Hua

Project Manager: Connie Wu

Project Manager: Carina Chi

Key Successes and Challenges

Successes

- Creating a new partnership with St Joseph's Outreach Service as a potential long-term affiliation for Clinic
- Strengthening current partnership with Bolton Clarke to continue 'Be Healthy and Active Sessions'
- Creating new partnerships with Dental Students' Society, Audiology Students' Society as a potential long-term affiliations for Clinic

Challenges

- Finding a suitable partnership with a non-for-profit organisation which aligned well with our mission/purpose in regard to our Health Outreach Project
- Difficulties continuing the CPR workshops and requiring to pivot in order to continue our Bolton Clarke relationships
- Logistics of organising with multiple parties for the Health Outreach Project (i.e. student societies and gaining approval from relevant faculties)

6.3 COMMUNITY ENGAGEMENT COMMITTEE

Overview

Community Engagement focuses on serving the wider community by improving public health awareness to suburbs in Melbourne and also to the general university community. We do this by conducting workshops aimed for kindergarten and primary kids, and conducting events in the university to spread health awareness and to enhance the presence of Strive in the university. Through our Publications team, Community Engagement also endeavours to improve health literacy and to increase awareness of health issues.

Objectives

We aim to improve the public health awareness and health literacy within the university and local community. We want to foster a sense of community and collaboration to create a positive impact on the overall health and wellbeing of Strive and our surrounding community.

Volunteers

Co-Directors of Community Engagement: Jerry X'Lingson & Teresa Tamika Tjahjadi

University Engagement

Project Manager: Kevin Seo

Officers: Chenxi Song, Emily Keng, Mridumani (Ananya) Sharma, Phoebe O'Connor & Yuman Gan (Fion)

Publications

Project Manager: Laura Kalistis

Officers: Ka Weng Ng

Mental Health Workshops

Project Manager: Adam Cooper

Officers: Abeerah Sadiq, Abigail Matula, An Pham, Maisa Binte Haque, Natalie Wilder, Patrick Phung, Priyasha Sanyal, Swetha Jinson

Health & Hygiene Workshops

Project Manager: Ashqkein Kang

Officers: Farwa Abbas, Kulsimar Kaur, Maya Bose, Mridumani (Ananya) Sharma

Nutrition Workshops

Project Manager: Manilkka Linara Udugampola

Officers: Hayley Vuong, Helen Tran, Lily Donosky, Solange

Key Successes and Challenges

Successes

- Managed to launch our very first Mental Health Workshops for kindergarten students
- Successfully performed a total of 10 workshops in five different kindergartens
- Established collaboration with other organisations in the university, including Enactus and Melbourne Population and Global Health Students Society
- Conducted our very first Strive Health fair with multiple partners, namely Cancer Council Victoria, LiverWell, GenWest, FlourishGirl, Multicultural Health & Support Service

Challenges

- Officers' engagement issues limited our capacity to do more workshops
- In terms of recruiting officers for workshops, we've had several instances where there were a lot of sign-ups. However, some applicants didn't end up going to the workshop or replied to our confirmation emails.

6.4 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 2021 and 2022 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.

Volunteers

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

Operations Director: Britney Trang

Operations Secretary: Nathasya Suryo

IT Support Officer: Ethan (Yebin) Ge

Human Resources Officer: Michael Kwan

Key Successes and Challenges

Successes

- Two recruitment drives were carried out to fill in vacant positions Jan-Feb and August, with the latter predominantly providing opportunities for the new recruits to integrate into the next year's committee.
- 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.
- 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.
- Re-commencement of the Strive newsletter and pilot use of Mailchimp, achieving 371 newsletter subscribers with only 3 unsubscribers at present. 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.
- Currently underway is internal recruitment with a reformed restructured model of Strive that better suits its initiatives, and roll-out of external recruitment to come shortly.
- Structured handover documents in the process of being developed based on survey feedback regarding experiences with handover and transitioning into leadership roles. This will be tailored to each of the specific roles with a general section, and hopefully provide more support for incoming members.
- Preparation of portfolio and initiative analyses have started, however, this will largely just be data collected for formal analysis to be carried out next year by Operations with a specific role dedicated to it.

Key Successes and Challenges (Cont.)

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.
- Whilst the general membership was received well, with 154 sign-ups and 114 validated graduate members, membership benefits are indifferent to newsletter sign-ups at present. This will hopefully be something that future Strive will invest more in through different portfolio perks (merch, wellbeing packages, etc.).
- Communication for the recruitment process was unclear between portfolios and applicants, and unfortunately some of the timelines were extended longer than anticipated which delayed onboarding of members during crucial time periods.
- 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.
- Learning MailChimp logistics was difficult at the start due to the nuances of the program and ways to manage subscribers directly from the website vs form registrations. Form registrations were also susceptible to typo mistakes or false responses which required filtering prior to inputting into the mailing list.
- Initially, it was also difficult to engage subscribers using our newsletter. Only 14% of subscribers *opened* their emails for our first newsletter edition, which we suspected was due to emails going to spam (a common issue with MailChimp). However, the click rate has slowly improved, with our most recent September newsletter having a 70% click rate.

6.5 FINANCE COMMITTEE

Overview

This year has been an amazing year for Strive and the success we have had. However, this has resulted in a sudden influx in work load for the finance team given the dynamic nature of Strive, we have adjusted and ensured Strive moves forward. The finance team ensures the expenditure and budgeting of Strive events are sufficient and can ensure a sustainable future for the whole team.

Objectives

The finance committee's objectives are:

- Ensure a smooth flow of Funds from project approvals to reimbursement
- Strengthen 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

Ultimately, Strive is run by volunteers, Strive needs membership sign up which ensures we have an allocated yearly budget. However, the finance team is managed by one treasurer, and two finance officers. While the treasurer manages the direct financial obligations, the finance officers are vital to the success of Strive, and they help with grant request, set up required forms and other tasks.

Key Successes and Challenges

Successes

- Increased Budget from GSA due to increased memberships
- Terrific expansion with the Health Promotion Program, ensuring a \$9543 grant. This is the biggest amount of cash flow to enter Strive since the existence of Strive.
- Current financial position of Strive is: \$2,152.25, however, Strive is owed money of the amount of \$1400 from GSA, and \$356 from HPP. Strive is expected to spend approximately \$1000 on the Case Competition. Hence, our current financial position is +\$2908.16.

Challenges

- Increased cash flow has resulted in excess work than previously expected.
- Unable to advertise our Sponsorship packages, may need to overhaul the progress
- The previous treasurer resigning in March, leading to a late entrance for the current Treasurer to take over and understand the logistics of Strive.

Barriers and Enablers

Barriers

- Some departments are still under a COVID-19 funding quarantine, which limits any potential increase in funding in certain projects
- Potential legal requirements and insurance requirement for a safe operation of Strive

Enablers

- Utilising GSA event registration to be legally insured for events
- Partnership with HPP for future events
- Utilising the project approval form to appropriately manage funds

6.6 MARKETING COMMITTEE

Overview

Strive's Marketing Committee is responsible for promotion of Strive's events, both via social media and non-social media platforms. We are responsible for creating marketing strategies for Strive's events, including the creation and publishing of content. Platforms that we use include Facebook, Instagram, LinkedIn, Tik Tok, my.unimelb Noticeboard and University of Melbourne Canvas LMS among many others.

Objectives

This year, our key aim was to expand the networks we used for the promotion of Strive's events. Our main objectives include:

- To continue promoting Strive events and recruitment periods
- Maintain engagement on existing social media platforms and continue to grow a following (Facebook, Instagram)
- Start a regular Strive email newsletter which can be used to provide early access to volunteering opportunities
- Expand onto new social media platforms (e.g. LinkedIn or Tik Tok)
- Merchandise - bring it to the conversation and potentially have items ready by the end of the term

Volunteers

In 2023, the Marketing Committee consisted of *four* members:

Marketing Director: Christine Vuu

Marketing Officers: Pragnya Ramprasad (Sem 1), Grace (Achiraya) Sagaekhao, and Tanisha Singh

Key Successes and Challenges

Successes

- In March 2023, we launched our Tik Tok account and re-launched our LinkedIn account.
- There has been consistent social media posts across all platforms (Facebook, Instagram, LinkedIn, Tik Tok)
- Our most successful Instagram Reel in 2023 garnered over 4000 views (in collaboration with the @lifeatunimelb account), whereas our most successful Tik Tok video garnered over 2000 views.
- Our Instagram following has had a 33% increase to 600 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 had 3013 profile views.
- In 2023, we launched our 'Weekly Facts' on Instagram Stories, aiming to increase engagement and share public health information. These have remained relatively successful, reaching 100-150 of our followers each week (~15-20% follower engagement).
- Since re-launching our LinkedIn account, we have had 44 new followers (173 total followers), with 216 unique page visitors and 400 page visits peaked in May (workshops and University events with recap posts).
- Since launching our Tik Tok account, we have garnered 12 followers and 289 likes. Between July 12 - Sept 9, we accumulated 4626 video views and 76 profile views.
- Facebook appears to continue being a useful platform to promote recruitment and volunteering opportunities. The Facebook posts with the most engagement and reach are recruitment posts, with our Mid-Year Recruitment post reaching 2470 people.
- We've launched twice-semester newsletters to a mailing list of 350+ people, including Strive General Members, Strive Committee members, and general newsletter subscribers. In our September Edition, 70% of subscribers opened their emails (283 opens). The newsletters provide updates on Strive events, volunteering opportunities, and feature a 'Meet the Team' section.

Key Successes and Challenges (Cont.)

Successes

- The internal release of a Marketing Guide 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; Nutrition, Health & Hygiene and Mental Health workshops, Health Fair, Strive Mental Health Day stall, and more. These can potentially be saved and used for future marketing purposes.
- This year, we successfully partnered with the University of Melbourne's Health Promotion Program and Enactus Melbourne for the 2023 Strive Health Fair and Global Health Case Competition, respectively. We created brand guides, media packs, and collaborated on cross-promotion efforts across various platforms, including the Unimelb 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 GHYC.

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.
- We have had engagement issues with officers which has limited our capacity in 2023, making us less responsive to new event promotion requests from other Strive teams. This led to some delays in promotional posts being released.

Key Successes and Challenges (Cont.)



Challenges

- Facebook has been a challenge to maintain engagement. For example, the GHCC 2023 Event page only reached 225 people, whereas the GHCC 2022 Event page reached over 15,000 people. This is despite active efforts to share across the same student groups and pages as in 2022 (and more this year). This appears to be a general trend when benchmarked against similar Facebook pages - Facebook is a failing platform for advertising without paid ads. Due to Strive being a non-profit, there is a limited budget. In 2023, we did not have a budget for paid ads, and so have had limited reach. Since the start of 2023, we have had 1720 page views (compared with almost twice the number of visits on Instagram).
- We have been inconsistent in posting short-form video content on Instagram Reels and Tik Tok, despite analytics demonstrating that this content is the most engaging. This has largely been due to reduced capacity for the team, often resulting in delayed videos such that the posting window for that specific trend/audio has passed.
- Due to limited capacity, 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 500-1000 views, our most popular reaching 2000 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 being two likely factors that may have limited our ability to be boosted on Tik Tok's algorithm.

7 STRIVE CLINIC

7.1 Overview of Clinic Projects

The Clinic was largely focused on expanding our connections with the wider community. In order to do this we created a new partnership with St Joseph's Outreach Service alongside other student clubs such as Dentistry and Audiology. We strengthened our partnership with Bolton Clarke and continued our success in regard to the Mock MMI workshop.

7.2 Health Outreach Project, SJOS

We held 2 Health Outreach Projects this year; one on the 19th of August and a second on the 9th of September. This year, we did this through collaboration with the audiology and dentistry students at the University of Melbourne. The project provided point-of-care treatment (e.g. blood pressure/BMI measurements, dental hygiene packs, wound dressing, hearing/visual acuity testing), and preventive healthcare education (e.g. cardiovascular health, smoking/alcohol, diet, stroke recognition) to members within the community. Our goal was to provide preventative health information rather than diagnostic information, and all activities were voluntary so community members can participate if interested. We hope for next year to expand this project to include more student health committees including optometry, nursing and physiotherapy.

7.3 CPR + AED Workshop

We were able to film the CPR + AED Demonstration at Epworth Sim Lab on the 6th of March with the Strive Team. We were able to send this video alongside our CPR Slides to be reviewed by doctors. Unfortunately due to unforeseen delays in reviewing the video and slides we were unable to utilise the resources created to deliver a workshop this year. We hope that in 2024 the new Clinic Team would be able to lead an exciting project of creating Strive's first independent CPR workshop that would be able to be delivered to either the community or university students.



7.4 Bolton Clarke ‘Be Healthy and Active’ Sessions

This year we were able to assist with the running of 4 ‘Be Healthy and Active’ sessions spanning the months of August and September. The sessions involved Strive members providing preventative health information regarding cardiovascular and diabetes risk. They were well received by a variety of groups including but not limited to Monash Men’s shed and Oakleigh community group. We hope that next year these can be a regular commitment by Strive members for the whole year.

So far, the module has been completed and finalised, with just some finishing touches needed. Clinic is aiming for the module to be reviewed and approved by consultant cardiologists at the Alfred before delivering the workshop to the public. This is a project the Clinic team is very excited about and will continue to develop into next year and beyond.



7.5 Mock Multi-Mini Interview

This year we ran the Mock MMI workshop on the 17th of September. The session catered for approximately 30 candidates and 15 MMI volunteers. The session largely built on the success of the 2022 workshop with revisions being made to the slides and content created. Overall, the session ran smoothly and was well received. both candidates and assessors. We hope that future iterations will continue to create new Mock MMI stations with the aims of creating a database of Mock MMI content that could be utilised as potential marketing to help expand Strive’s reach to university students.

COMMUNITY ENGAGEMENT

In 2022-2023, Community Engagement has strived to continue delivering our flagship projects such as the Health Eating and Nutrition Program and our annual Global Health Case Competition. We have endeavoured to develop new initiatives that can continue to offer health information to both university students and the greater Melbourne area.

Community Engagement aims to foster a collaborative environment, where portfolios continue to work together to deliver quality programs and events.

8.1 Healthy Eating and Nutrition Program

This year, we conducted a total of 5 Healthy Eating and Nutrition workshops. These workshops were held at Altona Gate Kindergarten, Davis Creek Kindergarten, and Middleton Kindergarten. We conducted our workshops to a total of 150 students across the year. This year’s workshop focuses on improving children’s basic knowledge of fruits and vegetables, the benefits of eating them, and also increasing their awareness of a healthy eating pattern. Some of our activities include reading our Nutrition Storybook, creating a healthy dinner plate, and Nutrition Bingo.

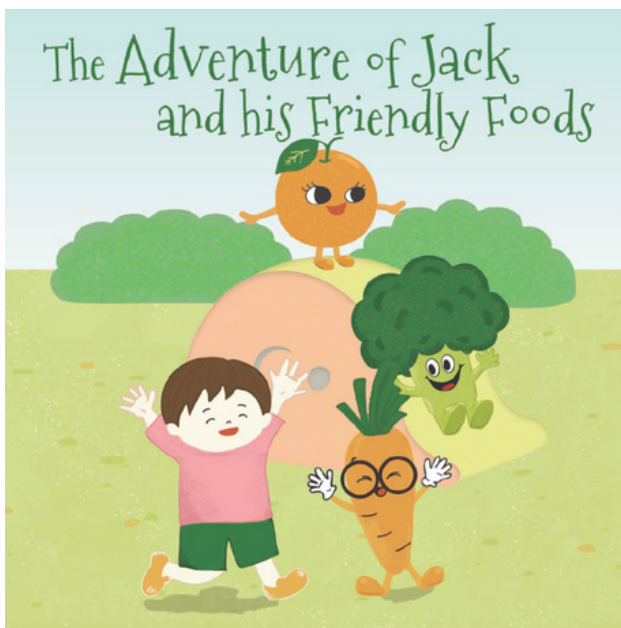
Feedback from schools & participants:

- Volunteers found the workshop experience engaging and enjoyable
- Volunteers said they are interested in joining future Healthy Eating workshops
- Suggestions: choose schools that are closer to the CBD, have a sign at the gate of the school to indicate that a workshop is happening



8.2 Children's Nutrition Storybook

The Nutrition Storybook serves as one of our interactive tools in our Healthy Eating Workshops. This encompasses an interactive and simplistic story that is aimed at providing children with basic knowledge about fruits and vegetables in an engaging way. We also provide kindergarten 1-2 copies of these storybooks so that these books can be utilised in their day-to-day activities.



Bubbly Broccoli was playing basketball, cheeky Carrot was colouring the pavement, and overjoyed Orange was doing an outdoor treasure hunt.



Healthy eating is an important habit to learn as children. This book is designed to take parents and children through Jack's journey in discovering the wealth of nutrients in fruits and vegetables. Recipes and scientific health advice is also provided!

8.3 Health & Hygiene Workshop



This year, we conducted a total of 4 Health & Hygiene workshops. These workshops were held at Davis Creek Kindergarten, Middleton Kindergarten, and Deanside Kindergarten. We've recruited 30+ volunteers for the workshops and conducted the workshops for a total of around 120 students. The team is also working on a Health & Hygiene storybook that can be used in future workshops. This year, our workshops focus more on the aspect of personal hygiene and how to maintain it. We do this in an engaging way by using interactive tools such as cards, while also doing hands-on activities such as washing their hands.

Feedback from schools and participants:

- Volunteers found that the workshop content was pitched at an appropriate level
- Volunteers found that the activities were engaging and relevant to the students

8.4 Mental Health Workshop

This year, we finally managed to launch our very first Mental Wellbeing workshop. We've had a total of 2 mental health workshops held at Rockbank Kindergarten. We recruited 17 volunteers for the two workshops. We conducted the workshops for a total of around 40 students. Some of our focus for this year's workshops is recognising one's emotions and ways you can deal with them. Our activities include hands-on physical and outdoor activities to keep the children engaged with our entire workshop.



Feedback from schools and participants:

- For the very first workshop, the stations were too complicated to be understood by kindergarten kids. The team has adapted these activities for future workshops
- Teachers said that the workshop was interactive and enjoyable
- Suggestions: approaching the children one-by-one in activities can be useful to improve engagement by the kids

8.5 Publications

This year, our Publications team has primarily focused on content creation. In September, the team finalised the case brief and judging packs for the Global Health Case Competition being operated in tandem with Enactus. *Regimen* remains in healthy production, integrating content from the Publication team and Strive-wide contributions.

8.6 University Engagement

The aim of the University Engagement team was to ultimately become more of an on-campus presence at the University of Melbourne, and this we achieved. At the start of the year, the team was occupied with two particular marketing stalls, firstly at the Club Expo during O-Week, and then secondly, during Mental Health Day on campus at Parkville.

Throughout Semester 2, the team has been hard at work. This was kicked off with the inaugural Health Fair wherein Strive brought together numerous organisations and partners throughout the local and national public health sector to provide educational and informative workshops, stalls, and discussions with students. The event was an overwhelming success, and the team looks forward to making it an annual occurrence.





Strive x Enactus

Global Health Case Competition

LAUNCH NIGHT

20 SEPT 2023

FINALS NIGHT

6 OCT 2023

Do you have what it takes to **change the future of student wellbeing?**

Supported by the Health Promotion Program Grant at the University of Melbourne



8.7 Strive Global Health Case Competition

In September, the University Engagement team has been heavily invested in working with Enactus Melbourne on our annual Global Health Case Competition. This year, the topic of discussion is around **health and wellbeing**, focusing on four key pillars:

1. Social wellbeing
2. Physical wellbeing
3. Mental wellbeing
4. Environmental Wellbeing

We are also working with several key speakers and judges:

1. Renee de Silva (Speaker and Judge)
2. Helen Baker (Speaker)
3. Susan Sawyer (Judge)
4. Seb Poole
5. Shanaka Jayakody

Strive is grateful to be supported by the **Health Promotion Program** of the University of Melbourne with a project grant worth up to \$10,000 for the winning team.

2022-23 FINANCIAL REPORT

Strive aims to best improve the health of students and local disadvantaged people across Melbourne. To achieve this goal, Strive financially has been set up as a charity, which in turn, means any money that has been raised, will be put back into Strive programs and initiatives. This year has been the year where Strive has raised the most money since the beginning of Strive, and the previously known Reach. Strive has been able to increase the annual funding by the increase in member numbers, which we hope to continue, and we have a close connection with the Health Promotion Program (HPP), which injected approximately \$10,000 into the initiative.

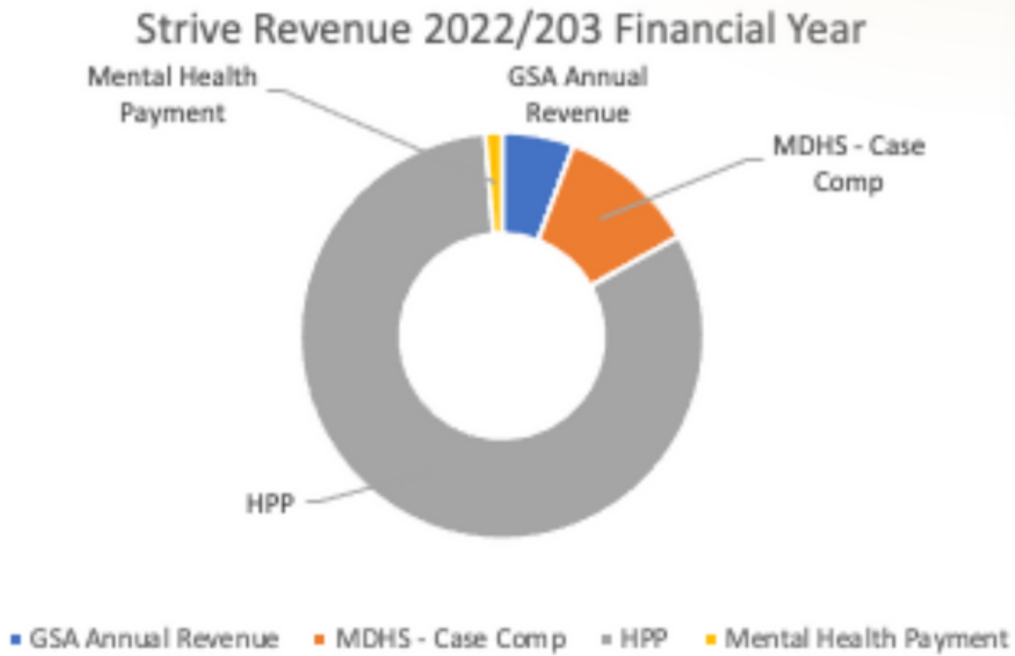
It is critical to note, that without our volunteers, the current success in the financial outlook wouldn't be possible, however, we hope to raise more funds for more projects going into the future. This may be extracted via further grants and other private sponsorship opportunities.

The table and graph below highlight Strives revenues and expenditures for the 2022/2023 fiscal year and the 2023 year to date.

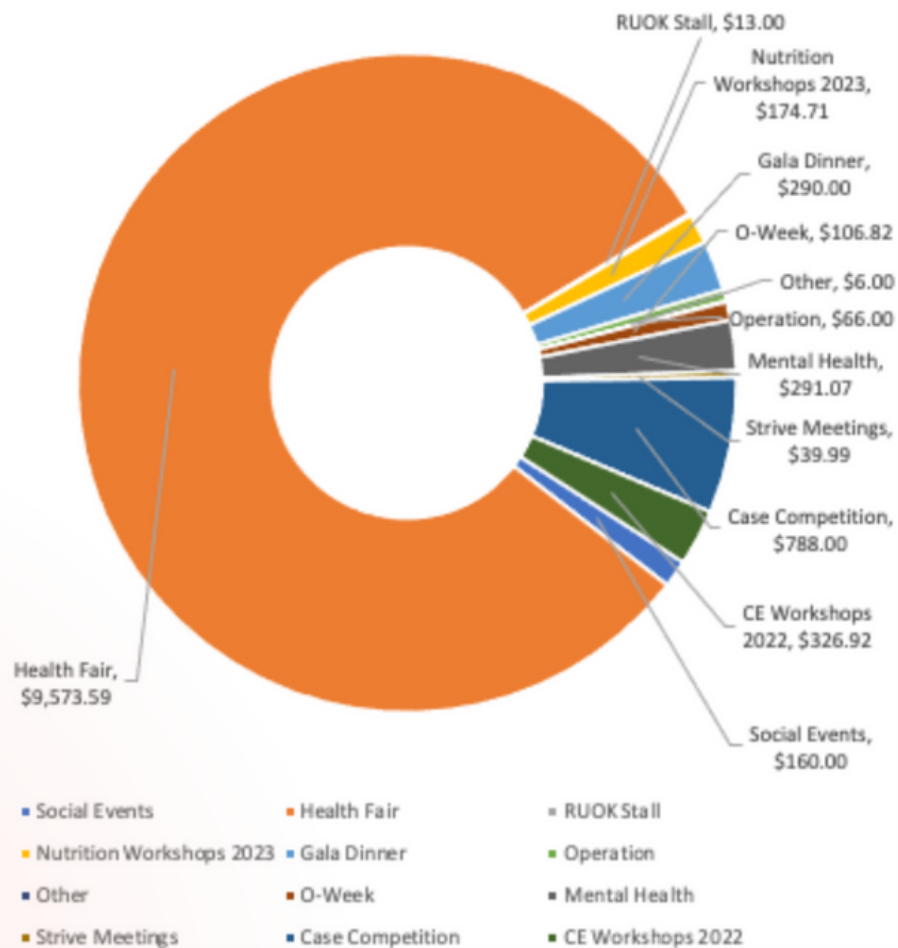
Strive net financial position		
Date	Account balance	Net change
30/06/2022	\$ 2753.14	\$ -
1/01/2023	\$ 2642.15	-\$ 110.99
30/06/2023	\$ 9439.34	\$ 6797.19
19/09/2023	\$ 2152.25	-\$ 7287.09
TOTAL	-	(\$600.89)

Financial Report

Strive Operating Revenues
01/07/2022-30/06/2023



Strive Operating Expenses
01/07/2021 - 13/08/2022





FACULTY OF
MEDICINE
DENTISTRY
& HEALTH
SCIENCES

gsa
UNIVERSITY OF MELBOURNE
graduate student
association

