

Student Services and Amenities Fee (SSAF) 2024 Report



SSAF Report 2024

'In 2024, we extended our unbroken run to 14 years ranked number one for student course satisfaction in Victoria, and our performance in teaching quality remains at the top of large public universities in Australia.

During the year we introduced new education-focused academic roles that enable those staff to dedicate themselves to excellence and innovation in teaching practice, ensuring it is a recognised career pathway.

For half a century, Deakin has forged a distinctive identity, and it has been an incredible honour to lead such a storied and successful institution. I look toward 2030, and beyond, with great optimism for all that we are yet to accomplish and contribute, and in doing so, ensure that we justify the faith that the people of Victoria put in us 50 years ago.'

Vice Chancellor
Iain Martin

2024 Highlights

- Introduction of free sanitary products for all students at all campus libraries
- Continued increase in engagement with Orientation and Campus based events
- 27% increase in Group Fitness attendances
- 12,035 students engaged with the four peer-support programs, with student satisfaction rates consistently high, ranging from 90% to 98%
- Sustainable, paid employment opportunities for our students partnering with Industry professionals.

2024 Funding Priorities

- Sport and recreation
- Student orientation and engagement
- Student mental health and wellbeing
- Student careers and employment
- Student peer support and mentoring.

Income and expenditure

Here are some of the ways your SSAF has enhanced student life in 2024.

USE OF FUNDS	SERVICE PROVIDER	2024 FULL YEAR
Direct advocacy, representation and student wel-fare	DUSA	\$1,342,384
Sporting programs	DUSA	\$377,614
Student engagement	DUSA	\$1,210,689
Student media (by students)	DUSA	\$340,258
Administration	DUSA	\$828,859
Organisational Governance	DUSA	\$45,195
Sport and Recreation (DeakinACTIVE)	Deakin	\$1,000,000
Student Engagement	Deakin	\$534,104
Student Health and Wellbeing	Deakin	\$500,000
DeakinTALENT	Deakin	\$1,200,000
Student Academic and Peer Support Services	Deakin	\$800,000
Deakin Library – Sanitary products	Deakin	\$15,000
Carryover from 2023		\$406,999
Total SSAF income		\$8,911,610
Carryover into 2025 ¹		\$1,124,506

1 Residual carried over into 2025 (\$1,124,506) is a combination of the Carryover from 2023 into 2024 (\$406,999) and the balance remaining from underspend in 2023 (\$717,507). The majority of this residual funding has been provisionally allocated to the redevelopment of spaces for DUSA on the Burwood Campus.

Key SSAF outcomes 2024

Deakin University Services and Amenities

► Graduate Employment

SSAF funding supported implementing career education in courses that currently have low employment outcomes as measured by the Graduate Outcome Survey (GOS). In 2024, the School of Life and Environmental Sciences and the School of IT continued developing CE content, assessments, and supporting resources.

Career Education Development within the Curriculum supported the following students in 2024 with SSAF funded activities:

- Life and Environmental Science students: 2,119
- School of Information Technology students: 1,982
- Total students in 2024: 4,101 (2023: 4,277, 2022: 2,237)

Career Mentoring continues to be provided to students who have recently graduated or are in their final trimester of study. Industry professionals provide mentoring, which includes professional development, networking, and assistance with job applications. Paid Freelancing (short-term) roles. Students are given the opportunity to undertake paid short-term roles, build valuable experience, develop their professional skills, manage clients and have access to broader professional development opportunities.

21 student roles have been filled in 2024 (34 in 2023) for paid stepping stone positions. A diverse range of students selected for the roles, with a mix of gender, courses and background. Students are supported by industry project managers. 41 students were supported by industry mentors in 2024 with 18 students securing paid employment as a result of the program, the same number at 2023.

► Mental Health Program and Services

Deakin Mental Health Programs and Services form part of the broader Student Health and Wellbeing Service area supporting international and domestic students. Provision of mental health programs and services specifically aim to promote positive student mental health and improve retention and academic outcomes and are provided through preventative, early intervention, and targeted/individualised short-term interventions.

The objectives of expanding Student Mental Health service through SSAF funding are to improve accessibility, provide more timely support for staff supporting students in distress and to reduce student wait times for counselling. Wait times for accessing counselling services have typically sat within a two-week period across 2020–2024.

- Counselling and psychological support services: 39% of the 2,720 students supported via 8,671 consultations were funded through SSAF in 2024, a slight reduction in overall students, but increase in consultations from 2023.
- Student Wellbeing Liaison consultations: SSAF funded 39% of the total 797 consultations with 84 students. The trend is the same as with Counselling from 2023, with slightly fewer students, but slightly higher consultation numbers.
- Mental Health First Aid builds capability across the University community in recognising and supporting student mental wellbeing (20 training sessions were delivered to 76 student leaders and 179 staff).
- Over 600 students in T1 and 1,100 in T2 engaged in Mind matters events in 2024.

► Sport and Recreation Programs

Sport and Recreation's plan is incorporated into the Deakin Sport Network Strategic Plan that directly relates to the strategic plans with the university. The Deakin Sport Network has a range of collaborative partners within Deakin including, School of Exercise and Nutrition Sciences, Sport Management, DUSA, Infrastructure Planning and Precincts, Marketing, Media and Faculties. From March 2025, the Sport and Recreation function has been moved under a different organisation structure in University Services, with Elite Athletes moving into Equity and Inclusion and Sport Facilities moving into Campus Experience. Data from the 2024 year:

- Fitness Centre memberships: Peak total student members 1,473 based on 80% of total members (19% increase from 2022)
- Fitness Centre attendances: 59,746 (3% decrease from 2023)
- Group fitness attendances: 8,895 (27% increase from 2023)
- Deakin MOVES: 15,774 student contacts (107% increase from 2023)
- Online fitness classes attendances: 702 (17% increase from 2023)

► Student Academic and Peer Support Services

SSAF funds allocated to Student Academic and Peer Support Services (SAPSS) support key initiatives that enhance student learning and engagement. A total of \$608,500 is directed towards salary offsets for continuing staff who facilitate academic and peer support programs, including the Maths and Writing Mentors, Peer Assisted Study Support (PASS), and the Peer Learning Assistant (PLA) program. Additionally, \$191,500 is allocated to Studiosity's 24/7 online study support service, which provides students with after-hours access to writing feedback and tutoring, ensuring academic assistance is available beyond standard university hours.

- In 2024, a total of 12,035 students engaged with the four peer-support programs, with student satisfaction rates consistently high, ranging from 90% to 98%. Program participation breakdown:
 - Writing Mentors: 861 students
 - Maths Mentors: 481 students
 - PASS: 6,515 students
 - PLA: 178 students
- Throughout the 2024 academic year, 1,674 students accessed Studiosity's 24/7 after-hours support, utilising a total of 3,585.75 hours and generating 6,404 interactions.

► Student Communications and Media

This program delivers student communication content to students across a multitude of student communication channels including Deakin Life blog, Student newsletter, Getting Started, Deakin Life Social media channels, Digital signage, lockscreen, DeakinSync, Starting Out Orientation Communication, and posters across the campus.

- 2024 Student newsletter engagement followed a similar trend to 2023 with 1,330,077 newsletters sent, 528,054 opened (39.7%) and 33,023 clicked through (4.9%).
- DeakinLife blog: Views: 332.6K (365.1K), Visitors: 161.1K (184.1K), Views per visitors: 2.6 (2.1) and Posts: 436 (473 – 2023).
- Deakin Life Social: Instagram – 18.3K (12,846)
- New Student Site: 314,789 (207,637 in 2023).

► Student Orientation and Engagement

Trimester 1: Orientation and engagement experiences are delivered for all students at Deakin in T1 resulted in over 16,000 students, 29 enrolment sessions, 148 orientation online sessions and 114 on-campus activities across three weeks, four campuses.

There were 29 sessions with a 100% or higher conversion rate¹. The majority of these sessions were on-campus Faculty Meet and Greets or course introductions. There were 144 sessions with a conversion rate between 50% and 99%. The majority of these sessions were online.

Trimester 2: With over 5,500 students, 118 orientation online sessions, and 74 on-campus activities across three weeks and five campuses, the T2 Orientation program delivered a friendly, informative, and warm welcome to our newest students.

- 1 Conversation rate refers to number of registrations vs number of attendees.



DUSA Services and Amenities

► Advocacy Service Provision

In 2024, the team supported 3,080 cases, marking a significant increase from the 2,393 cases recorded in 2023. A notable rise in academic integrity cases contributed to this growth, with 1,711 cases receiving assistance. Of these, 1,385 students sought help responding to a formal allegation, while 138 discussed the possibility of appealing an outcome imposed by the Academic Integrity Committee.

FACULTY	CASES
Arts and Education	396
Business and Law	929
Health	1,037
Science, Engineering and Built Environment	712
Non-Students and Staff	1

► DUSA Sporting Clubs

DUSA Sporting Clubs continue to thrive as a vibrant part of student life, offering a range of opportunities from competitive representation to casual, social sport engagement. In 2024, we proudly supported 21 DUSA Sporting Clubs with a total of 1,942 members, demonstrating strong interest and engagement from across Deakin campuses. These clubs are student led and provide incredible opportunities in sport leadership, administration, event management, media and promotion for the executive and committee members supported by DUSA team members, training and expertise.

The growth of our community club partnerships has been equally impressive, with five new partnerships established in 2024. These include Geelong Rowing Association, Geelong Touch Football Association, Geelong Saints Hockey Club, Camberwell Hockey Club, and Eastern Lions Soccer Club, bringing our total number of community partner clubs to 13. These collaborations continue to offer outstanding pathways for students to participate in sports not currently offered through a DUSA-led structure, while also promoting leadership opportunities and volunteer roles within the clubs.

► Orientation events

In 2024, DUSA continued to build on the success of previous years by delivering a vibrant and engaging Orientation program in collaboration with Deakin University’s unified Orientation experience. Now firmly embedded as a core part of the Deakin student journey, these activities are designed to ensure that new students feel welcomed, supported, and connected from their first interactions with the University.

DUSA’s Online Social Orientation program was further developed in 2024 to offer a broader range of event formats, scheduled across varying times and days to maximise accessibility for students studying online or remotely. Although participation numbers remain lower than in-person events, this initiative provides a valuable platform for online students to connect with their peers and the wider Deakin community.

Market Days at Burwood and Geelong campuses once again served as major activations within the Orientation calendar, offering students lively, interactive experiences featuring stalls from Deakin departments, DUSA clubs, and community partners.

These events helped foster connections between students and key university services, while enriching the event atmosphere with competitions, giveaways, and social activities. The involvement of partners significantly enhanced the student experience, further cementing Market Days as a highlight of the Orientation program.

A key highlight of 2024 was the outstanding contribution of the DUSA Crew volunteers, who collectively contributed over 1,600 hours to support event delivery. Through their involvement, volunteers gained valuable experience in event management, customer service, food handling, logistics coordination, crowd engagement, and teamwork. The DUSA Crew program not only underpinned the successful execution of Orientation events but also provided students with the opportunity to develop practical skills that enhance their employability and leadership capabilities.

DUSA Clubs and Societies

In 2024, DUSA’s Clubs and Societies program continued to play a vital role in building vibrant and connected campus communities. With students firmly returning to campus life, club membership has grown significantly, with 110 affiliated clubs and 9,991 students engaged as members – a 10% increase compared to the previous year. This growth has been supported by the commencement of 24 new clubs in 2024, offering students a diverse range of opportunities to find their place, build friendships, and form lasting connections both on and off campus.

A critical component of this success is the training and support provided to the 450 Club Executives who volunteer their time to manage club operations. Across the year, clubs delivered over 2,000 events across all campuses, reflecting the incredible enthusiasm and energy of the student body. These events not only provided a platform for students to engage in shared interests but also fostered a strong sense of belonging and community, helping students form new friendships that extend well beyond campus life.

YEAR	# OF CLUBS	# OF MEMBERS
2024	110	9,991
2023	86	9,001
2022	85	8,251
2021	113	8,974
2020	130	10,736



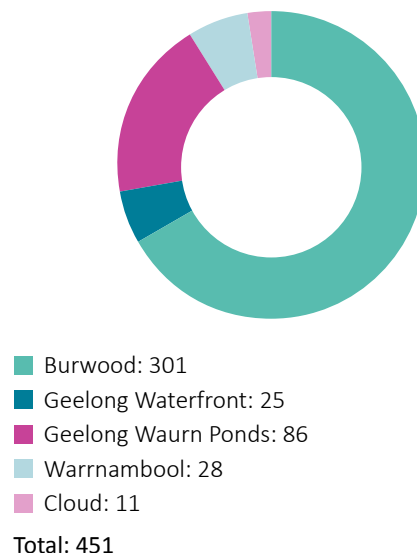
► Survival Centre

Since 2015, DUSA has operated the Survival Centre as a vital resource for students experiencing financial hardship, offering essential emergency supplies to those in need. Over the years, the centre has undergone numerous changes, including adjustments to its operational structure, refinements in assessment processes, and an expansion of the range of products available to better meet student needs.

With the ongoing rise in the cost of living, more students have found themselves requiring support, leading to a steady and significant increase in the usage of the Survival Centre. Additionally, heightened awareness of the centre's services has contributed to the growing number of students seeking assistance. This upward trend is evident in the substantial rise in recorded cases over recent years, increasing from 65 in 2022 to 329 in 2023, and further escalating to 451 in 2024. An additional 136 students requested access to the centre, however, did not attend and were instead provided with tailored advice to community supports.

There has also been an increase in the number of times a student requests access to the Survival Centre with a higher volume accessing the centre greater than 4 times throughout the year. DUSA additionally provided 12 Coles Gift Cards to either online students or students that had needs which were unavailable within the centre. In February, DUSA collaborated with Deakin Financial Assistance to develop an easy pathway for students accessing the Survival Centre to obtain an Essentials Gift Card should their needs exceed the available support options at DUSA.

SURVIVAL CENTRE CASES BY CAMPUS



► Food Pantry

The DUSA Food Pantry operated on all campuses during Trimester 1 and 2, providing essential food support to all students irrespective of their food security status. The program aims to ensure that all students have access to nutritious food, alleviate financial hardship, and promote overall well-being by offering fresh produce, shelf stable 27 pantry items, and meal-planning resources. In 2024, the program saw a 40% increase in demand with 7,292 attendees accessing the Food Pantry, reflecting the ongoing financial pressures faced by students.

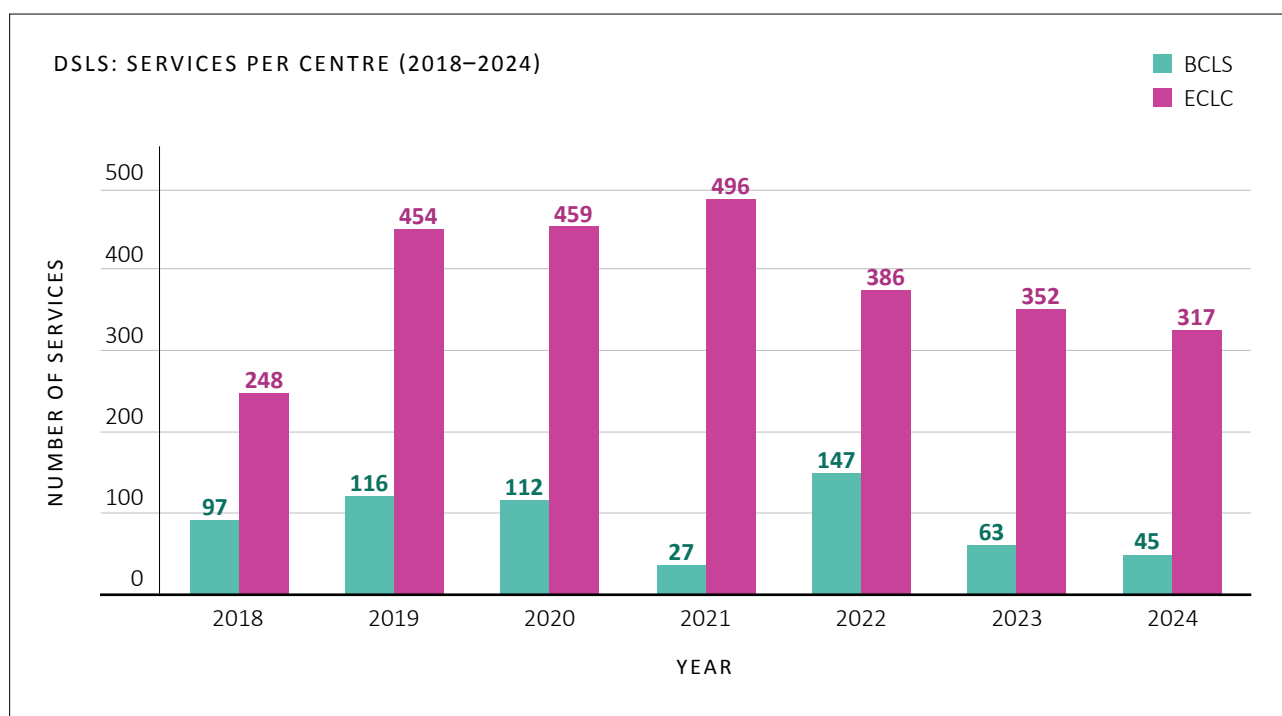
In Trimester 1 and 2 in 2024, a total of 2,772 unique students accessed the Food Pantry, resulting in 6,882 visits. International students made up 85% of the total users. On average, international students visited 2.5 times, while domestic students visited 1.8 times. Waurin Ponds had the highest average visits per student at 2.7.

Burwood recorded the highest number of visits, with 4027 total visits, 94% of which were from international students. Waurin Ponds followed with 1603 visits, of which 82% were from international students. Waterfront had 1107 visits, with international students comprising 84%, while Warrnambool saw 80 visits, with domestic students making up the majority at 61%.

► Legal Advice

As with many services, the Deakin Student Legal Service (DSLS) continued to focus on meeting student needs/preference and was flexible in its delivery of services offering video/phone and face-to-face appointments.

The DSLS team continued to pool resources to the benefit of all students. Recorded online webinars also meant that students did not have to rely on being available (due to timetable clashes or alike) to attend information sessions live.



Contact us

For further information, please visit the Deakin website at **deakin.edu.au**.
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