

New Club Application Criteria

Applicants should provide sufficient information to demonstrate that the proposed club and its activities can be realistically established and operated within the USU Clubs & Societies program. Applications should clearly outline the club's intended activities, particularly during its initial period of operation, and identify any anticipated requirements for funding, facilities, equipment, specialist resources, or other forms of support.

Applications may be declined where the proposed activities or operational requirements cannot be reasonably supported within the USU Clubs & Societies program, including situations where appropriate facilities, resources, or support are not available. Applications must clearly disclose any external affiliations, sponsorships, founding members, or connections with other organisations.

USU will not approve clubs that are associated with, represent, or promote hate groups or any organisations that pose reputational, safety, legal, or compliance risks. Proposals involving activities that raise potential operational, safety, or regulatory concerns may also be subject to further review or may not be approved.

All applications are assessed holistically within the applicable legal, University, and USU policy framework.

Criterion	Description	Scale ¹
Originality & demand	Assesses whether the proposed club or society is genuinely distinct, fills a gap, and would strengthen rather than duplicate or dilute the existing C&S program: • Does the club fill a clear gap within the current C&S landscape? • How unique or distinct is the proposed club compared to existing clubs or societies? • Has the applicant demonstrated attempts to collaborate with or differentiate from existing clubs? • Is there credible evidence of sustained student demand (not just short-term interest)? • What impact would the club have on the overall diversity and strength of the C&S program?	
Community value	Assesses whether the club is open, accessible and welcoming to a reasonable range of USU members, including through its member rules, pricing and activity design: • Does the club foster connection, belonging, or collaboration among students? • Does it serve an underrepresented group, interest, or cohort? • Are there any membership restrictions, and are they justified? • How will inclusivity be ensured (e.g. pricing, outreach, event design)? • How accessible is the club to the broader USU membership?	

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Sustainability	Assess whether the club is likely to remain active, relevant and manageable over the long term: • Is there long-term value and relevance to the C&S program? • Is there likely to be sustained membership and engagement over time? • Does the proposed leadership team demonstrate capacity for continuity? • Can the club operate sustainably within USU resources (funding, space, staffing)? • How will the club ensure ongoing activity beyond its initial establishment phase?	
Feasibility	Assesses whether the proposed aims and activities are realistic within the USU environment and C&S program setting: • Are the proposed activities achievable within the C&S program framework? • What are the planned activities for the first 3–6 months? • Does the club have external affiliations or support, if relevant? • What resources (space, funding, support) are required? • Does the committee demonstrate sufficient capability and role clarity?	

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Rating scale	Description
Not demonstrated	Criterion is not addressed or there is insufficient evidence to assess it. Significant concerns remain.
Emerging	Some evidence is provided, but it is limited, incomplete, or not yet persuasive. Criterion is only partially satisfied.
Established	Clear and credible evidence demonstrates that the criterion is met. Minor weaknesses may exist but do not materially affect viability
Compelling/strong case	Strong, well-supported evidence significantly exceeds expectations and clearly demonstrates value to the C&S program.