About this report

This report gives an overview of the operations of the Universities Admissions Centre (UAC) for the financial year ended 30 June 2012 and includes highlights of events during the financial year.
Contents

Report from the Chair .................................................................2
Report from the Managing Director ...........................................3
Achievements in 2011–12 ............................................................4
Mission, Vision, Values and Strategic goals ..............................6
Background to UAC ....................................................................7
Scope of UAC ..............................................................................8
UAC management structure and relationships .......................9
UAC Board and organisational structure .................................10
Publishing ..................................................................................12
Report from the Chair

The 2011–12 financial year was another successful one for the Universities Admissions Centre.

The demand-driven funding model has led to growth across the education sector, including UAC. As new foundations for Australian higher education are being created, innovation and diversity are being encouraged.

As part of this direction, UAC will broaden its participating institutions to include private higher education providers and direct application institutions for the 2013 admissions period.

Once again, my thanks go to the UAC Board and staff for their diligence and shared commitment to UAC’s ongoing growth and success. UAC is committed to developing strong relationships with its institutions, new and old, the education sector, UAC staff and the wider community.

Crystal Condous
Chair, UAC Board
The Universities Admissions Centre processes applications for admission to undergraduate courses and postgraduate courses at participating institutions, mainly located in NSW and the ACT.

There were many highlights in 2011-12 including rising applications for undergraduate and postgraduate courses, as well as Equity Scholarships and Educational Access Schemes.

As the tertiary sector continues to grow and change, we are committed to growing and changing with it and exploring ways of improving our services to our institutions, schools, parents, government education departments, statutory authorities and other bodies.

In the coming year we will expand our list of participating institutions to include private providers, and also include information course listings from other approved higher education providers in our published material.

This will give our applicants more choices than ever before when applying for tertiary study, as well as offering these institutions access to UAC’s large reach, locally and internationally.

I would like to take this opportunity to thank the staff for their hard work this year and the support of our institutions.

Andrew Stanton
UAC Managing Director
Achievements in 2011–12

As the education sector entered a new phase, much of its growth and change was reflected in the following highlights for UAC for the year.

Undergraduate
There was growth in applications for undergraduate study. UAC received, processed and assessed more than 89,582 applications – a 4.9 per cent increase on last year.

Postgraduate
There was growth in applications for postgraduate study. UAC received, processed and assessed more than 13,558 applications during the reporting period – a 4.6 per cent increase on last year.

Equity Scholarships
UAC received 6,745 Equity Scholarship applications for 2012 admissions, this was a significant 13.7 per cent increase compared to the previous year.

A supplementary application period was introduced as an extension of the main application period for the first time. Held for six weeks between February and March after the main round of offers, the supplementary period was provided at the request of institutions to cater for students who only became aware of Equity Scholarships after enrolling on campus after the close date for applications for main round offers.

Educational Access Schemes
There was also a significant increase in the number of Educational Access Schemes applications received for 2012 admissions. Of the 13,666 applications received, there was a record number of paper applications (7,709), an increase of 9.2 per cent compared to the previous year.

Community engagement
UAC’s community engagement program continued to grow in 2011–12.

UAC had a presence at all major multi-school careers events throughout NSW and ACT in both metropolitan and regional areas including the north-west, central-west, north coast, south coast, Riverina, Illawarra, Newcastle and Hunter Valley regions.

These included the:
- Sydney Morning Herald HSC and Careers Expo at Moore Park (3 days)
- Western Sydney Careers Expo at Sydney Olympic Park (4 days)
- Central West Regional Careers Conference at Bathurst (1 day).

These events were well attended and organisers say the numbers of Year 12 students increased on previous year. Several new publications, including All about UAC for Year 11 and 12 Students, were very well received.

The team also undertook Year 10 and Year 12 presentations, and careers adviser presentations.
The Community Liaison team also revisited regional areas to give careers advisers and school staff the opportunity to attend information sessions on understanding scaling. Sessions were held in Sydney, Newcastle, Lismore, Goulburn, Albury, Bathurst, Tamworth, Armidale and Coffs Harbour.

The scaling sessions generated positive feedback with participants commenting that it clarified many points of confusion and dispelled myths over scaling and HSC marking.

In this period the UAC Community Liaison team also visited Forbes, Dubbo, Leeton, Wagga Wagga, Albury, Moruya, Canberra, Maitland, Taree, Camden Haven and the Central Coast and conducted sessions for Year 12 students and their parents.

The strong growth reported above for 2011-12 can be attributed in part to these types of outreach activities undertaken by institutions and by UAC. We hope to expand this program even further in 2012-13.

Customer service

New video presentations were added to the range of online support material that UAC produces for applicants, teachers and careers advisers. This included ‘All about the ATAR’ launched with the release of the Australian Tertiary Admission Rank to students.

We also enhanced our ‘Apply’ demonstration for Year 12, non-Year 12 and international applicants, which is a useful starting point before applying.

UAC enhanced its information services for schools by offering a new secure area on the Schoollink website called My School. This enables school advisers and other school executive members to access and download offer lists for their schools.

UAC launched on Facebook in August 2011. The page, at www.facebook.com/universitiesadmissionscentre, was trialled to coincide with the opening of applications for 2012 admissions. It has been a successful source of information for applicants. In the twelve months from launch, it has gained almost 2,000 fans. As expected, users under the age of 24 remain the largest demographic segment of users and Australia is the largest source of fans.

The page is updated regularly with latest announcements and reminders about important opening, closing and offer dates.

Other achievements

UAC launched its first institution-branded portal in April 2011 for mid-year admissions. The portal processes applications for the University of Technology, Sydney for postgraduate study in the Faculty of Business. In this application period, 685 applications were received.

UAC welcomed a new participating university to its list of participating institution. CQ University, Queensland joined UAC in September 2011 offering courses at its Sydney campus for 2012 admissions.

Internally we are continually working to improve our processes in collaboration with our participating institutions.
Mission
To excel at providing services to participating institutions, prospective students and others that promote access to tertiary education that is for the benefit of all community groups.

Vision
To be regarded as the most effective, innovative, knowledgeable and helpful partner in the tertiary admissions sector.

Values
Respect and develop our partnerships
We have many partnerships - with participating institutions and the NSW VCC, staff, applicants, suppliers, government, and the UAC Board. Our success relies upon the quality of these relationships, which we maintain and improve through cooperation and understanding.

Play by the rules
We value the trust of our partners and will promote a culture of integrity, impartiality and honesty among our staff and through our partners as a core feature of our business.

Exceed expectations
We have a positive attitude and will always look to provide solutions to problems or different ways of doing the things that are important to our business and our partners.

Be the best
We will strive to be the best in everything we do and bring a sense of care, skill, diligence and loyalty to our work. We will listen to our partners, make improvements where we can, take pride in our achievements and build on them.

Strategic goals
- Expand the range and utilisation of our services
- Develop and improve our systems
- Maintain excellence in our business processes.
Initially formed in 1969 as an association of Sydney metropolitan universities, UAC was set up in 1995 by the New South Wales Vice-Chancellors’ Committee (NSW VCC) to process applications for admission to undergraduate courses offered by its participating universities in NSW and the ACT.

Before 1995, UAC operated as an administrative division of the University of Sydney. In 1996 it became the Universities Admissions Centre (NSW & ACT) Pty Ltd, a company owned by UniProjects Pty Limited, in turn owned by the NSW VCC.

UAC’s offices are located at Sydney Olympic Park.

Participating institutions
The following institutions participated in UAC in 2011–12:
- Australian Catholic University
- Australian Maritime College
- Australian National University
- Canberra Institute of Technology
- Charles Sturt University
- CQUniversity
- Griffith University
- La Trobe University
- Macquarie University
- Southern Cross University
- University of Canberra
- University of New England
- University of New South Wales
- University of Newcastle
- University of Technology, Sydney
- University of Wollongong

Our services to participating institutions include centralised application and assessment processes for undergraduate, postgraduate and distance education courses, Educational Access Schemes (EAS) and Equity Scholarships (ES) applications, and applications from specific groups of international students. UAC is also responsible for calculating and providing the Australian Tertiary Admission Rank (ATAR) to NSW Higher School Certificate students.

Staff
UAC employed 60 people permanently, and recruited 56 fixed-term temporary staff for periods of up to six months during 2011–12.

Management
UAC’s major policies are determined by the UAC Board, which reports to the NSW VCC. The day-to-day activities of UAC are the responsibility of the Managing Director. See page 9 for UAC management structure and relationships.
Scope of UAC

Functions
From its origins as a centre for handling undergraduate applications UAC’s functions have increased significantly to include:

- Undergraduate admissions – administering undergraduate admissions for domestic and selected international applicants. This includes a centralised application and assessment process, management of the allocation process, and providing associated publications, information and services for applicants, potential applicants, other interested parties and the general public.

- Postgraduate admissions – administering postgraduate admissions for selected coursework courses for domestic applicants including centralised applications and assessment, management of the allocation process, and providing associated publications, information and services for applicants, potential applicants, other interested parties and the general public.

- Educational Access Schemes (EAS) – administering EAS, including the provision of centralised applications and assessment, and providing associated publications, information and services for applicants, potential applicants, other interested parties and the general public.

- Equity Scholarships (ES) – administering ES for UAC applicants and current university students, including centralised applications and assessment, and providing associated publications, information and services for applicants, potential applicants, other interested parties and the general public.

- Australian Tertiary Admission Rank (ATAR) – managing the ATAR, including website release, the production and distribution of ATAR Advice Notices, running the ATAR Enquiry Centre and providing associated publications and information for students, teachers, parents, other interested parties and the general public.

- Special Tertiary Admissions Test (STAT) – administering STAT Multiple Choice and Written English (main and mid-year), including providing centralised applications, test venues and supervisors, and associated publications, information and services for candidates, potential candidates, other interested parties and the general public.

Size
The following figures, for semester 1, 2012, give some background to the size of the functions listed above.

**Undergraduate**
- Domestic applications: 86,584
- Domestic offers: 79,869
- International applications: 2,998
- International offers: 5,119

**Postgraduate**
- Applications: 13,858
- Offers: 15,480

**Educational Access Schemes (EAS)**
- Applications: 13,666

**Equity Scholarships (ES)**
- Applications: 6,745

**ATAR**
- ATAR advice notices sent in 2011: 67,225

**STAT**
- STAT candidates: 2,801
Comprises the Vice-Chancellor from each NSW/ACT university.

Comprises:
- eight nominees of the NSW VCC (and one current Vice-Chancellor)
- Chair, Users Committee
- Managing Director, UAC

See UAC Board on page 10.

Comprises:
- one representative from each institution
- Managing Director, UAC.

Provides advice to Managing Director. The Chair is a member of the Board.

See UAC organisational structure on page 10.
UAC Board and organisational structure

Chair
Crystal Condous
Appointed June 2005
Crystal Condous OAM, BComm (Marketing) MLib.
Principal of Crystal Condous Consulting Services; was a member of the board of Governors for the Centennial Parklands Foundation; was Registrar and Deputy Principal of the University of New South Wales; awarded an OAM in 2004 for services to tertiary education as an administrator.

Other members
Professor Gregory Craven (NSWVCC representative and Deputy Chair)
Vice-Chancellor, Australian Catholic University
Term concluded December 2011

Professor Peter Lee (NSWVCC representative and Deputy Chair)
Vice-Chancellor, Southern Cross University
Appointed January 2012

Professor Robert Coombes
Charles Sturt University
Appointed September 2005

Professor Joan Cooper
Pro-Vice Chancellor (Students) and Registrar,
University of New South Wales
Appointed February 2009

Mr Chris Hadley (Chair, Users Committee)
Manager, Enrolments, Admissions and Scholarships
University of Wollongong
Appointed July 2011

Mr Damien Israel
Deputy Vice-Principal (Finance and IT)
University of Wollongong
Appointed July 2011

Mr Bruce Lines
Director, Student Administration
University of Canberra
Appointed July 2009

Ms Shaneen McGlinchey
Deputy Registrar
University of Western Sydney
Appointed March 2010

Mr Andrew Stanton (UAC Managing Director)
Appointed August 1995

Officer
Mr John Pegg (Company Secretary)
Online

Website
UAC’s website is the main information and application source for undergraduate, postgraduate and international applicants. It is updated constantly to reflect the latest general and course information. All applicants apply online. They can also review and change their applications at any time up until final closing dates using the Check & Change function.

The website contains information on Equity Access Schemes and Equity Scholarships as well as the Special Tertiary Admissions Test (STAT). Additional areas include Schoolink, which brings together the resources for schools and careers advisers, as well as a secure corporate area for participating institutions.

Directions
Directions is UAC’s monthly e-newsletter for applicants, careers advisers, institution staff and international student agents. It advises subscribers of upcoming events, admissions deadlines, offer releases, scholarship information and closing dates.

Print

UAC Guide
The UAC Guide is published in July each year and is a comprehensive resource for domestic undergraduate admissions. It contains information about application procedures and admission requirements, general information about participating institutions and detailed course descriptions for first-semester courses.

The Guide is distributed free-of-charge to Year 12 students in NSW and the ACT. Non-Year 12 applicants can buy a copy from newsagents throughout Australia or from UAC.

Mid-year Admissions Supplement
The Mid-year Admissions Supplement is a companion publication to the UAC Guide. It is published in April each year with general and course information for applicants wanting to apply for undergraduate courses commencing in second semester.

UAC International
The UAC International booklet is published each year for international students who are eligible to apply through UAC. It contains application information and admission requirements, general information about participating institutions and a list of courses for first-semester undergraduate courses.

University Entry Requirements Year 10 Booklet
The University Entry Requirements Year 10 Booklet is published each year to help Year 10 students make decisions about which HSC courses to take in Years 11 and 12. The booklet lists details of prerequisites, assumed knowledge and recommended studies for each area of study offered by UAC’s participating institutions.
Report on the Scaling of the NSW Higher School Certificate
Compiled by the NSW Vice-Chancellor’s Technical Committee on Scaling, this report contains information on the calculation of the ATAR in the previous admissions year.

New publications
Information services created a suite of new publications to help students, parents and career advisers understand the application process more fully. These publications were distributed at information sessions and careers and university events across the state.

All about UAC: For Year 11 and 12 students
This booklet gives Year 11 and 12 students information to understand the application process for university entry and details of how to prepare and research the many aspects of entry to tertiary study. It was distributed at careers days and was extremely well received by students.

All about UAC: FAQs for parents
This booklet combines common questions parents have when guiding their child through the tertiary education process and enables them to understand the process and talk to their child’s teachers with confidence.

All about UAC: FAQs for careers advisers
Based on the most common questions received by UAC from professional careers advisers, this booklet assists them in advising their students from Years 10 to 12 on maximising their chances of being accepted to tertiary study.

All about UAC: FAQs about the ATAR
UAC receives many queries in relation to the ATAR every year and this new booklet aims to address the common questions and confusion surrounding the ATAR for teachers, careers advisers, other education professionals, students and parents.

Other publications
All about your ATAR – answers the frequently asked questions about the ATAR in simple terms. It is published to coincide with the release of the ATAR in December.

Educational Access Schemes booklet (and application form) – published annually to provide essential information about applying for consideration under an Educational Access Scheme.

Equity Scholarships booklet – published to provide information about applying for an Equity Scholarship through UAC. A mid-year admissions booklet is also produced.

UAC News – a newsletter for schools published four times a year with general information for careers advisers, teachers, parents and students.