



Annual Report

2022–23



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About us

The Universities Admissions Centre (NSW & ACT) Pty Ltd processes applications for admission to most undergraduate courses offered by participating universities in NSW and the ACT. UAC also processes applications for admission to many postgraduate courses.

UAC has been providing admissions services for more than 50 years. Growing from an association of Sydney metropolitan universities, it was formally established in 1995 by the New South Wales Vice-Chancellors' Committee. It is a not-for-profit company owned by UniProjects.

UAC works with universities to widen participation in higher education and processes applications for equity programs that aim to help applicants overcome educational and financial disadvantages: the Educational Access Scheme (EAS), Equity Scholarships (ES) and the Schools Recommendation Scheme (SRS).

UAC also calculates and provides the Australian Tertiary Admission Rank (ATAR) to NSW HSC students. Institutions use the ATAR to help select students for courses.

UAC develops innovative, leading-edge technologies that support lifelong learning, including bespoke solutions for direct admissions to education institutions, and credit and credentials management.

Our mission

To be a leader in technology and services that make participation in lifelong learning easier for all.

Our vision

To be the trusted partner of choice to connect people with lifelong learning.

Our values

- Collaboration
- Fairness
- Innovation
- Integrity
- Passion

Strategic plan

UAC's strategic plan is to reinforce and build on its market-leading position in admissions. The four key pillars in achieving this goal are to:

- strengthen established services
- pursue new opportunities
- develop our people
- position ourselves among stakeholders.

Company overview

It was a landmark year for UAC as the organisation moved into new premises at Rider Boulevard in Rhodes. The opening of the office marked the beginning of a new chapter and a new way of working. All staff were on one floor with ample space to collaborate and socialise and hybrid arrangements were formally introduced.

The admissions year began with the lifting of COVID-19 restrictions and the return to a regular schedule of working. As the year progressed, application numbers and the volume of queries through Customer Service returned to pre COVID-19 levels. A strong job market also saw applicant numbers lower, a trend reported by tertiary admission centres around Australia.

UAC Connect welcomed the University of Tasmania with the launch of a comprehensive new admissions platform for their applicants. Their admissions system included the facility to apply to the university's Schools Recommendation Program, enabling students to apply for admission and SRP at the same time. A bespoke scholarships program was launched the following month.

Early offers, increased in previous years to support students in lockdown, remained and received significant attention in the community.

UAC launched several new products that support its mission in facilitating lifelong learning. UAC Advance went live with Victoria University. It will provide consistent, reliable and fast credit outcomes for staff and students and position universities strategically in terms of student recruitment and the student experience.

This year also saw a first in the launch of CredNet, UAC's credentialing platform. It issues verifiable credentials on distributed ledger technology to offer a highly secure, tamper-proof verification and user platform.

For the first time, Year 12 students had the option of receiving their ATAR through CredFolio, the platform's digital wallet. These students have immediate access to their ATAR, wherever they are and whenever they need it. More than 11,000 students opted to receive their ATAR as a digital credential this year.

UAC also launched ATAR Compass, a free online tool to help students estimate their ATAR using scaling statistics from the past five years. It was well received by students and the general public with strong user engagement and media coverage.

The federal government announced a review of the higher education system called the Australian Universities Accord, with UAC well placed to support improvements in equity of access and outcomes for everyone wishing to transition to higher education.





Products and services

UAC Centralised

UAC Centralised processes applications for university admission for more than 80,000 applicants annually.

It provides complete online application services, including a centralised application and assessment process; management of the allocation process; and the provision of associated resources, information and services for applicants, potential applicants, other interested parties and the general public for tertiary admission to:

- undergraduate courses for Year 12 school leavers – both domestic and international applicants undertaking Australian qualifications
- non-Year 12, post-school applicants
- postgraduate coursework programs for domestic applicants.

The ATAR

Each year more than 55,000 school leavers apply through UAC for admission to courses offered by universities in NSW and the ACT. For the majority of courses there are more applicants than places. Applicants must be ranked to allow selection to take place. This ranking is determined by the Australian Tertiary Admission Rank (ATAR).

The ATAR is calculated solely for use by tertiary institutions, either on its own or in conjunction with other criteria.

Calculation of the ATAR is the responsibility of the Technical Committee on Scaling on behalf of the NSW Vice-Chancellors' Committee (NSWVCC). The Technical Committee on Scaling is responsible for translating policy decisions into processes, and for developing and maintaining programs that ensure the integrity of the data and the accuracy of the individual ATARs.

ATARs are calculated and distributed to NSW students by UAC, which also provides education and resources to support the ATAR including online resources, information sessions for students and schools, and a dedicated ATAR Enquiry Centre following the release of the results.

Access programs

UAC supports and promotes equity of access to tertiary education through various programs.

Educational Access Scheme

Most of UAC's participating institutions offer programs under the Educational Access Scheme (EAS) to help students who have experienced significant educational disadvantage gain admission to tertiary study.

UAC administers EAS applications on behalf of institutions, including the provision of centralised applications and assessment, the distribution of eligibility letters and the provision of associated resources, information and services.

Equity Scholarships

UAC administers Equity Scholarships (ES) on behalf of institutions, for applicants and current university students to help those who are financially disadvantaged with the costs associated with tertiary study. It provides centralised applications and assessment, offer processes and the provision of associated publications, information and services.

Schools Recommendation Scheme

The Schools Recommendation Scheme (SRS) is one way institutions make early offers to current Australian Year 12 students who have applied for undergraduate admission through UAC. SRS applications are assessed centrally at UAC using criteria other than (or in addition to) the ATAR, including school recommendations and senior secondary studies.

Qualifications Assessment Service

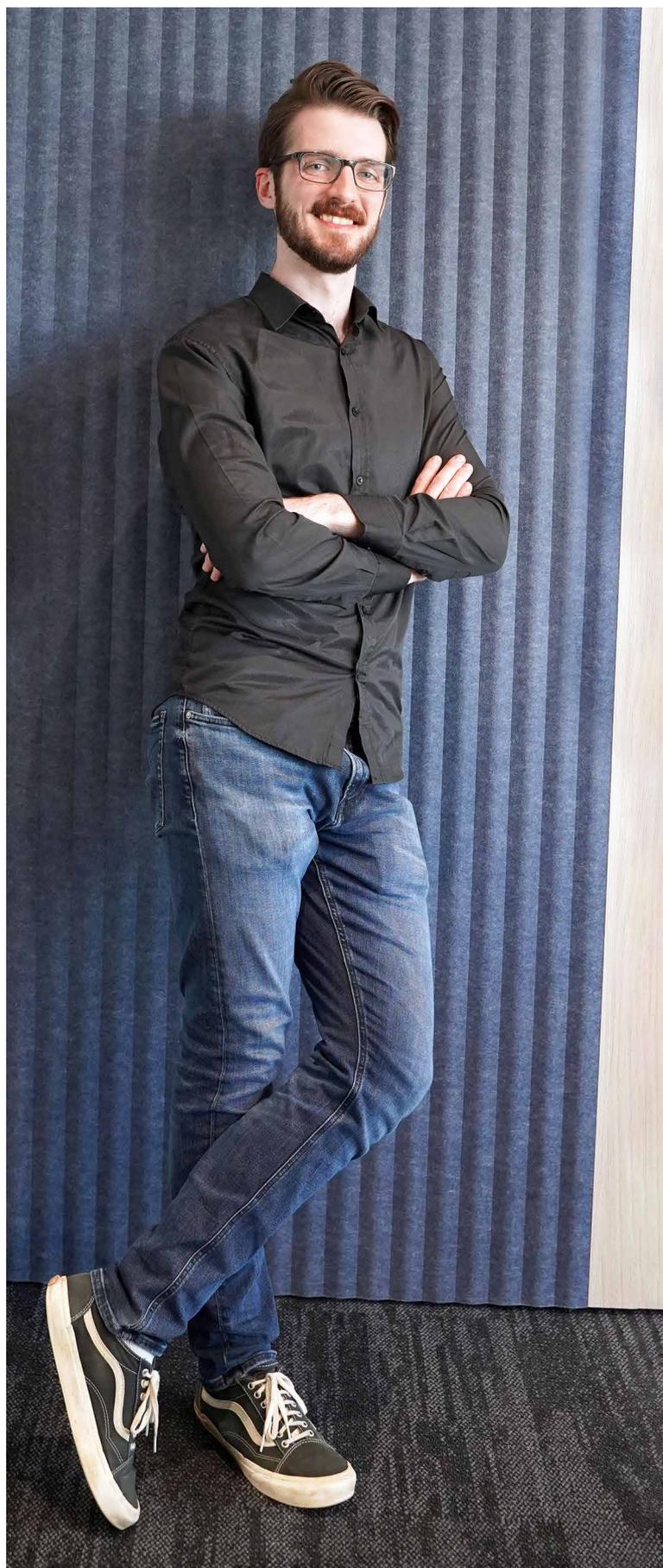
UAC's Qualifications Assessment Service (QAS) enables prospective applicants to have their qualifications assessed before they apply for tertiary study.

UAC Connect

UAC Connect is a bespoke solution that provides full coverage of the admissions process from application to offer generation. UAC provides various levels of admissions services to 12 institutions and processes more than 100,000 applications annually.

We welcomed the University of Tasmania as a client. Current Year 12 students can apply for university and for the UTAS Schools Recommendation Program (SRP) via the portal. The UTAS portal opened for applications on 27 June. A separate but integrated interface for schools enables users to provide their ratings (SRP Principal and Raters Portal). In August, the accompanying UTAS Scholarships portal opened.

During the 2022–23 admissions year, the Connect assessment team processed over 105,000 direct applications for the following institutions: Australian Catholic University, Australian College of Physical Education, Australian National University, CQUniversity, Macquarie University, University of Newcastle, University of New England, University of Tasmania, University of Technology Sydney, University of Wollongong and Western Sydney University.



UAC Reach

UAC Reach saw the largest period of growth in revenue in the 2022–23 admissions cycle. This year saw annual partnerships with clients introduced, a new digital product launched, new AI data tools developed and the introduction of advanced campaign analysis for clients. Reach ran campaigns for 23 clients, with a total of 247 different activations across EDM, SMS and display advertising.

UAC Advance

One third of applicants to tertiary study seek academic credit for previous study, and assessing these requests is often manual and time-consuming for staff and students.

UAC Advance is designed to streamline and simplify the process of awarding credit for previous study and recognition of prior learning or advanced standing for institutions. It does this by integrating existing admissions, student management, and enquiry tools to verify prior learning directly from national tertiary record databases. It provides consistent, reliable and fast credit outcomes for staff and students and position universities strategically in terms of student recruitment and the student experience.

The UAC Advance project with Victoria University underwent a soft go-live this year. Advance integration with ARTS (Automated Results Transfer System) and Smart Recommendation features were also integrated.

CredNet

UAC's CredNet platform is an industry-leading credentialing platform that supports lifelong learners and provides assurance to those faced with the challenge of credential verification. It uses verifiable credentials on distributed ledger technology to offer a highly secure, tamper-proof platform.

CredNet offers credential creation, credential verification and credential management via a self-service portal for credential issuers, CredLink, and a tamper-proof digital wallet for credential holders to safely store, access and share their credentials.



Insights

UAC's Insights dashboard is a subscription service that provides institutions with high level views of application and offer statistics, demographics, course preferences and offers, both current and historical. It highlights applicant trends to help with informed decision-making based on accurate business intelligence.



Corporate governance

UAC's corporate governance framework enables the company to meet expectations of transparency, probity, accountability and integrity. It includes a compliance register which is formally reviewed on an annual basis. UAC's risk management framework focuses on risk identification, risk mitigation and integration into business planning and operations.

The UAC Board is UAC's prime decision-making body. The Board determines UAC's strategies for operations and future development, and oversees risks, internal controls and regulatory activities. It reports to the NSWVCC on overall organisational performance.

The Board receives advice from:

- the Executive team, which monitors the management and performance of UAC and provides advice on corporate and strategic issues as needed
- the Audit Committee, which provides independent assurance to the UAC Board on the adequacy of UAC's governance processes, financial reporting, risk management, control frameworks and external reporting obligations
- the Nomination and Remuneration Committee, which assists the UAC Board in discharging its responsibilities in relation to the selection, appointment, remuneration and performance evaluation of the Managing Director, UAC Board and Board committees

- the Business Development Committee, which assists the UAC Board in discharging its governance and fiduciary responsibilities in relation to the pursuit of business opportunities.

UAC's external auditor is the Auditor-General of NSW. The Auditor-General provides an independent opinion on whether UAC's financial statements are true and fair and comply with applicable Australian Accounting Standards.

UAC's main operational groups are the Executive team and the Users Committee. The Users Committee comprises representatives from each participating institution. The Users Committee provides advice to the Managing Director.



Our Board

Chair

Professor Denise Kirkpatrick
 President
 Nan Tien Institute
 Appointed July 2020

Other directors

Professor Tyrone Carlin
 Vice-Chancellor and President
 Southern Cross University
 Appointed January 2017

Mr Rob Chard
 State Manager
 Software Solutions, Data #3
 Appointed January 2017

Dr David Christie
 Managing Director
 Universities Admissions Centre
 Appointed March 2015

Ms Nicole Grainger-Marsh
 Chief Executive Officer
 Asuria Australia
 Appointed January 2016

Professor Eric Knight
 Executive Dean and Professor of Strategic
 Management
 Macquarie Business School
 Appointed April 2022

Ms Cathy Kovacs
 Company Director and Board Adviser
 Appointed July 2020

Mr Scott Nichols
 Director, Management Consulting
 KPMG Australia
 Appointed September 2014

Professor Grady Venville
 Deputy Vice-Chancellor (Academic)
 Australian National University
 Appointed January 2019

Our leadership team



Managing Director
Dr David Christie

David joined UAC in 2015, bringing with him experience in developing business opportunities, strategy and organisation planning in the higher education sector.

The Managing Director provides visionary and strategic leadership to the organisation and promotes UAC's development and growth. He is supported by a team of senior executives.



General Manager, Operations
Nerida Bewick

Nerida Bewick has been with UAC since 1999, after an initial career in medical research.

The Operations team is responsible for developing policies and procedures for assessment, assessing all applications and schemes processed by UAC, and maintaining course profiles.



Chief Information Officer
Dudley Collinson

Dudley Collinson joined UAC in 2014, after holding senior IT roles in the health, education and financial sectors.

The Information Technology team provides infrastructure, system support, application development, product engineering, project delivery, service management, research and data-related services to UAC's clients and customers.



General Manager, People and Culture
Jennie Edwards

Jennie Edwards has been with UAC since 2004, following roles in the health and hospitality industries.

People and Culture provides advice and guidance to the organisation on a range of key matters including human resources, culture and wellbeing, engagement, training and development, work health and safety and payroll.



**Chief Operating Officer
Tim Gleeson (retired June 2022)**

Tim Gleeson has been with UAC since 2010, following senior finance roles in the banking and gaming industries.

The Corporate Governance and Finance team is responsible for UAC's financial, governance, legal, risk and facilities management requirements.



**General Manager, Business Solutions
James Kevin**

James Kevin joined UAC in 2018, following senior national and international commercial roles in the media and wagering industries.

The Business Solutions team is responsible for the provision of current and future services to institutions, as well as the identification, development and commercialisation of new business opportunities.



**General Manager, Business Analytics
Anthony Manny**

Anthony Manny joined UAC in 2017, coming from the FMCG industry with experience in business intelligence, account management and process improvement.

The focus of the Business Analytics team is to use the vast data that UAC generates to drive analytical decision-making, strategy and business planning.



**Chief Operating Officer
Mary O'Leary (joined July 2022)**

Mary O'Leary joined UAC following senior finance and commercial leadership roles in the education, media, financial services and social justice sectors.

The Corporate Governance and Finance team holds responsibility for UAC's financial, governance, legal, risk and facilities management requirements.



**General Manager, Marketing and Engagement
Kim Paino**

Kim Paino has been with UAC since 2002, after a number of years in a communications role at Macquarie University.

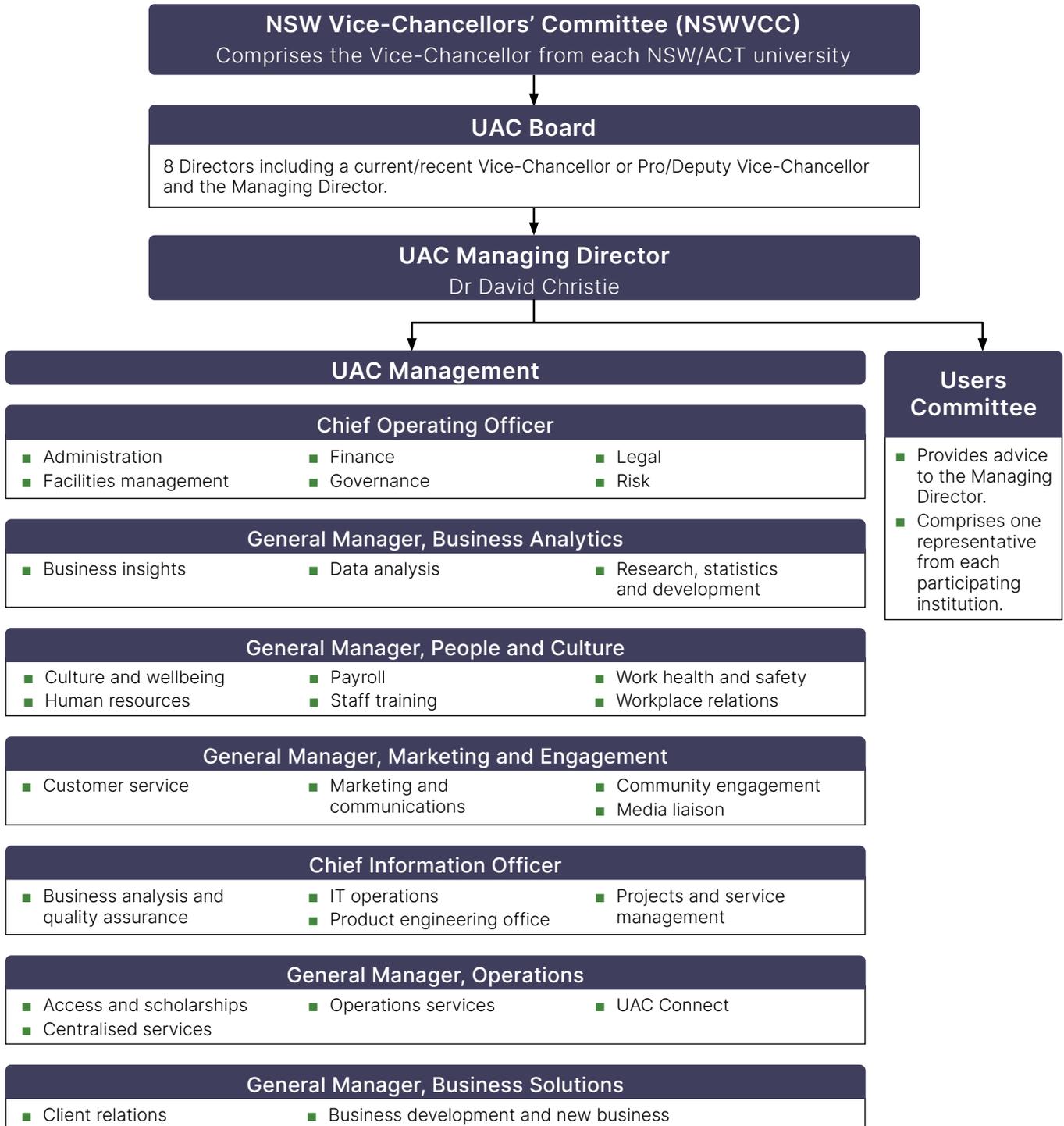
The Marketing and Engagement team holds responsibility for UAC's external communications and marketing activities, media liaison, and engagement with prospective students.

Organisational structure

As part of the new strategic plan goals, changes were made to Executive reporting lines in October 2021.

Tim Gleeson was appointed Chief Operating Officer, broadening his role to include corporate development and management of future partnership arrangements.

Jennie Edwards was appointed General Manager, People and Culture and now reports to the Managing Director.



UAC in numbers

INSTITUTIONS

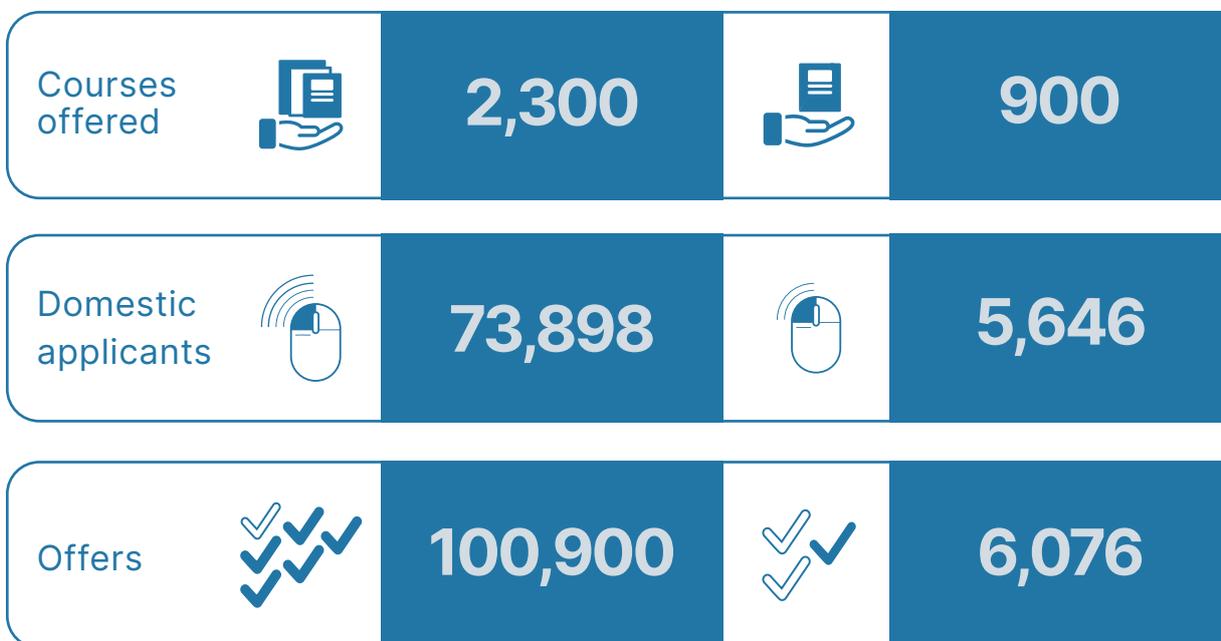


UAC STAFF

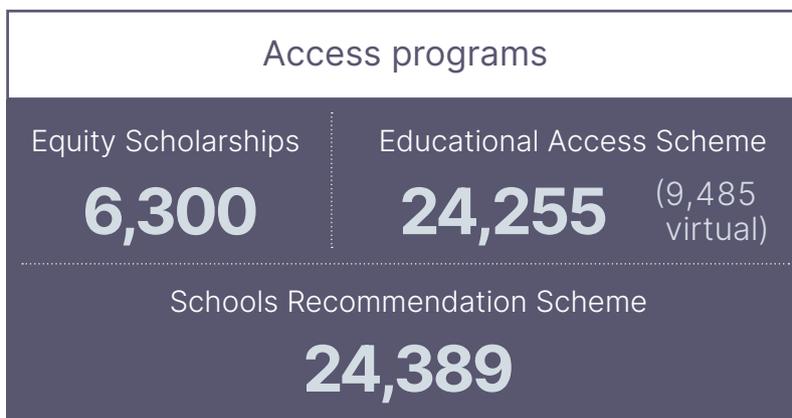


UNDERGRADUATE

POSTGRADUATE



APPLICATIONS





The year in review

April 2022

- Undergraduate applications for second semester 2022 and first semester 2023 opened on 1 April. More than 2,300 undergraduate courses were offered by 26 participating institutions.
- UAC welcomed AIE Institute as a participating institution to its centralised admissions service.
- The Academy of Information Technology, Elite Education Institute, Kent Institute Australia, Legal Profession Admission Board of NSW and the National Institute of Dramatic Art joined UAC as apply direct institutions.
- The Insights Schools Dashboard was released. Schools subscribe to access data related to their students including trends on university choices, courses and areas of study and enrolment information.

May 2022

- UAC's second Student Lifestyle Report was released and featured insights from 13,000 Year 12 students from across Australia. The report explored their experiences, attitudes, and behaviours as they entered a post-school world.

- UAC's growth over the last few years led to a change under ASIC reporting classifications to a large proprietary company, based on staffing and revenue.
- Staff came together to celebrate Australia's Biggest Morning Tea and raise funds for cancer research, prevention programs and support services.

June 2022

- UAC partnered with the University of Tasmania to give students easier access to university study with the launch of a comprehensive new admissions platform. Year 12 students benefited from the inclusion of the Schools Recommendation Program (SRP) within the application, creating a seamless, user-friendly experience. They will be able to apply for SRP at the same time as their application for undergraduate study. UAC also created a bespoke scholarships platform for UTAS, which opened to students in August.
- Tim Gleeson, Chief Operating Officer, retired after 12 years with UAC.



July 2022

- Mary O'Leary was appointed interim Chief Operating Officer and made permanent in December 2022.
- A workshop was held to develop a formal sustainability strategy for UAC. As a result of this a sustainability committee (the Green Team) was formed to focus on new initiatives.

August 2022

- After several months searching for the perfect location and after a stylish fit-out, UAC received the keys to its new office at Rhodes. An opening party for staff was held and staff were excited to be able to finally return to the office to a spacious, open-plan space with views of Homebush Bay.
- UAC celebrated its 50-year milestone as a trusted partner of the education sector. As part of the office opening, a commemorative book, *50 Years of UAC*, was launched tracing UAC's history from its foundations as an administrative clearing house for three metropolitan universities to a provider of admissions solutions, assessment expertise and learning services.
- The second year of UAC's partnership with the University of Sydney, 'Reimagining admissions' began, with a new group of students. This was part of an Industry and Community Project unit in which students are encouraged to consider how the current ATAR-based admissions system works and how it can be improved.

September 2022

- Schools Recommendation Scheme applications closed on Monday 19 September. SRS is the largest early offer scheme in Australia with nearly half of Year 12s in NSW and the ACT applying to gain admission to university using criteria other than, or in addition to, the ATAR. UAC received 24,389 applications and made 15,746 offers in November.
- UAC commenced work on a project to explore, test and research how different school-based credentials can be issued through UAC's CredNet platform.
- Postgraduate applications for 2022-23 opened.
- Staff participated in Steptember, walking 10,000 steps a day to raise funds for cerebral palsy.
- Many staff also tested themselves in the Sydney Bridge Run, walking, jogging or running 10 kilometres across the Harbour Bridge.

October 2022

- Managing Director David Christie and Chief Information Officer Dudley Collinson attended the GRONEN Conference in Amsterdam, an international network of organisations aiming to advance innovative research including in the area of verifiable credentials.
- Bruce Ricardo, Manager, Service Management Office, retired from UAC after 7 years. He was instrumental in establishing the Project Management Office and the Service Management Office.



Performance coach Dan Haesler presenting to staff on change management and building resilience.

- Leadership and performance coach Dan Haesler led a staff workshop on ways to approach change, changing our mindset, transitioning towards change and building resilience for a happier, healthier and higher-performing workplace.
- The Accessibility Committee organised Accessibility Week to increase awareness of the importance of building in accessibility across our website, products and services.

November 2022

- ATAR Compass launched. This free online tool helps students estimate their ATAR using scaling statistics from the past five years. It received strong media coverage and user engagement. It was featured in the Sydney Morning Herald, and on radio and television including 2DayFM, NEWFM and Channel 9 with a potential audience reach of over 11 million.
- Big Picture Learning Australia launched its bespoke international big picture learning credential (IBPLC) on CredNet, a credential awarded to students who have completed a rigorous, personalised non-ATAR pathway from secondary to tertiary study and recognised by 15 Australian universities.
- UAC's end-of-year function was held in its new premises at Rhodes.

December 2022

- The National Credentials Marketplace, Microcred Seeker, launched. An initiative of the Australian Government Department of Education, UAC was proud to be a partner in developing the platform.
- The ATAR was released to 54,308 eligible students. The median ATAR was 71.25 this year. Of these, 48 students received the top ATAR of 99.95: 19 were female and 29 were male and they came from a mix of government and non-government schools and studied a wide range of courses.
- For the first time, students were able to access and store their ATAR in a digital wallet, CredFolio, as part of UAC's new digital credentials platform, CredNet. More than 13,300 students have accessed their ATAR through CredFolio to claim their credentials.
- Advance, UAC's credit management platform, went live for Victoria University.
- More than 34,500 ATAR-based offers for study in 2023 were released, in UAC's largest offer round.
- A new International Baccalaureate conversion schedule was introduced providing more gradation for IB students and more accurate mapping of their score. Students awarded the IB Diploma or Bilingual Diploma will receive an overall score rather than an ATAR.

January 2023

- UAC released a further 13,400 ATAR-based offers for applicants wishing to study in 2023.

February 2023

- Applications for undergraduate semester 1, 2023 study closed on Friday 3 February, including applications for the Educational Access Scheme and Equity Scholarships.
- David Christie and James Kevin attended the IAAO (International Association of Admissions Organisations), hosted by UCAS (the Universities and Colleges Admissions Service) in the UK and presented UAC's Marketplace. UAC will be hosting the event in 2024.
- Applications for UAC's Access programs closed. SRS received over 24,000 applications.

March 2023

- UAC made its final round of offers for semester 1 admissions on Thursday 3 March.
- UAC received 73,898 Centralised domestic applications for undergraduate study in the admissions period and made 100,943 offers to these applicants.
- UAC Connect portals processed 126,000[^] domestic applications on behalf of universities.
- The favourite fields of study for NSW and ACT Year 12 students were Society and Culture – a mix of traditional humanities courses including law, psychology, social work and counselling, and economics – followed by Health.
- For non-Year 12 applicants it was reversed: Health was the most popular field of study, followed by Society and Culture.

[^]Applicants may apply directly to several universities so this figure is not the count of unique applicants, but the number of applications received



People and culture

The focus for People and Culture this year was maintaining staff engagement as they continued to work from home for most while waiting for the new office to be completed.

Training and workshops continued online and in-person. These were centred around a commitment to health and wellbeing as staff re-entered the office environment. Topics included Having Difficult Conversations, Unconscious Bias, Creating a Safe Workplace, and St John Ambulance Mental Health First Aid. Many of these topics were chosen as a response to the October Culture Wellbeing and Happiness Survey which showed positive sentiment around UAC's flexible workplace policy, our vision and purpose, and the attention given to health and wellbeing.

A Culture, Wellbeing and Happiness Committee was formed to explore and implement initiatives. The group meets quarterly to create strategies to support staff at work.

While many offsite social events were held, the new office facilities provided the perfect setting to many special occasions. This began with the Welcome Back to Office and Wear it Purple Day, end-of-year celebration, New Year's Eve, Australia Day and Harmony Day.

Staff recruitment was challenging in this period but is an important aspect of UAC's success. An online recruitment platform was developed to support the team in this area. In this period we recruited 29 new starters, most of these in IT with 15 people.

Once the office was open, formal hybrid arrangements came into place with a minimum two days a week in the office for staff, three for managers and four for executives.

New staff initiatives included Happy You Day, giving staff a day of leave for their birthday. In addition, staff received one day volunteer leave to support a cause important to them. While already part of UAC's Enterprise Agreement, an awareness program in relation to family and domestic violence leave was undertaken highlighting the help that is available in this area for those who need it.



Culture, Wellbeing and Happiness 2023

What drives our staff

- What they do


- Connection with others


- Remuneration



What we're doing well



Overall staff are happy with the flexible workplace policy



Staff can see UAC's vision and understand our purpose



People appreciate the attention paid to their wellbeing



What we're focusing on



Improving communication across the business



Providing more certainty about UAC's goals and priorities



Improving frameworks and processes that support our established business



Providing more clarity around roles and accountabilities



Creating career development opportunities and progression



Promoting connections between teams; operational and social



Strengthening how we show appreciation and recognise effort and contribution

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UAC staff at the finish line of the 2022 Bridge Run.

Community initiatives

UAC staff supported and participated in many community initiatives throughout the year.

It began with cake for Australia's Biggest Morning Tea, a community event that raises funds for Cancer Council Australia. Staff donned their yellow and blue and came together to drink tea and eat cake. They heard from guest speaker Sherwin Djamil, who shared his story of losing his father to pancreatic cancer. Nearly \$3,500 was raised to fund cancer research, prevention programs and support services.

In September, UAC staff participated in Steptember, helping to improve the lives of children and adults living with cerebral palsy. Staff were challenged to take 10,000 steps each day during the month. Eight teams participated, they raised \$4,020 and took 9,186,825 steps.

Staff also participated in the Bridge Run in September. They ran, jogged or walked their way across the Harbour Bridge, past the Botanic Gardens and Mrs Macquarie's Chair, and down to the finish line at the Opera House.

November was Movember month and UAC's hirsute team, the Mo-Bros, donated their faces to raise funds and awareness for men's health. The team joined a university challenge and were inspired by friendly competition with other tertiary admissions centres. They raised \$2,600.

At Christmas time, UAC participated in the Barnardos Gifts for Kids Appeal, which organises the delivery of Christmas presents to foster children Australia-wide. Staff purchased gifts online or bought one of their choice to donate to foster children.



Engagement

Customer Service

UAC's Customer Service team is at the coalface of UAC's operations and deals daily with queries from applicants, their parents and carers, and anyone looking for information about university admissions. Common calls are from Year 12s who have lost or forgotten their PIN and applicants asking why they didn't get an offer.

In this admissions period, Customer Service took more than 35,000 phone calls, replied to more than 18,000 emails, 300 Facebook queries, and participated in nearly 1,600 LiveChat sessions.

Community Engagement

The Community Engagement team criss-crossed the country to attend 378 events this year to educate and advise students, careers advisers, and school staff on the transition to higher education, including 375 presentations on the ATAR, subject selection, UAC processes and the ever-popular medicine entry. Their audience reach is more than 200,000, which included 46 UAC Digital online events.

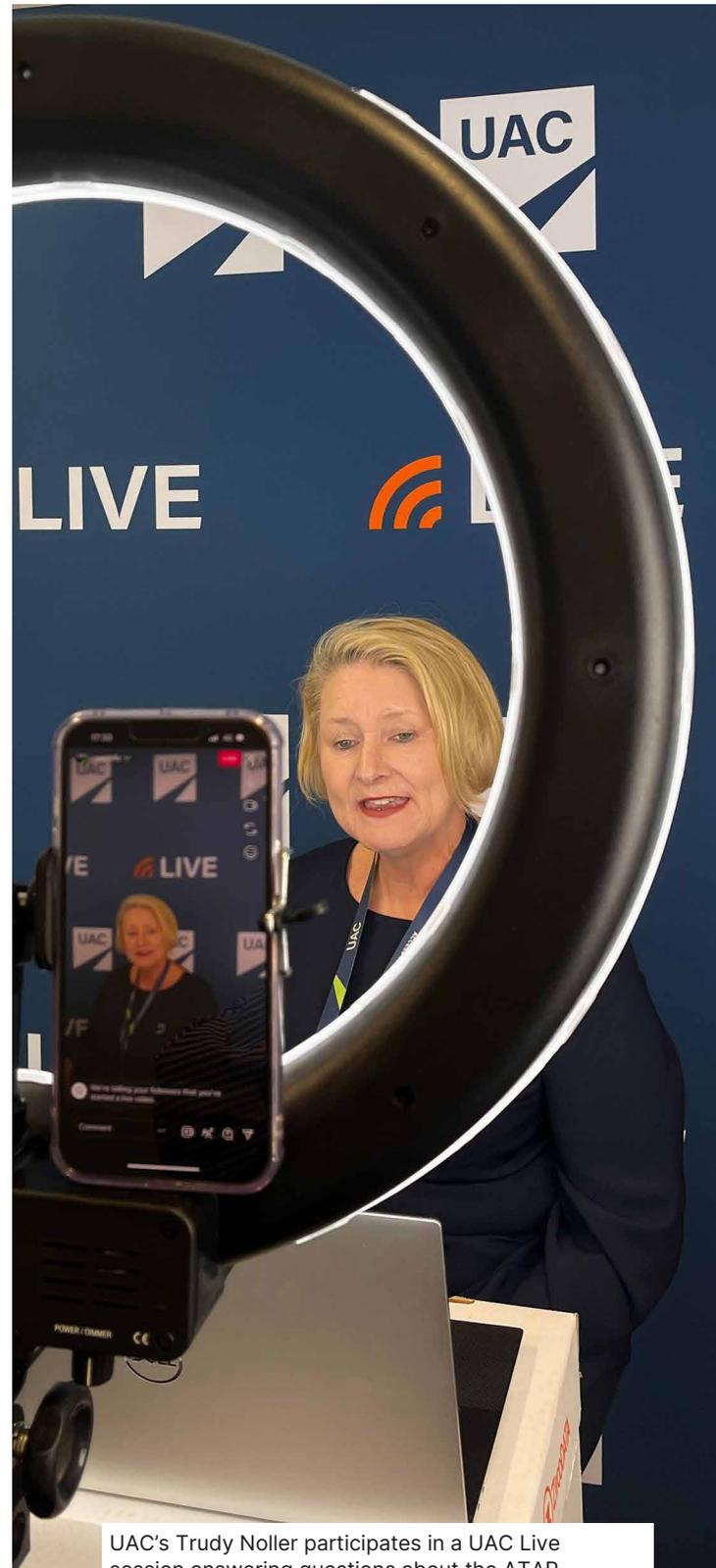
Social media

UAC's social channels continued to attract audiences throughout 2022–23.

Regular posts on Facebook informed and offered resources to parents, carers and teachers in supporting Year 12 students navigating university entry, while Instagram provided information to assist Year 12 students to navigate university entry and provide a safe space to ask questions.

Facebook and Instagram Live events throughout the year enabled UAC staff to respond instantly to viewer questions and concerns. Topics included the ATAR, scaling, offers, pathways and equity schemes.

UAC also refocused on its LinkedIn channel to target post-school students, upskillers and career changers to consider uni entry. It also supported the People team in its recruitment efforts and built UAC's corporate profile.



UAC's Trudy Noller participates in a UAC Live session answering questions about the ATAR.

Media

UAC is a highly engaged participant in the higher education sector. As part of its media engagement program, it sends regular media releases, peaking in the key admissions month of December when the ATAR is released and university offers of admission are sent to applicants.

There was a strong interest in early offers released in November 2022 as part of UAC's Schools Recommendation Scheme. The same month, UAC launched ATAR Compass, also attracting strong public attention. An article in the Sydney Morning Herald had a potential reach of 6.61 million.

Media interest peaked, as it traditionally does for UAC, with the release of the ATAR on 13 December receiving coverage in more than 270 news outlets with a potential reach of more than 34 million.

Staff are informed of higher education news through a daily, curated report of media stories about the higher education and school sector.

The media team also works closely with the Research and Statistics team to publish data and commentary at significant points in the application cycle, such as the breakdown of semester 1 applicant and offer numbers.

Customer insights

UAC's *Student Lifestyle Report 2022* was released and featured insights from 13,000 Year 12 students from across Australia. The report explored their experiences, attitudes, and behaviours as they entered a post-school world. One of the main observations of the report was the increase in their concern for their mental health – which was up to 50 per cent from 40 per cent last year. Students once again cited passion for subject matter as their biggest driver when choosing their preferred course at university (81 per cent).

Partnerships

The University of Sydney

UAC continued working with the University of Sydney on an industry partnership program. The program aims to give final-year students an understanding of business challenges.

The third and fourth-year students worked in interdisciplinary groups to come up with solutions to real-world problems. The challenge UAC set for them was to 'reimagine university admissions', with the aim of incorporating assessment of personal attributes and improving access for students from disadvantaged backgrounds.

The students presented a final report with lots of useful ideas for UAC to consider including developing new tools for the website, developing tools for schools, and introducing tests alongside the HSC.

2022–23 social media



Video views:
12,668 views/ 30.2k reach

Followers:
27,270

Post reach:
4.04 million
5.13 million impressions



Audience:
5,270

Reach:
2.01 million
2.56 million impressions



About this publication

The *UAC Annual Report 2022-23* gives an overview of the operations of the Universities Admissions Centre (UAC) during the 2022-23 admissions year.

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This publication is available on UAC's website at: uac.edu.au/about.

ACCESS YOUR POTENTIAL.

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