

UAC

Annual Report 2021–22



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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 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 calculates and provides the Australian Tertiary Admission Rank (ATAR) to NSW HSC students.

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

UAC has been a provider of 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.

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

Company overview

The past year has once again been characterised by the ongoing challenges of the COVID-19 pandemic.

UAC's main focus continued to be supporting our people, the higher education community and HSC students and their families, who were understandably anxious about completing Year 12 and what it meant for entry into university in 2022. We continued to reach out to them, committed to providing as much certainty as we could.

Demand for higher education remained strong and, while the ATAR was still the main selection tool for Year 12s, the disruptions to students meant that many institutions had extended early offer schemes and other entry options available to help Year 12s achieve their goals.

Applications to UAC's early offer scheme, the Schools Recommendation Scheme (SRS), were up 7 per cent from the previous year and there was a 25 per cent increase in offers made, reflecting the sector's willingness to help applicants after another year of disrupted schooling.

The year was one of consolidation for UAC. The launch of our Strategic Plan 2021–2024 is aimed at reinforcing our market-leading position in admissions and establishing ourselves as leaders in emerging areas related to the support of lifelong learning.

To deliver on our strategy we will build on the value we offer: efficiency, quality and effectiveness. These qualities are valued by our partners and reflected in our business successes this year.

Our bespoke admissions service, UAC Connect, continued to grow, with two new institutions seeing the benefit of an admissions system tailored to their needs. UAC Centralised also welcomed two new participating institutions.

This ongoing growth led to the establishment of the Service Management Office, which enhances the quality, efficiency and effectiveness of service to our customers.

UAC was also excited to announce the participation of Victoria University as a partner in the development of our academic credit management system, UAC Advance, designed to position universities strategically in terms of student recruitment and the student experience.

We thank our partners, friends, Board, executive, management and staff for their significant input throughout the year. We will continue to support those transitioning to higher education while also ensuring we remain a dynamic organisation, well placed to serve our stakeholders for many years to come.





Key services

Admissions

Undergraduate admissions

UAC administers undergraduate admissions for domestic and selected international applicants. This includes 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.

Postgraduate admissions

UAC administers postgraduate admissions for selected coursework courses for domestic applicants. This includes the provision of 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.

Australian Tertiary Admission Rank

UAC manages the Australian Tertiary Admission Rank (ATAR) for NSW students, including its release and distribution. It provides education and resources regarding the ATAR, including a dedicated ATAR Enquiry Centre.

Qualifications Assessment Service

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

Equity schemes

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

Educational Access Scheme

Most of UAC's participating institutions offer 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) for UAC 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.

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 distributed to students by UAC, which also handles enquiries from students through the ATAR Enquiry Centre and customer contact centre following the release of the results. UAC also holds ATAR information sessions and distributes information about the ATAR to schools.

UAC Connect

UAC Connect is a bespoke admissions solution that provides full coverage of the admissions process from application to offer generation. It involves the integration of three key systems currently servicing undergraduate, postgraduate and international admissions: online application, expert assessment and application functionality and data warehouse accessibility.



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 at UAC, 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 within the higher education sector.

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 and committees

Chair

Professor Denise Kirkpatrick

President
Nan Tien Institute
Appointed July 2020

Other directors

Professor Grady Venville

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

Mr Damien Israel

Former Chief Operating Officer
University of Wollongong
Appointed July 2011

Mr Scott Nichols

Director, Management Consulting
KPMG Australia
Appointed September 2014

Ms Nicole Grainger-Marsh

Chief Executive Officer
Asuria Australia
Appointed January 2016

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

Ms Cathy Kovacs

Company Director and Board Adviser
Appointed July 2020

Dr David Christie

Managing Director
Universities Admissions Centre
Appointed March 2015

Committees

Audit Committee

Nomination and Remuneration Committee

Business Development Committee

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 (appointed October 2021)

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.



General Manager, People and Finance
Tim Gleeson (appointed Chief Operating Officer, October 2021)

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

The People and Finance team is responsible for the human resources, financial, payroll, risk, compliance monitoring, building maintenance and legal requirements of the company.

As Chief Operating Officer Tim is responsible for administration, facilities management, finance, governance, legal and risk management.



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.



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.

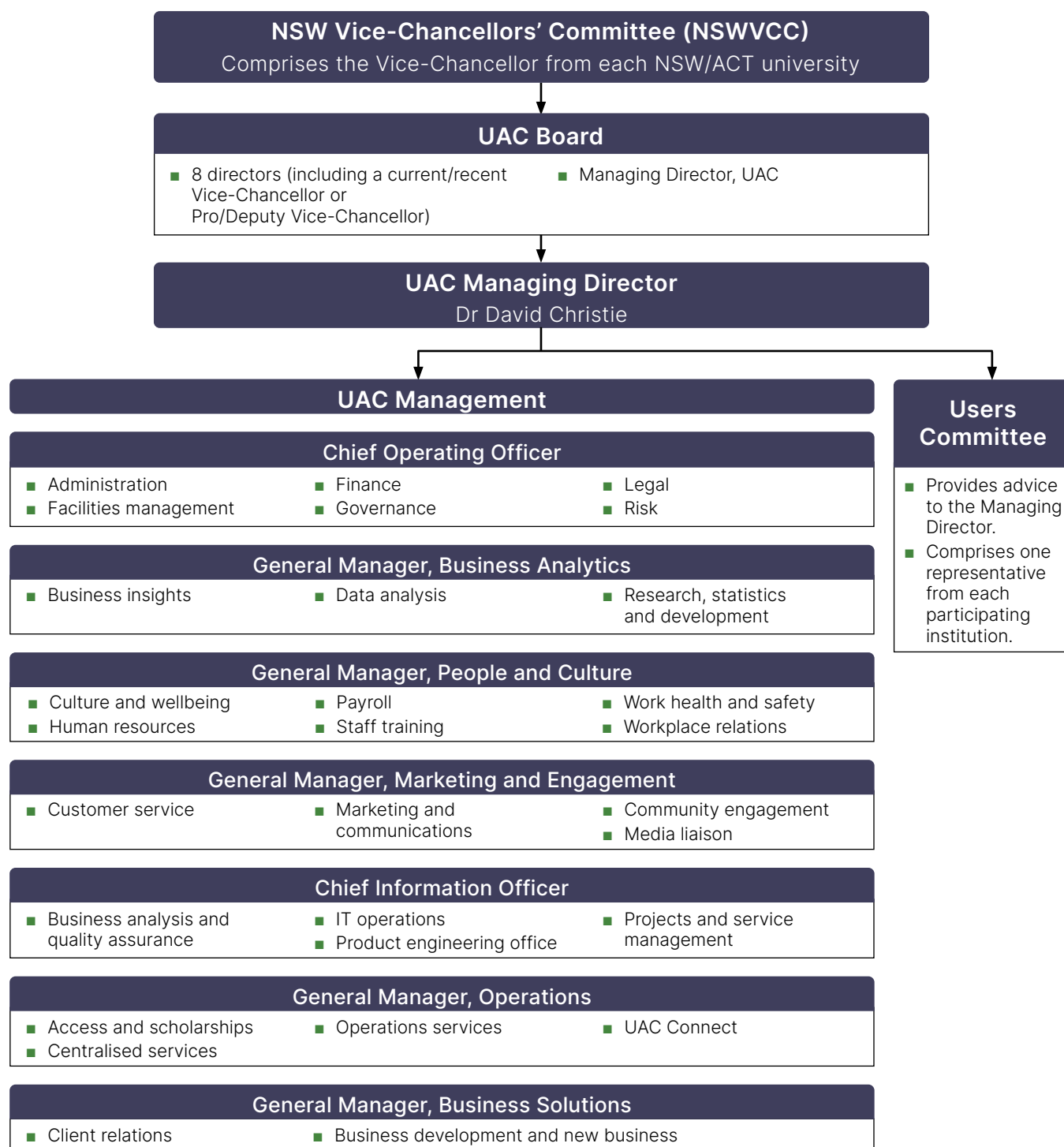
The Marketing and Engagement team holds responsibility for UAC's external communications and marketing activities, media liaison, and engagement with prospective students.

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.



Strategic plan

In June 2021, UAC launched a new strategic plan to reinforce its market-leading position in admissions and build on its value proposition for its partners and stakeholders.

The four pillars of the plan are:

1

Strengthen
established
services

2

Pursue new
opportunities

3

Develop
our people

4

Position
ourselves among
stakeholders

UAC's vision is to become the trusted partner of choice to connect people with lifelong learning.

The key strategies to achieve this are:

1

Upgrade core
platforms

2

Build new
platforms

3

Retain and
expand talent

4

Be the preferred
admissions
partner



UAC in numbers

INSTITUTIONS

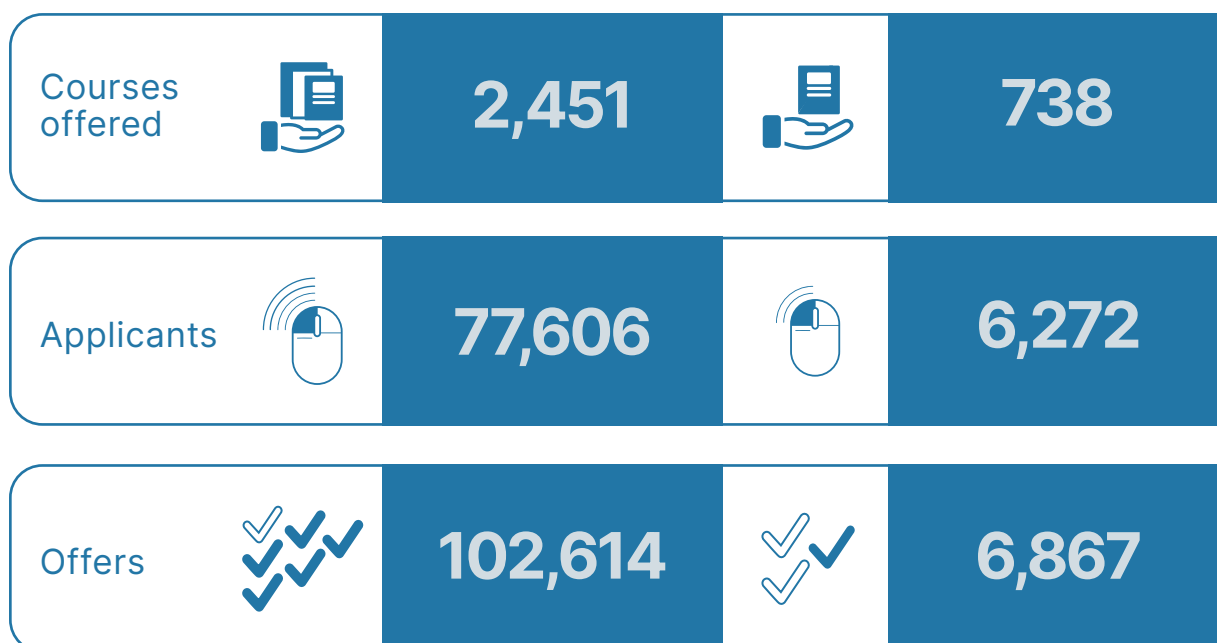


UAC STAFF

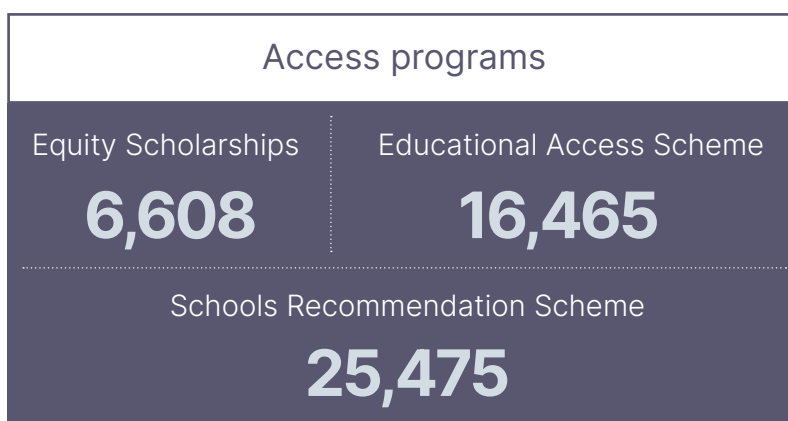


UNDERGRADUATE

POSTGRADUATE



APPLICATIONS





The year in review

Students were front of mind this year with the ongoing uncertainty of COVID-19. UAC continued to support and encourage Year 12 students to finish the year in the best possible way.

UAC staff returned to the office in early 2021, but a fresh outbreak of COVID-19 led to staff reverting to working from home from July on government advice and they remained there for the rest of the year.

As a result of the pandemic, institutions worked hard to ensure students weren't disadvantaged and this was reflected in application and offer statistics. Equity scheme applications and offers hit record numbers this year. ATAR-based offers were also up 3.2 per cent as institutions reached out to support students.

UAC continued to mature as an organisation over the year with the success of many of its new products. It engaged strongly with the sector and maintained a real focus on product development and performance.

The lease ended on UAC's long-time premises at Sydney Olympic Park in March 2021 and in November 2021 the organisation began its transition to new premises at 3 Rider Boulevard, Rhodes.

April 2021

- Undergraduate applications for second semester 2021 and first semester 2022 opened on 1 April. More than 2,300 undergraduate courses were offered by 26 participating institutions.
- UAC welcomed the University of Notre Dame Australia and the Australian College of Physical Education as participating institutions to its centralised admissions service.
- UAC continued to offer support for students whose parent or guardian had previously received JobKeeper and JobSeeker through EAS.

May 2021

UAC committed to the principles of accessibility and meeting a minimum Level A standard for its websites, tools, technologies and products. An Accessibility Committee was formed and a training module for members and staff was implemented. It was agreed that an accessibility component would be embedded into all new project briefs.

June 2021

- UAC launched its Strategic Plan 2021–2024.
- UAC responded to a call from education and language experts to review the way HSC language courses are scaled. The statement emphasised that studying a language is no barrier to achieving a high ATAR – in fact, in 2020 language units were over-represented in the calculation for those students who received an ATAR of 99.95.

July 2021

- UAC announced Victoria University as a partner in the development of its academic credit management system, UAC Advance.
- UAC won an Australian Government grant to build the nation's first ever marketplace for microcredentials. The platform, an initiative of the Australian Department of Education, would be a user-friendly technology platform to enable users to compare short courses and understand how they can be stacked and used for credit towards a complete qualification.
- NESA announced a week's delay to the HSC written exams to give students more time to prepare, also delaying the release of HSC results by a week.

August 2021

- COVID-19 infection numbers soared. As the lockdown continued, Year 12 students had still not returned to the classroom.
- The NSW Education Standards Authority announced, for the second time, that NSW HSC examinations and results would be delayed. For the first time in many years, Year 12 students would have to wait until after Christmas for their results.
- UAC announced that the ATAR for 2021 NSW HSC students would be released on Wednesday 20 January 2022. The main ATAR-based offer round was moved to 26 January and the follow-up round was moved to 3 February. Kim Paino, General Manager of Marketing and Engagement, said: 'It's great news for students to know that they will be sitting their exams, and that there is certainty about when they will receive their results and when university offers will be made'.

- UAC launched its inaugural *Student Lifestyle Report*, based on a survey of 7,500 recent Year 12 students and school leavers.
- Institutions finalised their courses for semester 2, 2021 and UAC data showed that demand for uni study was stronger than ever. Well over 24,000 Year 12 applications had been received by early August, 6 per cent higher than the same time the previous year. While the ATAR was still the main selection tool for Year 12s, the disruptions to students this year meant that many institutions had extended early offer schemes and other entry options available to help Year 12s get to uni in 2022.
- Postgraduate applications for 2020–21 closed on 20 August. UAC received 7,748 applications and made 8,708 offers.





September 2021

- Postgraduate applications opened on 1 September, offering more than 700 courses.
- UAC welcomed Charles Sturt University to centralised postgraduate admissions.
- Schools Recommendation Scheme (SRS) applications closed on Sunday 19 September. UAC received more than 25,400 applications, an 8 per cent increase on SRS applications from the previous year.
- The early bird undergraduate application processing charge ended on 30 September. By this time 66,622 applications had been received. An emerging trend was the jump in first preferences for health courses, particularly among ACT applicants.

October 2021

UAC released a report, *Student Disadvantage and Success at University*, investigating the impact of student disadvantage on achievement in Year 12 and first-year university. The study looked at whether a student's ATAR is affected by socio-economic disadvantage and if that contributes to predicting university success independent of this disadvantage.

The research showed that the ATAR is effective as a tool for measuring academic achievement and managing university admissions, regardless of the background of the student. However, outcomes for disadvantaged students could be improved by raising attainment before the senior years of school, increasing the use of pathways into higher education and expanding the financial support available while at university.

The report received significant media coverage, with stories published in the *Sydney Morning Herald*, *The Canberra Times* and other News publications, industry publications, ABC Radio (including an interview on ABC Sydney Drive talkback radio and ABC Canberra), and Nine radio stations 2UE and 2GB.

November 2021

More than 15,000 Schools Recommendation Scheme (SRS) early offers were released, a 25 per cent increase on offers made in the previous year. The increased offers were driven by a greater demand – there were 25,479 applications for SRS, a 7.26 per cent increase on 2020 – and the willingness of unis to help Year 12 students after a year of disrupted schooling.

December 2021

- HSC exams ended with no pandemic disruptions.
- UAC went live with its first customer for CredNet, its verifiable credentials platform.

January 2022

- ATARs were released to 54,841 eligible students on 20 January. Of this group, 48 students received the top ATAR of 99.95. The median ATAR was 70.40, slightly higher than in 2020.
- UAC's ATAR Enquiry Centre fielded 1,060 calls during its five days of operation (20 to 26 January).
- ATAR-based offers were released on Wednesday 26 January (January Round 2). Universities made 35,811 offers, a 3 per cent increase on offers made at the same time the previous year.
- UAC finalised assessment of 16,465 applications.

February 2022

- UAC released a further 9,735 ATAR-based offers.
- Applications for semester 1, 2022 closed on Friday 4 February.

March 2022

- UAC made its final round of offers for semester 1, 2022 admissions on Thursday 3 March.
- UAC received 77,608 Centralised domestic applications for undergraduate study in the admissions period.
- UAC made more than 102,600 offers in the admissions period.
- UAC Connect processed 106,300 domestic applications on behalf of universities.
- For Year 12 students, once again, Society and Culture – a mix of traditional humanities courses including law and psychology – remained the most popular field of study, followed by Health.
- For international Year 12 applicants the trend also remained the same as the previous admissions period, with the most popular field of study remaining Management and Commerce, followed by Society and Culture.
- For non-Year 12 applicants it was reversed: Health was the most popular field of study, followed by Society and Culture.





Products and services

UAC Centralised

We welcomed the University of Notre Dame Australia and the Australian College of Physical Education as participating institutions in UAC's undergraduate centralised admissions service this year, bringing the total number of participating institutions to 27. Charles Sturt University also joined postgraduate admissions.

UAC Centralised processes applications from more than 80,000 applicants annually.

It provides complete online application services 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
- equity access schemes on behalf of its participating institutions. These include Equity Scholarships (ES), the Educational Access Scheme (EAS) and the Schools Recommendation Scheme (SRS).

UAC Connect

UAC Connect continued to grow throughout 2021-22 and the Business Solutions team also expanded to support the growth in clients.

We welcomed the following clients:

- University of Technology Sydney – The UTS Early Entry Portal went live in August 2021 and closed with more than 14,000 applications.
- University of Tasmania – Scheduled to launch in June 2022, the portal will include the university's Schools Recommendations Program (SRP) within the application.

The services provided included assessment of undergraduate and postgraduate courses, and early admission schemes.

During the 2021-22 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, Charles Sturt University, Macquarie University, University of Newcastle, University of New England, University of Technology Sydney, University of Wollongong and Western Sydney University.

UAC Reach

UAC Reach grew exponentially in this period as institutions realised the value of targeted campaigns to potential applicants. This year the team delivered more than 40 campaigns for 19 clients. As the product developed, the campaigns developed a heightened sophistication with campaign software and data analytics.

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 being developed to integrate existing admissions, student management, and enquiry tools at Victoria University to verify prior learning direct from national tertiary record databases. It aims to provide consistent, reliable and fast credit outcomes for staff and students and position universities strategically in terms of student recruitment and the student experience.

Service management

In early 2021, UAC's Service Management Office (SMO) was established to enhance the quality, efficiency and effectiveness of services to UAC Connect and UAC Centralised customers as well as staff.

A service desk, powered by Jira Service Management (JSM), was introduced to streamline and document workflows internally and externally.

JSM includes the:

- UAC Staff Service Desk, used by UAC staff to create service or incident tickets
- Institution Service Desk, used by institution staff to create service or incident tickets.

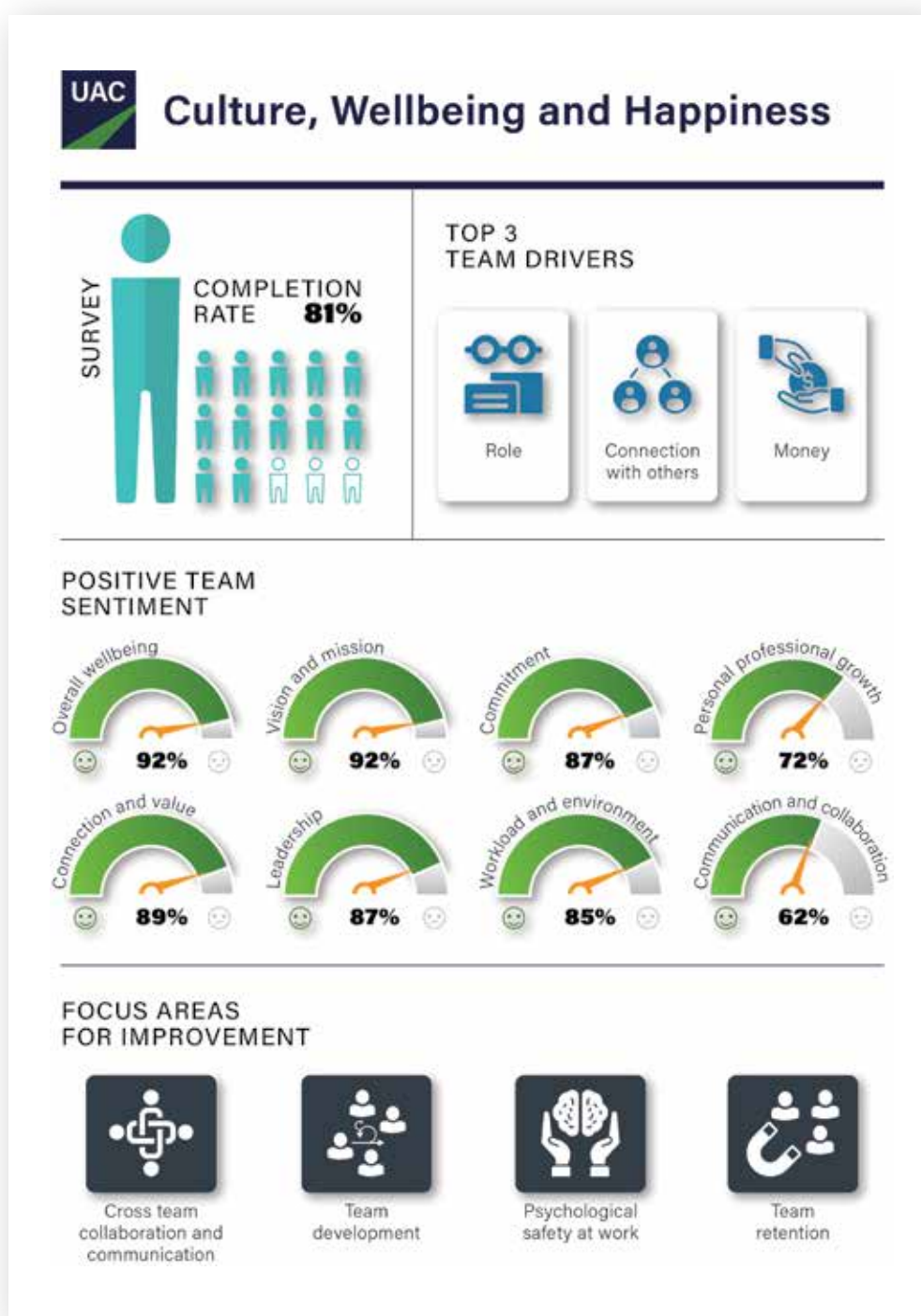
In May, staff began transitioning to the JSM system. In July a pilot to transition institutions began. All institutions were using the new service desk by the end of 2021.



People and culture

As of mid-June 2022, UAC had 148 staff, including 94 permanent members of staff and 49 fixed-term staff.

The Culture, Wellbeing and Happiness survey for this period showed positive team sentiment around wellbeing, UAC's vision and mission, commitment and personal professional growth.





Social initiatives

UAC staff supported many social initiatives throughout the year.

In May UAC once again participated in Australia's Biggest Morning Tea, a community event that raises funds for Cancer Council Australia. Along with donations and a raffle, this year it included a baby photo guessing competition.

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 September. The top teams took well over a million steps each and thousands of dollars were raised.

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.

Enterprise bargaining

Bargaining for a new enterprise agreement (EA) recommenced in March 2021 in conjunction with staff and the Universities Admission Centre Branch of the CPSU (Community and Public Sector Union), following an agreement to pause negotiations due to the initial disruption of COVID-19.

Management's aim was to continue becoming a more agile, flexible and innovative company and UAC executives proposed greater flexibility in the way staff worked. They proposed new flexible work arrangements in order to improve the ability to quickly respond to client and customer demands and work-life balance.

Management also proposed the introduction of additional workplace strategies that reflect market conditions and remuneration in order to attract and retain those employees with skills that are considered key to achieving the strategic goals of the business.

There was also a performance bonus and a pay rise of 1.5 per cent over three years – an increase considered by management to be sustainable in an uncertain environment.

The Fair Work Commission approved the new EA in January 2022 and the Enterprise Agreement 2021-2024 came into effect in February.

Engagement

UAC is committed to providing excellent service to its applicants as well as to tertiary institutions, schools, parents, government education departments, statutory authorities and other bodies.

UAC communicates extensively with stakeholders to inform and educate its audiences. Throughout the 2021–22 admissions period UAC sent more than 1 million emails.

Our suite of electronic communications included:

- UAC Update, a monthly newsletter sent to nearly 84,000 NSW and ACT Year 12 students – applicants and those who haven't yet applied – to inform them of key milestones in the admissions period.
- Update for Parents, offering support to parents and carers helping their child navigate the final year of school. Ten editions of this newsletter were sent to more than 3,700 subscribers.
- PIN-related emails sent to Year 12 students to inform them of their UAC PIN so they could apply for study, along with reminders such as the end of the early bird discount application period.
- UAC News, a bi-monthly newsletter sent to more than 2,000 school student and careers advisers to keep them informed of admissions news and dates.
- Directions, UAC's general bi-monthly newsletter covering all the news happening at UAC, sent to more than 4,500 subscribers from institutions, higher education, government and related industries, undergraduate and postgraduate applicants.
- Update from UAC, sent to UAC's participating institutions informing them of system changes, project updates, new initiatives and upcoming milestones.
- Insights, UAC's Business Solutions newsletter, sent periodically to more than 1,000 subscribers.



Customer Service

UAC's Customer Service team deals daily with queries from applicants, their parents and carers and anyone looking for information about applying for university.

In this admissions period, Customer Service took more than 47,000 phone calls, replied to more than 20,000 emails and nearly 1,000 Facebook queries, and participated in nearly 4,000 LiveChat sessions.

Community Engagement

The Community Engagement team travels throughout NSW, the ACT and interstate to meet students, careers advisers and parents. They attend in-school information sessions, careers adviser network meetings, university events, careers expos and community events.

This year the team participated in more than 300 events – 136 in person, 32 events hosted on UAC Digital and more than 150 Zoom sessions. The growth of UAC's digital channels means their reach is strong and they presented to more than 110,000 people in this period.

Social media

In 2021–22, the social media team focused on reaching out to Year 12 students studying at home by hosting numerous Facebook and Instagram Live events. These gave viewers the opportunity to ask specific questions and receive an instant answer. Topics included the ATAR, scaling, offers, pathways and equity schemes. Thousands of prospective students, parents, careers advisers and teachers participated in these live events, with the videos being viewed more than 27,000 times. UAC had more than 25,920 Facebook followers and posts reached a total of 3 million people.

UAC has a smaller but extremely engaged Instagram audience of more than 5,370 students. This year's posts reached 792,260 people, the majority being Year 12 students.

2021–22 social media



Video views:
27.8k views/64.3k reach
Followers: **25,920**
Post reach: **3 million**
4.17M impressions



Audience: **5,370**
Reach: **792,260**
1.99M impressions

Media coverage

UAC is a highly engaged participant in the higher education sector.

Ongoing speculation over the effect of COVID-19 and the lockdown on students and higher education led to strong ongoing interaction with the media this year.

As part of its media engagement, UAC sends regular media releases to a targeted group of media contacts, peaking around the key admissions period of December when the ATAR is released and university offers of admission are sent.

Highlights for this year included a media release announcing the launch of the microcredentials marketplace in March 2022. This resulted in media coverage with 5 million potential readers, including stories in the *Australian Financial Review*, *Pie News*, *Information Age* and *Campus Morning Mail*.

Staff are kept informed of higher education news via 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 statistics and commentary at significant points in the application cycle, such as the breakdown of semester 1 applicant and offer numbers.

The potential audience reach for the admissions period was 24 million.



Customer insights

In July 2021, UAC launched its first annual *Student Lifestyle Report*. The report was based on a survey of more than 7,500 Year 12 students about their study plans, dreams and habits. Its purpose was to give UAC more in-depth insights into how this demographic makes decisions about further study, as well as their leisure habits and their hopes and dreams for the future.

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.

Partnerships

In June 2021 UAC joined an industry partnership program being run by the University of Sydney. The program aimed 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.

About this publication

The *UAC Annual Report 2021-22* gives an overview of the operations of the Universities Admissions Centre (UAC) during the 2021-22 admissions year.

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uac.edu.au/about.



ACCESS YOUR POTENTIAL.

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