Year 12 & non-school leaver calendar

APRIL

UAC applications open

A third of UAC applicants lock in preferences early. Position your institution to be a top contender by promoting your value proposition right when applications open.

JUNE

Students explore their study options

Increase brand visibility with display ads or UAC sponsorship as Year 12s explore their study options. Leverage direct messaging to promote early offers and open days, ensuring you nurture and secure high-quality leads.

SEPTEMBER

Students starting to make decisions about their future

Capitalise on the second-highest preference change spike by engaging students just before UAC's early bird closes, driving recruitment and conversions.

NOVEMBER

Students are looking for options to reduce HSC and ATAR anxiety

As the first round of offers are released, students are actively accepting offers and changing their preferences.
Be part of the conversion!

DECEMBER

Students are ready to convert

Engagement peaks on UAC's site during applications. Stay visible with a display campaign and targeted direct messaging around ATAR release to capture preference changes.

JANUARY

Students are looking for pathways to pursue their dream career

The second-largest offer round targets three key groups: medicine applicants, second-round offer checkers, and pathway applicants.
Engage each group with tailored messaging to drive decisions.