



Annual Report

2013-14



Annual Report 2013–14

The UAC Annual Report 2013–14 gives an overview of the operations of the Universities Admissions Centre (UAC) for the financial year ended 30 June 2014 and includes highlights of that financial year.



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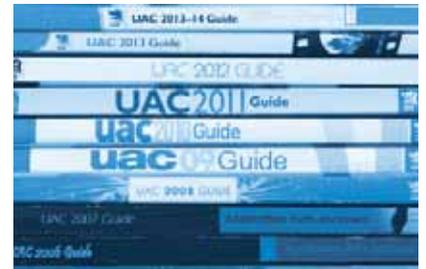


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Report from the Chair

The 2013–14 financial year was another successful one for the Universities Admissions Centre. While there were no significant changes in the nature of UAC's activities during the year, from a governance perspective the year was tumultuous for three reasons.

First, the Commonwealth Government announced a major restructure to the finances of the higher education sector in its May 2014 budget announcement. The announcement signalled an average reduction of 20 per cent in funding per domestic student enrolment and deregulating the price institutions can charge students directly and in compensation for the funding cut.

While the legislation is yet to be debated in the lower house at the time of writing, and its passage is uncertain, it has raised expectations that further competition and the marketisation of the sector are inevitable.

As a result, the Board initiated a process to engage with the sector and attempt to determine the impact of deregulation on institutions, their admission practices, and to ensure UAC is positioned to provide the services that will be needed in a new environment.

Secondly, UAC's long-serving Managing Director, Mr Andrew Stanton, announced his retirement. Andrew joined UAC in 1987 and was appointed Managing Director in 1995; a position he assumed for the next 19 years. Andrew's contribution to UAC and the higher education sector generally has been monumental and cannot be over-stated. While the Board was very happy to wish Andrew the very best for his retirement he leaves behind a very large gap in corporate knowledge. The Board will announce Andrew's replacement in due course.

Thirdly, the preceding two developments prompted UAC's owners, the NSW Vice-Chancellor's Committee (NSWVCC), to initiate a review of UAC's role and direction. The interest in UAC's place in the sector and its ongoing strategic direction is deserved and was welcomed by the Board. The review has now concluded and its findings confirmed UAC's role as the preferred provider of admission services in the region and exhorted UAC to engage with universities quickly on the development of a system which will complement the preference allocation system.

All in all it has been a very positive year for UAC but one not without its challenges. My thanks go to the UAC Board, the majority of whom provide their services on a voluntary basis. I would also like to acknowledge UAC staff for their diligence and shared commitment to UAC's ongoing growth and success.

Mr Bruce Lines
Chair, UAC Board



Report from the Managing Director (Acting)

It has been a year of business growth and change for UAC.

We completed the first year of the year-round application and assessment process in 2013–14. The merged main and mid-year admissions periods have given applicants the ability to apply once for undergraduate study for courses starting anytime from September to July the following year, allowing them more choice and flexibility in their course options and streamlining processes for institutions.

Our services were also expanded. For the first time we have included a group of institutions offering courses to which students apply direct to the institution.

Pathway courses were added to the more than 1,500 courses already offered. Applicants could choose or be offered to study a pathway course as preparation for tertiary study.

We also welcomed three new private higher education providers as participating institutions.

All of these changes have given our applicants more options for tertiary study and our institutions the flexibility to offer better services.

The success of these developments are shown in an increase in applications received and offers made.

But the year was also one of consolidation.

Educational Access Schemes and Equity Scholarship applications remained steady and UAC's community engagement functions continued to fan out across the state. From the Riverina and New England to the North Coast they met with thousands of students, teachers, education professional and those interested in returning to tertiary education.

UAC was proud to be part of the Bridges to Higher Education initiative and launch the Make Your Mark website in April 2014, which aims to inspire and provide resources to those looking to study for the first time or return after many years.

We also said goodbye to our long-serving Managing Director, colleague and friend Andrew Stanton. We wish him great happiness and success in the next phase of his life.

With the many changes in the sector to come, we look forward to continuing to develop and grow as we move into the future.

Ms Andrea Goodwin
UAC Managing Director (Acting)



About UAC

In 1995, the Universities Admissions Centre (UAC) was established by the New South Wales Vice-Chancellors' Committee (NSWVCC) – the peak body for Australia's universities – to process applications for admission to undergraduate courses offered by NSW and ACT universities. Prior to this, centralised university admissions in NSW and the ACT were handled by an administrative division of the University of Sydney.

In 1996 UAC became the Universities Admissions Centre (NSW & ACT) Pty Ltd, a company owned by UniProjects Pty Limited, in turn owned by the NSWVCC.

Today, UAC is the central office that processes applications for undergraduate courses, postgraduate courses, Educational Access Schemes (EAS), Equity Scholarships (ES) and Schools Recommendation Schemes (SRS) for UAC's participating institutions, which include universities, colleges and other higher education providers.

UAC also calculates and notifies NSW HSC students of their ATAR (Australian Tertiary Admission Rank).

In 2013, UAC began to offer year-round admissions for applicants. This meant that in a single application they could apply for undergraduate study at UAC's participating institutions from August each year until July the following year.

Some international students (including those attempting an Australian or New Zealand Year 12 qualification or International Baccalaureate (IB) in the current year) can also apply through UAC for undergraduate study. International postgraduate applicants apply directly to the institution.

Institutions for 2013–14

Participating

UAC worked with 25 participating institutions in this period, including three new approved higher education providers that offer courses at Diploma level or higher and are eligible for FEE-HELP. Together they offered more than 1,500 courses. The 25 institutions were:

- APM College of Business and Communication
- Australian Catholic University
- Australian College of Applied Psychology (new)
- Australian Maritime College
- Australian National University
- Billy Blue College of Design
- Charles Sturt University
- CQUniversity
- Griffith University
- International College of Management, Sydney
- Jansen Newman Institute
- La Trobe University
- Macleay College (new)
- Macquarie University
- MIT Sydney (new)
- Southern Cross University
- University of Canberra
- University of New England
- University of New South Wales
- University of Newcastle
- University of Sydney
- University of Technology, Sydney
- University of Western Sydney
- University of Wollongong
- William Blue College of Hospitality Management.

Apply direct

UAC also publishes general information and course listings for other approved higher education providers.

These courses appear in UAC's core publications and on UAC's website, but applications to the courses are not processed or assessed by UAC. Applicants apply directly to these institutions. The following nine institutions were apply direct institutions in 2013–14:

- Academy of Information Technology
- Australian College of Physical Education
- Australian International Conservatorium of Music
- Champion College Australia
- JMC Academy
- SAE Institute & Qantm College
- TAFE NSW Higher Education
- The University of Notre Dame Australia
- Whitehouse Institute of Design, Australia.

Staff

During 2013–14 UAC operated with 63 permanent employees across four main areas:

1. Corporate Services, including human resources, payroll, finance, and administration
2. Information Services, including customer service, publications, website, communications, media liaison, advertising and marketing, school and community liaison
3. Client Services, including assessment, operations, equity, and admissions testing
4. Information Technology, including systems management, and programming.

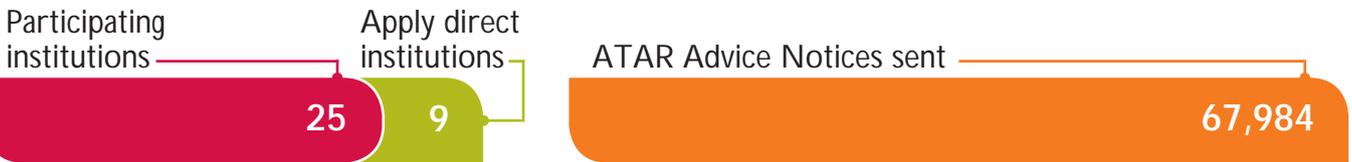
During peak application periods, UAC also recruited 48 fixed-term temporary staff (eg assessment and client services staff) for periods of up to six months.

Management

UAC's major policies are determined by the UAC Board, which reports to the NSW Vice-Chancellors' Committee. The day-to-day activities of UAC are the responsibility of the Managing Director. See page 8 for UAC's management structure and relationships.



UAC 2013–14 in numbers



Undergraduate



Postgraduate



Equity



Customer Service



STAT



Corporate objectives

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 NSWVCC, staff, applicants, suppliers, government, and the UAC Board. Our success relies upon the quality of these relationships, which we maintain and improve through co-operation and understanding.

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.

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.

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.

Strategic goals

- Expand the range and utilisation of our services.
- Develop and improve our systems.
- Maintain excellence in our business processes.



UAC governance

NSW Vice-Chancellors' Committee (NSWVCC)

Comprises the Vice-Chancellor from each NSW/ACT university

UAC Board

Comprises:

- eight nominees of the NSWVCC (and one current Vice-Chancellor)
- Chair, Users Committee
- Managing Director, UAC

UAC Managing Director

Andrea Goodwin (Acting)

Users Committee

Chair

Provides advice to Managing Director. The Managing Director and senior UAC staff attend. The Chair is a member of the Board.

Comprises one representative from each institution.

UAC Management and Staff

Research, Statistics and Development

Director, Corporate Services

Human resources
Payroll
Finance
Administration

Director, Information Services

Customer service:
■ School and community liaison
Publications:
■ Website
■ Communications
■ Media liaison
■ Advertising and marketing

Director, Information Technology

Systems management
Programming

Director, Client Services

Assessment
Operations
Equity unit
Admissions tests

UAC Board 2013–14

Chair

Mr Bruce Lines

BA (Hons) CQU, MPubPol Deakin, MBA Canberra, GAICD
Vice-President, Operations
University of Canberra
Appointed January 2013

Bruce's career in higher education began at the University of Queensland, where he performed a number of policy and academic administration roles. Bruce joined the University of Canberra in 2003 as Director, Student Services. In 2008 he led a major change management project, focusing on procurement as well as IT and business process outsourcing. He was appointed Registrar in 2009, and Vice-President, Operations, in 2013.

Over the course of his career Bruce has presented conference papers and published in areas relating to tertiary education management. He has previously chaired the Board of the University of Canberra Union (UCU) and also served on the Board of the Queensland Theatre Company.

In 2006 Bruce was awarded a Carrick Institute Citation for Outstanding Contribution to Student Learning, relating to his oversight of VET to UC pathway programs.

Other members

Professor Peter Lee (NSWVCC representative and Deputy Chair)

Vice-Chancellor
Southern Cross University
Appointed January 2012 – December 2013

Professor Andrew Vann

(NSW VCC representative and Deputy Chair)
Appointed January 2014

Professor Derrick Armstrong

Deputy Vice-Chancellor (Education) and Registrar
University of Sydney
Appointed July 2013

Professor Robert Coombes

Head of the School of Accounting and Finance
Charles Sturt University
Appointed September 2005 – December 2013

Professor Joan Cooper

Academic Adviser (Special Projects)
University of New South Wales
Appointed February 2009

Mr Damien Israel

Chief Finance Officer
University of Wollongong
Appointed July 2011

Ms Shaneen McGlinchey

Academic Registrar
University of Western Sydney
Appointed March 2010

Ms Carmel O'Regan (Chair, Users Committee)

Deputy Academic Registrar
University of Newcastle
Appointed July 2013

Mr Andrew Stanton (UAC Managing Director)

Appointed August 1995 – August 2014

Officer

Mr John Pegg (Company Secretary)

Undergraduate admissions

UAC administers undergraduate admissions for domestic and selected international applicants involving centralised applications and assessment and management of the course offer allocation process.

Postgraduate admissions

UAC administers postgraduate admissions for selected coursework courses for domestic applicants involving centralised applications and assessment and management of the course offer allocation process

UAC also operates an institution-branded application portal and admissions system for UTS Business School's domestic postgraduate coursework programs.

Australian Tertiary Admission Rank

UAC calculates and manages the Australian Tertiary Admissions Rank (ATAR), including website release of applicants ATARs, 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

UAC administers the Special Tertiary Admissions Test (STAT) Multiple Choice and Written English, including providing centralised applications, test venues and supervisors.

Qualifications Assessment Service

UAC provides a pre-application online Qualifications Assessment Service (QAS) for potential applicants who wish to find out if they are likely to be eligible for tertiary study or where, for a direct application to an institution, the provision of a qualifications assessment statement is a requirement.

Equity

Educational Access Schemes

Most of UAC's participating institutions have Educational Access Schemes (EAS) to assist students who have experienced long-term educational disadvantage gain admission to university.

UAC administers EAS on behalf of participating institutions including the provision of centralised applications and assessment and distribution of eligibility letters.

Equity Scholarships

Equity Scholarships assist financially disadvantaged students with the costs associated with higher education. UAC administers the scheme for applicants and current university students, including the provision of centralised application, assessment and offer processes.

Schools Recommendation Schemes

In 2014, UAC announced the commencement of the Schools Recommendation Schemes (SRS) for 2014–15 admissions. UAC will administer SRS for nine participating institutions to facilitate access to higher education for current Australian Year 12 students who might otherwise not be offered a place. SRS applications will be assessed centrally at UAC, using school recommendations and non-Year 12 academic achievements. Offers will be made early, before the main offer round for Year 12 students.

Applications and offers

Between August 2013 and July 2014 there was strong growth overall in applications and offers for tertiary study across both undergraduate and postgraduate areas as well as for UAC's centralised equity schemes.

Undergraduate

There were more than 1,500 undergraduate courses offered by UAC. UAC received, processed and assessed 94,962 undergraduate domestic applications – a 6.95 per cent increase on last year.

UAC made a total of 97,711 undergraduate domestic offers on behalf of its institutions.

Undergraduate International

UAC received, processed and assessed 2,619 undergraduate international applications and made a total of 4,846 international undergraduate offers.

Postgraduate

UAC's participating institutions offered more than 1,000 courses in this admissions period. This year two new providers joined UAC as participating institutions for their postgraduate courses – Australian College of Applied Psychology and International College of Management, Sydney.

UAC received, processed and assessed 14,347 domestic postgraduate applications and made a total of 16,919 domestic postgraduate offers.

Equity

UAC offered a centralised equity application process for two equity programs in this period: Equity Scholarships and Educational Access Schemes. Applications and offers for these schemes were strong in 2013–14.

Equity Scholarships

Twenty of UAC's institutions participated in the centralised Equity Scholarships program in 2013–14. UAC received 7,341 Equity Scholarship applications in this period.

The most common type of disadvantage claimed was Financial Hardship for applicants in receipt of a Centrelink allowance.

Institutions made a total of 1,454 Equity Scholarship offers – nearly 20 per cent of applicants received financial assistance from UAC's participating institutions.

Educational Access Schemes

There was again an increase in the number of EAS applications received by UAC in this period.

Of the 20,054 applications received, there were 8,134 paper applications and 11,920 'virtual' applications (virtual applications are those lodged automatically by UAC on behalf of students attending certain disadvantaged schools).

The most commonly assessed disadvantage was School Environment, which applies to applicants attending a school supported by the NSW Department of Education and Communities Low Socio-economic Transitional Equity Funding Program or the Australian Government National Partnership for Low Socio-economic Status School Communities Program or a similar program.

Flexible undergraduate admissions

This year was the first of UAC's flexible undergraduate admissions periods. This meant that UAC offered a single admissions period running from August through to July and provided year-round application and assessment facilities for participating institutions and applicants. Applicants were able to apply for courses starting throughout the year with one application.

Pathway courses

A number of participating institutions offered pathway courses through UAC. Applicants could select these courses using Apply and Check & Change.

Pathway courses are alternative study options for students who are not accepted into a tertiary course. They are a lower level of study than a Bachelor degree and often offer entry into the degree after successful completion.

Slipback offers

Options for students were extended even further with the addition of slipback offers. Some institutions made slipback offers to a pathway course if applicants were not eligible or competitive enough to receive an offer to the course to which they applied. This meant they may have received an offer to a lower-level course instead of the course they had listed in their preferences.

Slipback offers were generated after each offer round. Up to February Round 1 in 2014, the final round for first semester courses, 910 slipback offers made.

Bridges to Higher Education

The Bridges to Higher Education (www.bridges.nsw.edu.au) initiative was launched in this period. It is funded by the Commonwealth Government and formed by five Sydney universities – University of Western Sydney, University of Sydney, University of Technology, Sydney, Australian Catholic University and Macquarie University – with the aim to widen participation in higher education from communities currently under-represented. Other partners include UAC, TAFE Institutes, the NSW Department of Education and Communities, primary and high schools, and various associations and bodies working with schools.

The program has produced a range of free online resources – such as videos and a television series designed to inspire students called Models of Achievement (also aired on Television Sydney (TVS)) – for students, teachers, parents, community workers and others interested in finding out about higher education.

Make Your Mark website

As part of Bridges to Higher Education, UAC developed the Make Your Mark website (www.makeyourmark.edu.au), which aims to build aspirations among under-represented communities groups and provide key information for people looking to undertake tertiary study for the first time. The website provides essential information about university study and inspiring testimonials from people who have achieved their goal of a university degree in spite of coming from an educationally disadvantaged background. The Make Your Mark website also houses resources from the wider Bridges to Higher Education project, including valuable tools for schools and careers advisers, such as the Models of Achievement television series.

Community liaison

Customer service

UAC's contact centre

UAC's contact centre is open Monday to Friday from 8.30am to 4.30pm and handles telephone, counter and email enquiries. In the peak period from August 2013 to February 2014 UAC's Customer Service team handled approximately 78,000 calls and 17,000 emails.

On Thursday 19 December 2013, the day ATARs were released on UAC's website, 2,900 phone enquiries were received.

ATAR Enquiry Centre

UAC's ATAR Enquiry Centre opened on Thursday 19 December 2013 and ran until Tuesday 31 December 2013 to help students with queries relating to their ATAR. The centre received 1,362 calls – a slight increase on last year. Most calls were directly about the ATAR, with the next four biggest categories being calls about PIN numbers to log on to UAC's website, offers, bonus points and EAS.

Community engagement

UAC's community engagement program continued to grow in 2013–14 and received positive feedback from our stakeholders in the community. The team meets thousands of students, careers advisers and parents throughout New South Wales every year.

Events and expos

UAC had a presence at all major multi-school careers events and expos in the north-west, central-west, north coast, Central Coast, south coast, Riverina, Illawarra, Newcastle and Hunter Valley regions of New South Wales. Over 70,000 students and parents at 32 careers events throughout the state benefitted from UAC's information displays and seminar presentations.

Large multi-school careers events included:

- Western Sydney Careers Expo at Sydney Olympic Park with 23,000 visitors and 145 exhibitors – UAC delivered 13 seminar presentations
- HSC and Careers Expo at Moore Park, Sydney with 16,000 visitors and 145 exhibitors – UAC delivered 12 seminar presentations
- Canberra CareersXpo with 7,500 students from 35 ACT schools and 13 NSW schools
- Illawarra Coal Regional Careers Expo with over 2,500 students and parents from local schools
- Northern Beaches Careers Expo with approximately 3,000 students from 23 schools in Sydney's northern beaches and northern suburbs
- Macarthur Area Careers Expo with approximately 3,000 senior students from schools in south-west Sydney
- Tamworth Regional Careers Expo with over 2,500 attendees from the New England and north-west areas of New South Wales.

The Community Engagement team also undertook presentations for particular groups. These included:

- Charles Sturt University's Port Macquarie campus prospective students program
- University of Western Sydney's Fast Forward program aimed at widening participation in tertiary education for current Year 12 students
- UNSW Careers Adviser Day including a presentation for interstate careers advisers

- University of New England future students day including engagement with over 40 careers advisers
- Information sessions for international Year 12 students and their parents about applying for tertiary study through UAC
- Presentations on choosing subjects for Years 11 and 12 for Year 10 students and their parents
- Information sessions at UAC for non-Year 12 applicants covering all aspects of applying for tertiary study through UAC.

UAC Days

UAC's Community Liaison team continued to conduct UAC Days throughout the state this year. These free information days targeted principals, deputy principals, careers advisers, head teachers and year advisers and were held in several locations including Narrandera, Goulburn, Central Coast, Lismore, Bathurst and at UAC's premises at Sydney Olympic Park in Sydney.

The interactive morning sessions explored the calculation of the ATAR and provided an opportunity to strengthen attendees' understanding of scaling tables. The afternoon session covered aspects of the UAC process as well as EAS applications and how students could gain maximum benefit from preferences and bonus points.

Positive feedback from attendees at UAC Days included comments about the relevance of the real-life examples, the 'unpacking' of the scaling report and the explanation of UAC processes in simple terms.

After the successful pilot of a session with Australian Catholic University aimed at clarifying the role of UAC and the institution, further sessions were conducted for UNSW Australia, Macquarie University and for Charles Sturt University at its Bathurst campus.



Publishing and communications

The Publishing division provides multi-channel information and communication support for UAC's services and the organisation as a whole.

Our activities encompass publishing in print and online (including supporting online applications), social media, media liaison, marketing and advertising.

Online

UAC's website is the main information source and application facility for undergraduate, postgraduate and international applicants for courses at UAC's participating institutions. It has general information on the application process, key dates, information about UAC's participating institutions and a course search function with detailed course information from participating and apply direct institutions. The course information is updated constantly to reflect institution changes to courses.

All applicants wanting to study at one of UAC's participating institutions apply online using UAC's Apply function. They can also review and change their applications at any time up until final closing dates using the Check & Change function.

Year 12 applicants access their ATAR on UAC's website in December and all applicants receive correspondence and any offer of study through the site.

UAC's website also contains information on Equity Access Schemes and Equity Scholarships as well as the Special Tertiary Admissions Test (STAT) and UAC's Qualifications Assessment Service (QAS). Applicants for Equity Scholarships must apply through the ES Online facility.

Other areas on UAC's website include Schoolink, which brings together resources for schools and careers advisers. Nearly all of UAC's publications are held online along with media releases. There is a secure corporate log-in area for participating institutions.

In the period 1 July 2013 to 30 June 2014, UAC's website received 1,418,399 unique visitors (each visitor counted only once even if they returned to the website later). The total number of visits in UAC's peak period of January 2014 was 714,067.

On 19 December 2013 when ATARs were release date, there were 114,048 visits and on Main Round release date (16 January 2014) there were 111,277 visits in total.

Social media

Facebook continues to provide a valuable communication channel for UAC and to expand on our traditional phone and email customer service function by providing another platform for answering applicant queries.

UAC's Facebook page (www.facebook.com/universitiesadmissionscentre) has steadily build its audience, reaching over 4,500 subscribers during 2013–14. Over 900 queries from applicants, parents and schools were received and answered on Facebook over these 12 months. A number of successful advertising campaigns were conducted on Facebook in conjunction with traditional radio advertisements to promote awareness of milestone application dates.

Analytics show that, as expected, the largest demographic segment of users are aged between 18 and 24, making up 62 per cent of our audience.

UAC's Twitter service (<http://twitter.com/UACinfo>) finished the 2013–14 financial year with 244 followers. Twitter has been an invaluable tool for helping applicants with speedy resolution of their issues, particularly during peak periods such as the release of the ATAR and during Main Round offers.

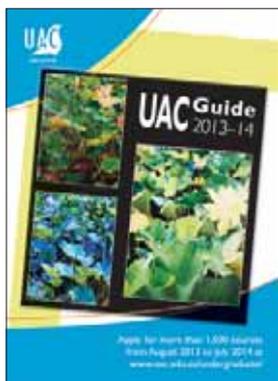
Eight videos were produced and published on UAC's YouTube channel (www.youtube.com/user/UACinfo) including guides on how to apply, instructions on changing course preferences and an overview of the Australian Tertiary Admissions Rank. These videos received over 54,000 unique views and were watched in over 157 countries.

Development of a branded video telling the story of three applicants is currently underway. This video will be used to promote UAC's role in helping people with their journey towards tertiary education.

Publications

UAC 2013–14 Guide

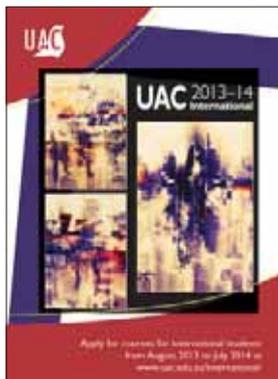
The Guide is UAC's flagship publication. Published in July each year, it is a comprehensive resource for domestic undergraduate admissions. The Guide contains information about application procedures and admission requirements, general information about participating institutions and detailed course descriptions.



125,000 copies of the Guide were printed for 2013–14 admissions and were distributed free-of-charge to Year 12 students in NSW and the ACT. Non-Year 12 applicants were able to buy a copy from newsagents throughout Australia or from UAC.

UAC 2013–14 International

The UAC International booklet is published each year for a specific category of international students who are eligible to apply for undergraduate study through UAC.

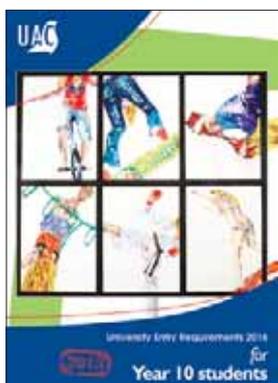


Similar in structure to the UAC Guide, it contains information about application procedures and admission requirements for these students, general information about participating institutions that offer courses for these students and a detailed list of courses available to international applicants.

The booklet is distributed free-of-charge through participating institutions and schools with international students eligible to apply.

University Entry Requirements 2016 for Year 10 students

The University Entry Requirements Year 10 booklet is published annually 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 in 2016 – the year this Year 10 cohort will commence tertiary study.



This year the booklet was expanded with information to encourage Year 10 students to think carefully about subject choices that can lead to university course selection and beyond to future careers, making their pathway to successful tertiary study easier.

A limited number of copies are sent to schools for the use of Year 10 student advisers. Further copies of the booklet are for sale on UAC's website.

Report on the Scaling of the 2013 NSW Higher School Certificate

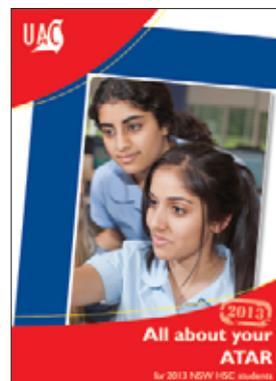
Compiled by the NSW Vice-Chancellor's Technical Committee on Scaling, this report contains information on the calculation of the ATAR in the previous admissions year. It is distributed to schools and tertiary institutions and is available as a PDF on UAC's website.



The 2014 report on the 2013 NSW Higher School Certificate revealed that 54,642 students received an ATAR in December 2013, the median ATAR was 69.20, 16.7 per cent of students received an ATAR of 90.00 or above and 63.3 per cent of students received an ATAR of at least 60.00.

All about your ATAR

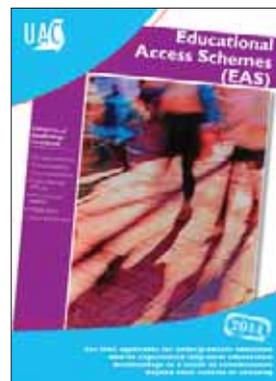
This flyer answers the frequently asked questions about the ATAR in simple terms. It is published to coincide with the release of the ATAR in December and 75,000 copies are distributed to HSC students, careers advisers and institutions in time for the release of the ATARs in December. It is also made available as a PDF on UAC's website.



Educational Access Schemes (EAS) 2013–14

This annual booklet provides essential information about applying for consideration under different institutions' Educational Access Scheme.

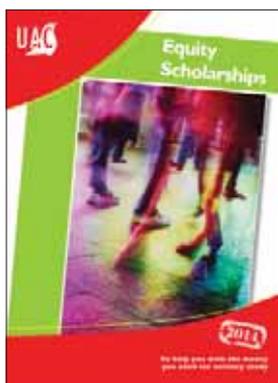
The free booklet is distributed to schools and participating institutions and is also made available as a PDF on UAC's website.



Equity Scholarships 2013–14

This booklet is published to provide information about applying through UAC for the many Equity Scholarships offered by participating institutions in one application.

The free booklet is distributed to schools and participating institutions and is also made available as a PDF on UAC's website.



UAC also produces a range of free publications for students, parents, student advisers and non-Year 12 applicants. These publications were updated for 2013–14 and distributed by UAC's community engagement team at information sessions, careers expos and university events across the state throughout the year.

These publications are also available as a PDF on UAC's website.

All About UAC: For Year 11 and 12 students

This booklet, updated annually, details how Year 11 and 12 students can research and prepare for the many aspects of tertiary study. It also provides information on the application process through UAC and details of courses and course cut-offs for courses in the previous year's admissions period.



UAC News

This free print newsletter is produced specifically for high schools. It is published four times a year with general information for careers advisers, teachers, parents and students.

UAC News is distributed by UAC to all Year 12 schools in NSW and the ACT. The July issue is distributed Australia-wide to advise potential interstate applicants of key information.



All About UAC for Parents

This booklet collates common questions parents have when guiding their child through the tertiary education process and helps them to understand the process and talk to their child's teachers with confidence.



Directions

Directions is UAC's regular e-newsletter for applicants, careers advisers, institution staff and international students' agents. It advises subscribers of upcoming events, admissions deadlines, offer releases, scholarship information and key dates. Interested subscribers can sign up for Directions on UAC's website.



All About UAC 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.



Directions was sent 11 times in 2013–14.

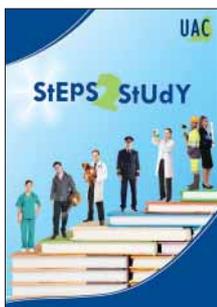
Frequently Asked Questions About the ATAR

Every year UAC receives many queries in relation to the ATAR and this booklet aims to address the common questions and confusion surrounding the ATAR for teachers, student advisers, other education professionals, students and parents.



Steps 2 Study

This booklet is for prospective applicants for undergraduate study who have not recently completed their Year 12 studies (defined by UAC as non-Year 12 applicants). It outlines what these applicants need to consider to achieve their goal of further study, whether it be for career enhancement, re-training or for personal fulfilment, and includes case studies from others who have been in the same position and succeeded.



ARTEXPRESS

The cover artwork for many of UAC's publications are selected from student artwork produced for the NSW Higher School Certificate examination in Visual Arts and exhibited in ARTEXPRESS. ARTEXPRESS is an annual touring exhibition – a joint project of the NSW Department of Education and Communities and the NSW Board of Studies in association with the Art Gallery of NSW.

UAC showcases these works in recognition and support of the young and emerging talents of these students. The 2013–14 publications showed the work of the following students on their covers:

- UAC Guide – Yong Feng Wen from Cabramatta High School's painting *After Monet Came*.
- UAC International booklet – Sarah Kung from Hornsby Girls High School's graphic works *Stand Clear of the Closing Doors*.

- University Entry Requirements for Year 10 students booklet, All about UAC for Careers Advisers and Parents, FAQ ATAR – Annemarie Peacock from Gosford High School's work of six watercolour paintings *Extre-Me*.
- All about UAC for Year 12 – Hannah Wells from Tuggerah Lakes Secondary College's painting *Been Where? Done What?*
- Educational Access Schemes (EAS) and Equity Scholarships booklets – Stephanie Talty from John Therry Catholic High School's images printed on acrylic and metallic paper, *Transient Traces 365*.

Media

UAC issues regular media releases throughout the year with information on important dates, frequently asked questions, application and offer statistics.

These media releases are sent to all major national media outlets and suburban, rural and local newspapers. UAC also sends releases containing information such as applicant preference statistics to key radio and television news organisations.

UAC runs major radio campaigns in the lead up to on-time application closing dates and semester 1 course closing dates. This campaign aims to encourage applicants, particularly Year 12 students, to apply on time to meet course closing dates and other course requirements and to avoid higher processing charges.

Common terms and abbreviations

Apply

UAC's online application system at www.uac.edu.au/undergraduate/apply/.

Apply direct

UAC lists general information and courses for institutions to which applicants apply directly. UAC does not process applications or make offers on behalf of these institutions. These courses are listed as 'apply direct' in UAC's course search and cannot be selected in the online application process.

Australian Tertiary Admission Rank (ATAR)

A number between 0.00 and 99.95 that ranks a student's overall academic achievements in Year 12 in relation to other students, enabling universities to rank students for selection into courses.

Check & Change

UAC's online function for applicants to log in to their application and check or change their details and course choices, receive their ATAR and check for offers.

Cut-off

A rank indicating the previous year's lowest selection rank required for entry to a course. This number is published as a guide to the cut-off for the current academic year.

Domestic fee-paying students (DFEE)

Students who are Australian or New Zealand citizens or permanent residents of Australia who meet the entire cost of their studies through tuition fees

Educational Access Schemes (EAS)

Schemes for university applicants who have experienced long-term educational disadvantage due to circumstances beyond their control or choosing. Applicants apply for these through UAC.

Equity Scholarships (ES)

Assist financially disadvantaged students with the costs associated with higher education. Applicants apply for ES through UAC.

FEE-HELP

A government loan for eligible fee-paying students to pay their tuition fees.

Non-Year 12 applicant

An applicant who has not completed the most recent Australian Year 12 or is not currently studying an Australian Year 12 when applying through UAC. Non-Year 12 applicants are also non-standard Year 12 applicants such as students at Steiner schools or home-schooled students.

Participating institutions

A university, institution or private provider of tertiary courses to which students apply through UAC and the application and offer process is managed by UAC.

Postgraduate

Study done after an undergraduate degree including a Graduate Certificate or Graduate Diploma, Masters degree or Doctorate.

Slipback offer

An offer to a lower level of study than the applicant had applied for. For example, if the applicant applied for a Bachelor degree and the institution decided that they weren't eligible and competitive enough for entry to that degree, they may be eligible for a lower level of study (such as a Diploma). The institution will make a slipback offer to this course.

Special Tertiary Admissions Test (STAT)

A series of tests to assess competencies considered important for tertiary study such as the ability to think critically and analyse information. Many universities use STAT for admission, but usually for non-Year 12 students.

Tertiary education

The next level of study after completing secondary school.

Undergraduate course

An entry-level course for first-time university students that leads to a first qualification, such as a Bachelor degree, an Associate Diploma or a Diploma.

Year-round admissions

This process enables applicants to apply for tertiary study at UAC's participating institutions from August each year until July the following year for courses starting between September that year and August the following year in a single application.

Year 12 applicant

An applicant sitting one or more units of an Australian Year 12 in Australia or outside Australia (except Queensland Year 12 external students). Students sitting the International Baccalaureate apply as Year 12 students through UAC.



Contacting UAC



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For those travelling by train, UAC is 250 metres
from Olympic Park railway station.



8.30am–4.30pm
Monday to Friday (Sydney local time)



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www.uac.edu.au



email online enquiry form,
www.uac.edu.au/general/contact.shtml



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About this publication

The UAC Annual Report 2013–14 gives an overview of the operations of the Universities Admissions Centre (UAC) for the financial year ended 30 June 2014 and includes highlights of that financial year.



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