



UNIVERSITIES  
ADMISSIONS  
CENTRE.



**2021-2024**

# Strategic Plan

Our future contribution to lifelong learning









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# Background

The nature of UAC's business has expanded in recent years from its historical single admissions platform to include bespoke solutions for direct admissions at individual education institutions, and credit and credentials management.

UAC's strategy to extend its capabilities and become an organisation that facilitates lifelong learning is a response to significant environmental forces. We will reinforce our market-leading position in admissions, and become established as a leader in emerging areas related to the support of lifelong learning.

To achieve these objectives, UAC will invest in:

- securing our foundation systems, processes and capabilities,
- new technologies and business areas, and
- develop our capabilities and talent.

To deliver on our strategy we will build on the UAC value proposition, which for our institution partners is founded on efficiency, quality and effectiveness. Across our service platforms, we provide opportunity for institutions to engage with prospective students. For learners, UAC represents a cost-effective, unbiased and convenient means by which to apply for further study.

For other stakeholders, we provide in-demand services that are aligned with our mission of facilitating lifelong learning. At its core, our value proposition relies on the position of trust we have with our partners, and that will remain central to our operation.









# Our mission

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

We care about learning and we value the role we play in helping people access it. It's why we exist and it's why we'll continue to deliver platforms and services that meet the needs of all communities.





## Our vision

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

Providing trusted services at the transition points of the education journey is at the heart of what UAC does. We will build on those partnerships and that position of trust to make the education journey seamless and rewarding for learners and in so doing help institutions fulfill their missions too.

# Our values



## Collaboration

We value teamwork and we share our knowledge. By working with each other and with our partners we achieve so much more.



## Fairness

We actively promote a culture of equity and diversity, and value access to learning for all who seek it. We treat everyone fairly.



## Innovation

We are creative and agile in our approach to solving problems. We're inquisitive and want to understand how we can improve things.



## Integrity

We care about people; we value honesty and respect and will strive to uphold the highest ethical approach in all that we do.



## Passion

We love what we do, and we have a passion for education and for helping people achieve their life goals. We want to be the best and inspire others to be their best too.





# Our goals

01

## Strengthen

Strengthen our established systems and services

02

## Pursue

Pursue new opportunities to support lifelong learning



03

## Develop

Develop our collective capabilities

04

## Position

Position UAC as the partner of choice



# Our approach

## We will:

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Establish and deepen our relationships with institutional clients at all levels and other partners to build for the future



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Work closely with institutional clients to co-create products and services



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Engage effectively with students, especially through an improved digital experience



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Provide an outstanding workplace so that we can retain and attract the highest quality staff





## **Strategic Plan 2021-2024**

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This publication is available on UAC's website.

### **About this publication**

This publication outlines UAC's strategic direction for 2021-2024; its goals, values and future contribution to lifelong learning.

### **Images**

Good. Thanks. Media.



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