

STRATEGIC PLAN 2019-2021



UAC



APPLICANT
SIGN IN

SERVICE
ENTRY
POINT

INSTITUTION
HUB

FUTURE
APPLICANTS

EQUITY
SCHOLARSHIPS

SEO

FINGERPRINT
LANGUAGE
PROFICIENCY

KEYWORDS
&
META
TAGS

EDUCATIONAL
ACCESS
SCHEMES

FUTURE
APPLICANTS

WAC
&
ELO

ANALYTICS
TAGS

EQUITY
SCHOLARSHIPS

APPLY

INSTITUTION
HUB

INSTITUTION
HUB

EDUCATIONAL
ACCESS
SCHEMES

WAC &
ELO

EQUITY
SCHOLARSHIPS

MEDIA

APPLY

INSTITUTION
HUB

WAC &
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EQUITY
SCHOLARSHIPS

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INSTITUTION
HUB

WAC &
ELO

EQUITY
SCHOLARSHIPS

APPLY

INSTITUTION
HUB

WAC &
ELO

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BACKGROUND

UAC has a proud history of developing and providing robust, innovative and flexible processes and systems to support admission into higher education. The outsourcing of much of the work of the admissions process to UAC has been both efficient and expedient for universities, enabling them to focus upon their core capabilities of learning and teaching, research and external engagement. It has also been better for prospective students, especially Year 12s, providing them with an easy access point to thousands of course options.

In the last decade there has been a decline in the centralised admissions service as universities have taken more direct admissions. In that time UAC has evolved its bespoke solutions business to meet the needs of institutions and it now represents a third of our applications processed.

The UAC Strategic Plan 2019–2021 seeks to build on that success to take UAC to the next stage of growth, provide new services, consolidate our core and continue to work with institutions to meet their needs.

UAC has an outstanding base of systems infrastructure, intellectual property, human capabilities, data and technology integral to a large part of our existing business, and upon which new services and business can be founded.

The UAC Strategic Plan 2019–2021 sets a new direction for UAC, our employees, primary stakeholders and our shareholder. In an increasingly borderless world, it places UAC in a much broader context as we strive to add value to new and existing higher education partners and prospective students.

OUR OUTLOOK

We value higher education and support the institutions that provide it, and the people who access it.

We're driven by a strong culture of service and a belief in the value of the work we do in the higher education sector and in the community. By improving access to higher education, we assist more people to achieve their goals and reach their full potential.

OUR MISSION

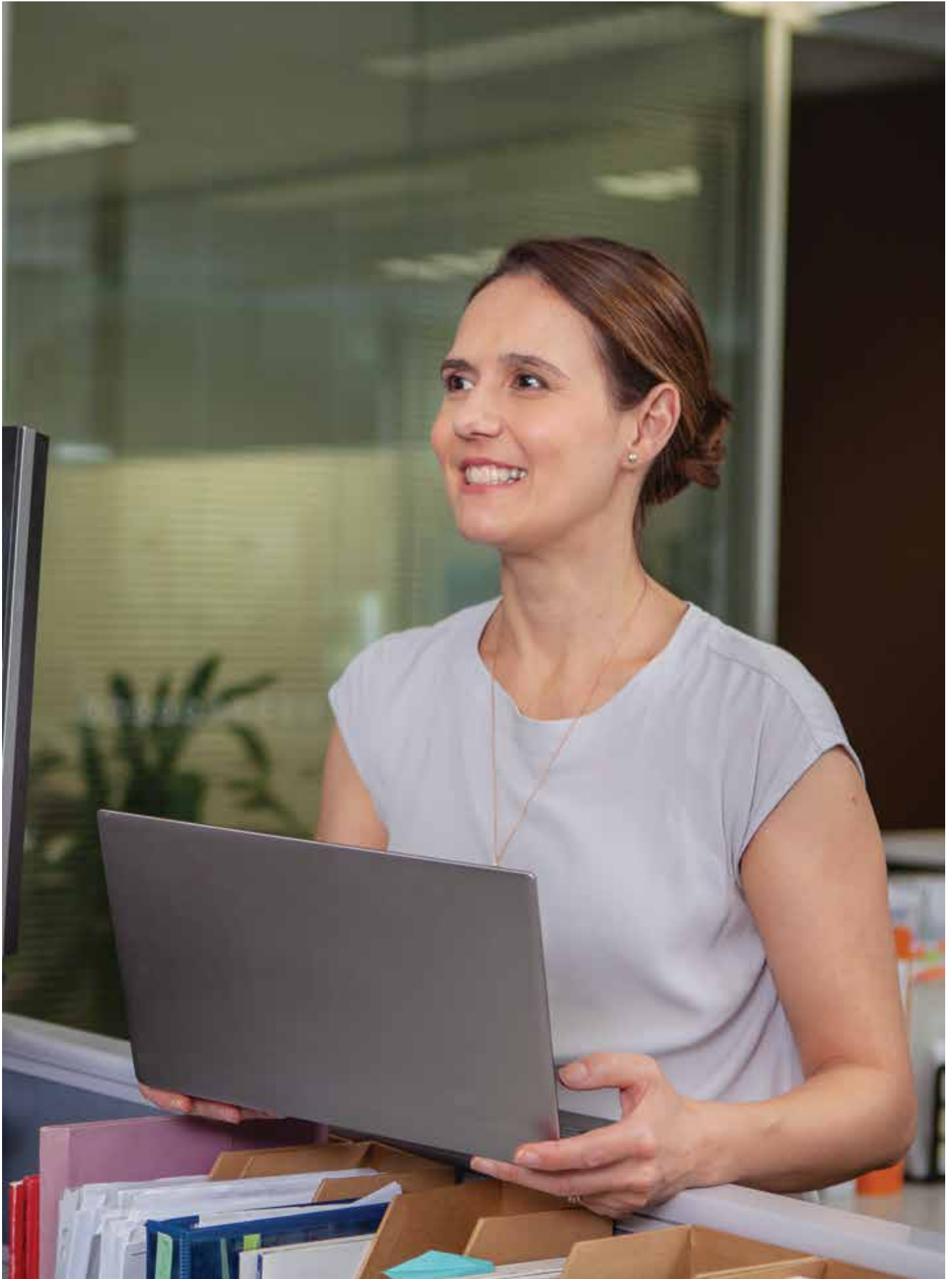
To be at the forefront of access to higher education.

We've been the trusted partner to institutions for over 30 years, and we'll continue to work hand in hand with our partners to pioneer innovative admissions systems that are robust, transparent and equitable. We're here because we make the process of accessing higher education easier for students and we give that process the integrity and efficiency that our partners and the community demand.

OUR VISION

The pre-eminent provider of admission-related services to education institutions and their prospective students.

When institutions want an external partner to support their processes relating to entry to tertiary education, UAC will be their preferred choice. When people are considering tertiary study, UAC will be the go-to point for information, advice and convenient entrance pathways.





OUR VALUES

COLLABORATION

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

FAIRNESS

We actively promote a culture of equity and diversity, and value access to higher education for all who seek it. We care about students and about our staff and the staff at institutions and treat everyone equally and 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 and help institutions be quicker and more efficient.

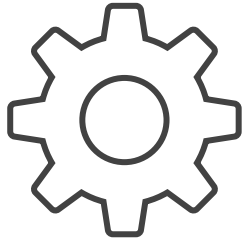
INTEGRITY

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

PASSION

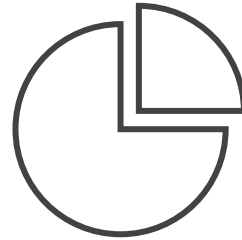
We share a passion for education and helping people achieve their goals. We love what we do and want to be the best and inspire others to be their best too.

OUR GOALS



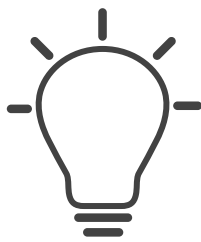
1. HELP

Help school leavers access higher education



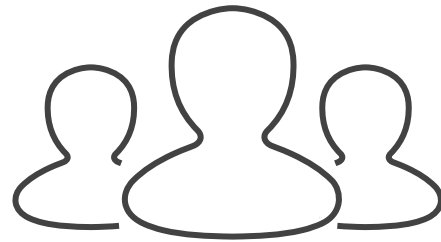
2. SERVICE

Provide bespoke services for institutions



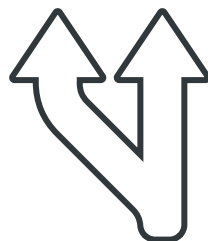
3. INNOVATE

Innovate to add value and efficiency



4. POSITION

Position UAC as the leader in admissions



5. DIVERSIFY

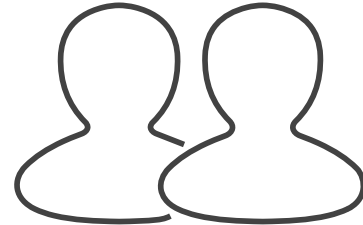
Diversify our business

OUR APPROACH

WE WILL:



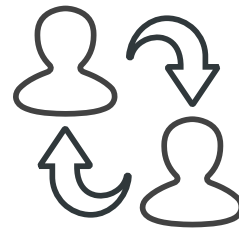
Establish and deepen our relationships with institutional clients at all levels



Work closely with institutions to co-create products and services



Engage effectively with students, especially through an improved digital experience



Deepen our relationships with partners to leverage their strengths, and they ours



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



OUR OPERATIONAL FRAMEWORK

- We will bring focus to the development and delivery of our services. We will ensure appropriate resourcing so that we deliver initiatives on-time, on-budget and on-quality.
- We will establish or strengthen the following capabilities to accelerate achieving our objectives:
 - business and product development
 - innovation
 - institutional client relationship management and sales
 - services and advice for prospective students
 - data management and analytics
 - services for commercial partners.
- We will not undertake projects that do not align with our priorities and do not support us in achieving our longer-term goals.

STRATEGIC PLAN 2019-2021

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This publication is available on UAC's website.

About this publication

This publication outlines UAC's strategic direction for 2019-2021; its goals, values and future contribution to tertiary education..

ACCESS YOUR POTENTIAL.

UAC


Universities Admissions Centre
(NSW & ACT) Pty Ltd


ABN 19 070 055 935
ACN 070 055 935


Quad 2, 6 Parkview Drive,
Sydney Olympic Park NSW
Locked Bag 112, Silverwater NSW 2128


T 1300 ASK UAC (1300 275 822)
from mobiles: (02) 9752 0200
from overseas: +61 2 9752 0200


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