



**UTS**  
College

UNIVERSITY  
OF TECHNOLOGY  
SYDNEY

# Welcome to Kick-start your 2023 recruitment: Onshore agent webinar

Lillian Wang, Onshore Partner Manager

# What we'll cover today



**Onshore students  
recruitment tips**



**Articulation  
Updates**



**Scholarship  
Updates**



**2023 S1  
campaign**





# Why students choose UTS College



**Guaranteed entry to UTS^**



**Fast track into 2<sup>nd</sup> year UTS\***



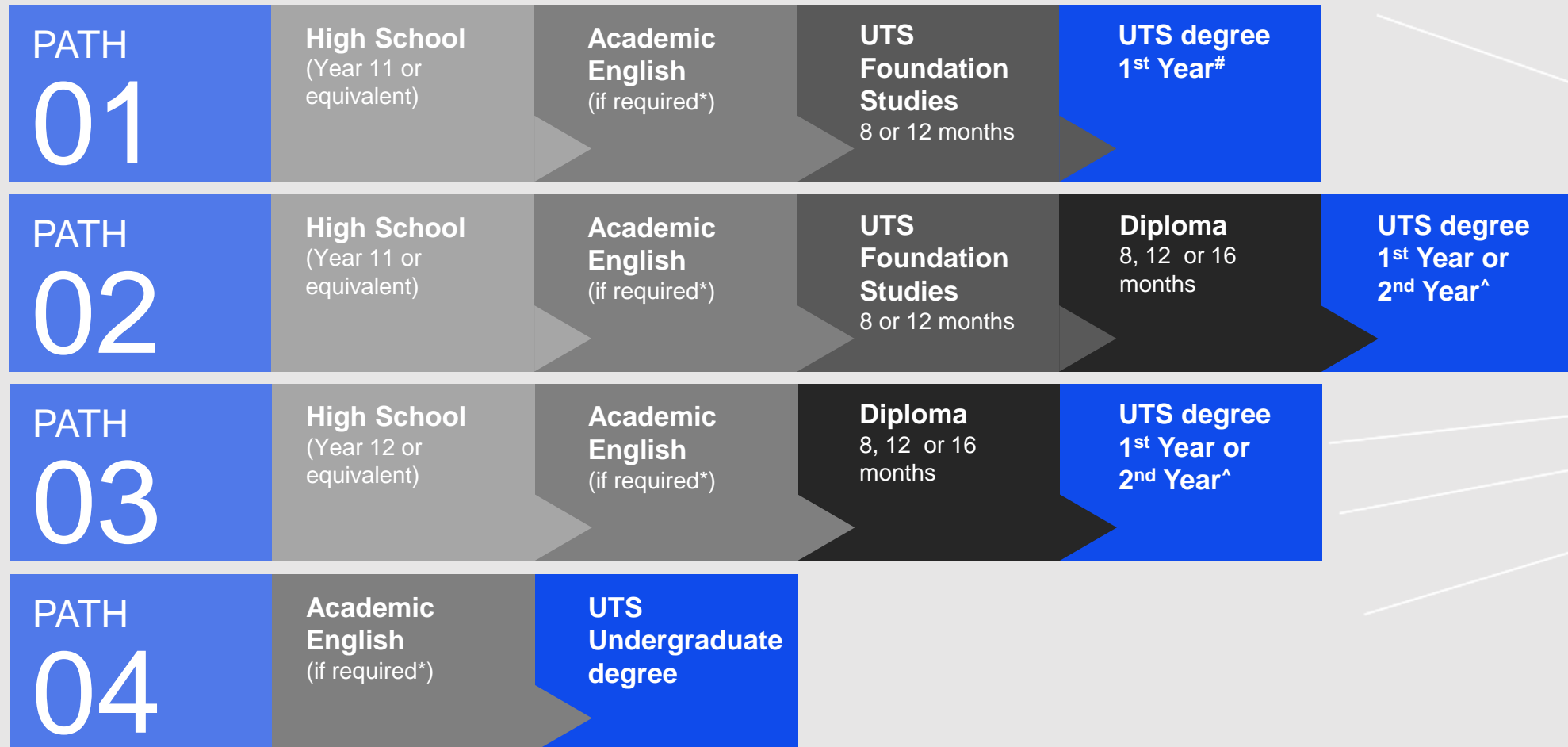
**24-hour study support**



**Flexible study options close to home**



# Undergraduate pathways



# Diploma programs



Diploma of  
Business



Diploma of  
Communication



Diploma of  
Design &  
Architecture



Diploma of  
Engineering



Diploma of  
Information  
Technology



Diploma of  
Science

**Open to both  
international  
and domestic  
students**

# Domestic vs Onshore Students

## What's the same?

Entry requirements and program fees **are the same** for domestic and international students.

## What's different?

- Domestic students (citizens only) can use **Fee-Help**
- If choosing Fee-Help, there are certain steps that they **can only do themselves** when accepting their offer (e-caf submission)
- **Articulating to UTS is also different**, there is a certain GPA to achieve for Domestic students (accessible on website)

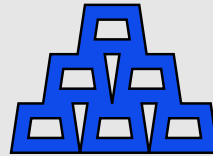
# Onshore & Domestic student recruitment tips



Admission is based on the **average HSC** subject result, not the ATAR score.



Submit the application via the **Studylink Agent Portal**



Standard UTS College **commissions** apply



# Foundation and Diploma Entry requirements

Curriculum	UTS Foundation Studies (International students only)		UTS College Diploma programs (Domestic and International onshore students)
	<b>Extended</b> (3 Semester – 12 months)	<b>Standard</b> (2 Semester – 8 months)	<b>Accelerated</b> Diploma <b>Standard</b> Diploma <b>Extended</b> Diploma
<b>High school</b>	Completion of Y11 50% + ESL 60%	Completion of Y11 65% + ESL 60%	<b>HSC subject</b> average based on English plus top 3 non-VET subjects  <b>75% for Accelerated</b> <b>67% for Standard</b> <b>63% for Extended</b>  <b>Please see the Interstate Year 12 results – <a href="#">NSW HSC equivalencies</a> <a href="#">UAC admission criteria for year 12 qualifications</a>.</b>
<b>Foundation programs in Australia</b>	Students who complete Australian Foundation programs (or equivalent) are not permitted to repeat Foundation with UTS College		Students with an Academic average range from 60%-75% and satisfactory results in English subjects may be considered for entry; such as:  Taylors GPA 6.0 with C- in English UNSW Foundation GPA 6.0 with C in English SIBT Foundation 75% or higher MUIC Foundation 60% or higher and 60% in English Monash Foundation 60% or higher and 55% in English



# Intake dates



**2023**

INTAKE	START DATE	END DATE
Semester 1	27 February 2023	26 May 2023
Semester 2	13 June 2023	8 September 2023
Semester 3	25 September 2023	22 December 2023

# 2023 Semester 1 important dates

Academic Programs	2023
Last date to submit applications	20 February
Last date to accept offer	22 February
Enrolment for new students	6 February – 6 March
Welcome Week (attendance is compulsory)	27 February – 3 March
Classes commence	6 March
Last day to add subjects, change stream, transfer	6 March
Last day to apply to change timetable	2 March
Census (last day to withdraw from a subject without academic penalty)	31 March

# Articulation updates

Aline Chiron, Senior Partner Manager  
Onshore and Other Markets

# Articulation to UTS Updates

## Diploma of communication to Bachelor of Animation

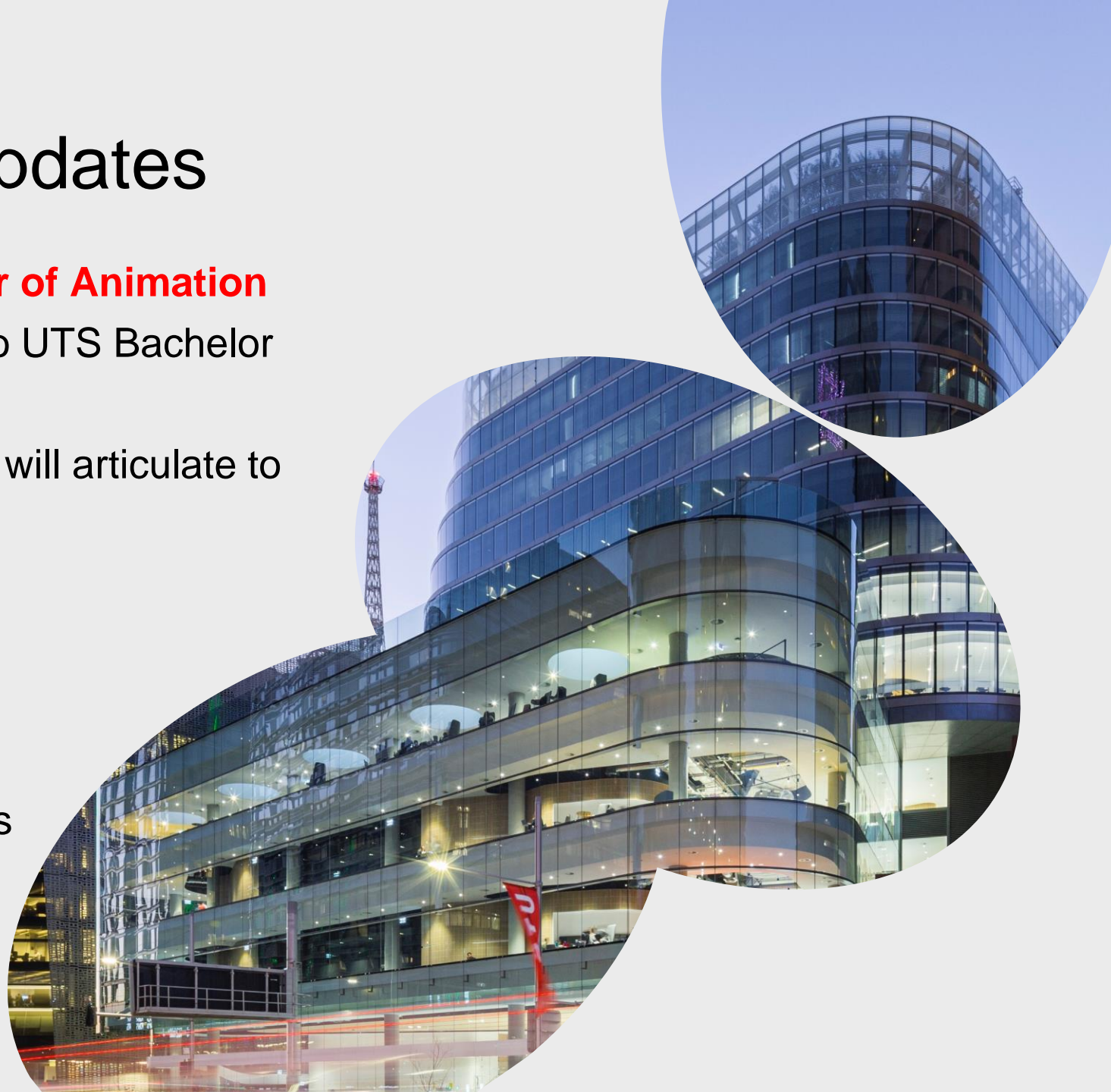
- **Diploma of communication** in 2023 to UTS Bachelor Animation in 2024.
- New diploma of Animation in 2024 that will articulate to UTS Bachelor of Animation in 2025.

## Diploma of Business/ Diploma of communication to Bachelor of Law

- Students now have the option to articulate to a **Bachelor of Laws** and receive **30 or 48 credit points** towards this degree.



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# Articulation to UTS Updates

## Diploma of Science

- 2 maximum fails has been removed.  
Students must pass all subjects of the Diploma of Science for entry into a UTS Bachelor of Science.

## Diploma of Business

- Students now have the option to articulate to a [Bachelor of Property Economics](#) (C10310).  
Students will receive 24 credit points towards this degree.



# Diploma pathways to UTS

## UTS College Diploma

## UTS Bachelor Degree

**Diploma of Business**

Bachelor of Business – 8 Majors  
Bachelor of Economics  
**Bachelor of Laws**

**Diploma of Communication**

Bachelor of Communication – 7 Majors  
**Bachelor of Laws**

**Diploma of Design  
& Architecture**

Bachelor of Design – 6 Options  
Bachelor of Design in Architecture  
Bachelor of Landscape Architecture (Honours)

**Diploma of Engineering**

Bachelor of Engineering (Honours) – 11 Majors  
Diploma of Engineering Practice

**Diploma of IT**

Bachelor of Science in IT – 5 Majors  
Bachelor of Science in Games Development  
Bachelor of Computing Science (Honours) – 10 majors  
Diploma of IT Practice

**Diploma of Science**

Bachelor of Science – 9 Majors

# How does articulation to UTS work for Domestic students ?

- Transfer sessions organised towards the **end of the semester**
- **UTS faculty representatives** offer advice and information about articulation
- **No need to apply through UAC**
- Students will receive **an offer automatically**





# Scholarships



# Scholarships we offer

- ❑ International Scholarship Fund
  - ✓ **\$4000 - \$8000**
- ❑ China Australia Friendship Scholarship
  - ✓ **\$16,800**
- ❑ UTS Diploma to Degree Pathway Scholarship
  - ✓ **20% tuition fee scholarship towards enrolled UTS course**
- ❑ Pre-master Scholarship
  - ✓ **50% tuition fee scholarship**
- ❑ Elite Scholarship – *for packaged students*
  - ✓ **10 weeks English \$5,500**
- ❑ PR Scholarship
  - ✓ **\$5,000**
- ❑ UTS Postgraduate International Scholarship
  - ✓ **20% tuition fee scholarship towards enrolled UTS course**



# UTS Scholarships Summary

Criteria requires an Australian qualification	Criteria requires an International qualification and applicant to be based offshore at time of application	Criteria requires Australian qualification or comparable International qualification
UTS Diploma to Degree Pathway Scholarship (20%)	Undergraduate Tuition Fee Scholarship (20%)	Undergraduate Academic Excellence Scholarship (25%)
Postgraduate Business Scholarship (20%)	Postgraduate International Scholarship (20%)	
Onshore Postgraduate International Scholarship (25%)	Postgraduate Academic Excellence Scholarship (25 – 35%)	
Grant for Masters by Coursework (\$3,000)		

# Partner Portal

## all your recruitment resources

### The essentials

- Course dates
- Entry requirements
- Course fees
- Accommodation costs
- Scholarships
- UTS Foundation Studies articulation
- Key contacts for partners

### Application resources

- Application form
- Access to 'Study Link'
- Submit an online application
- Essential admissions forms

### Acceptance & pre-arrival

- Fee payment information
- Cost of living
- Accommodation
- Health cover (OSHC)
- Pre-arrival pack
- Orientation information

### Marketing resources

- Logo and brand guidelines
- Brochures, flyers and guides
- Social media
- Videos
- Media articles (news clippings)



# Semester 1 2023: Onshore Marketing Campaign

Nikki Duffey, Campaign Marketing Manager



# What type of music do you like?

Hip Hop?

Pop?

Heavy Metal?



Imagine if we didn't have options when it came to what music we listen to...

Why would getting into uni be any different?







You have options.  
So do our students.





# Campaign snapshot

## Primary goal:

Recruit onshore students for S1 2023 intake

## Duration:

6 months. 24 Aug 2022 – 20 Feb 2023

## Theme:

Know your options

## Tag line:

UTS College – your way to UTS.



# Campaign advertising – what channels?

Social

Search

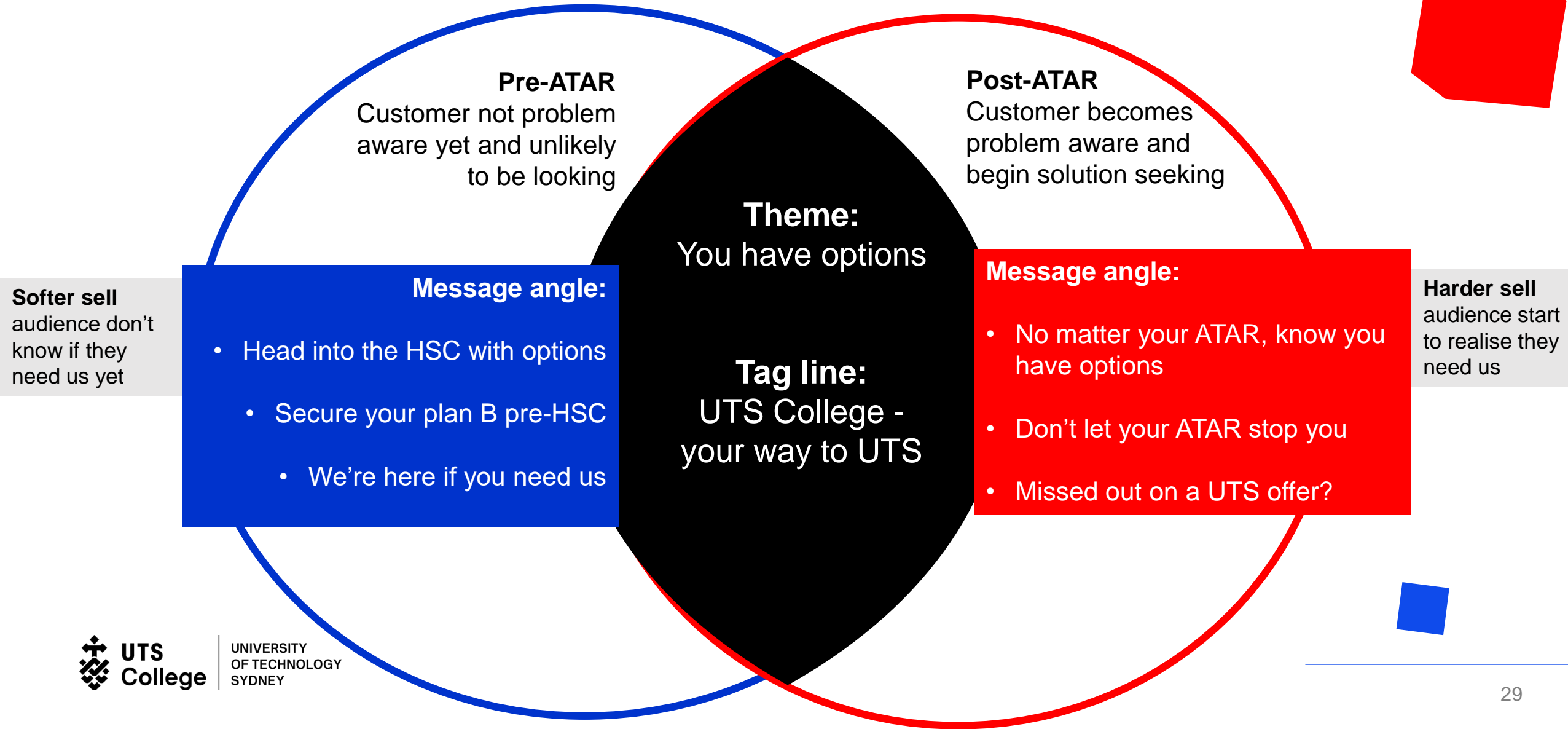
Education

Display



*Did you know* Reddit is now one of the top 5 platforms Australian students go to research institutions. That's why we are piloting it this year.

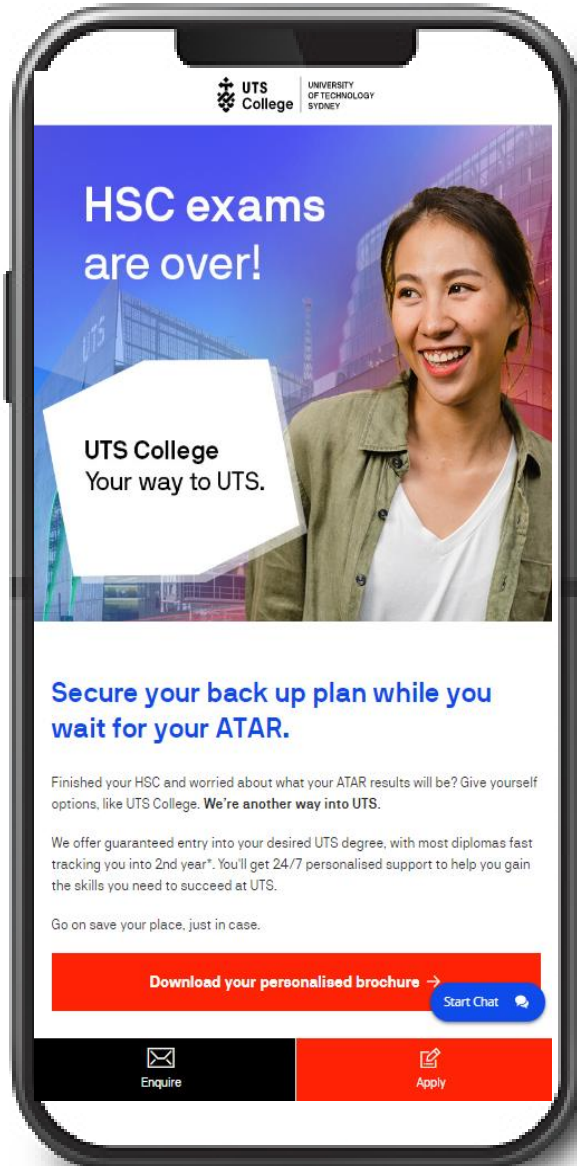
# Campaign - hero messages



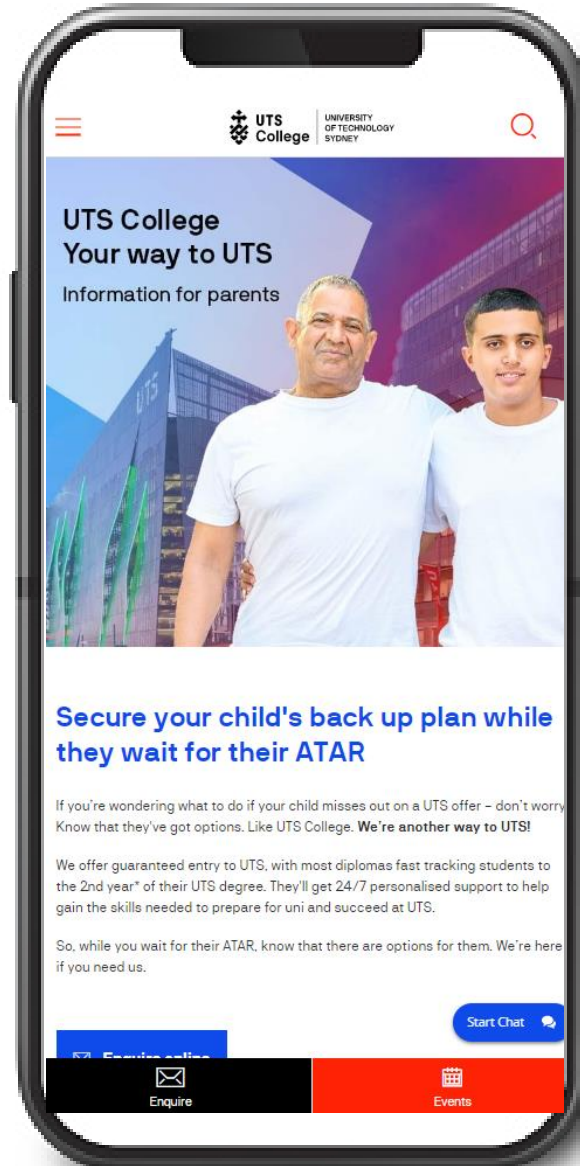


# Campaign landing pages

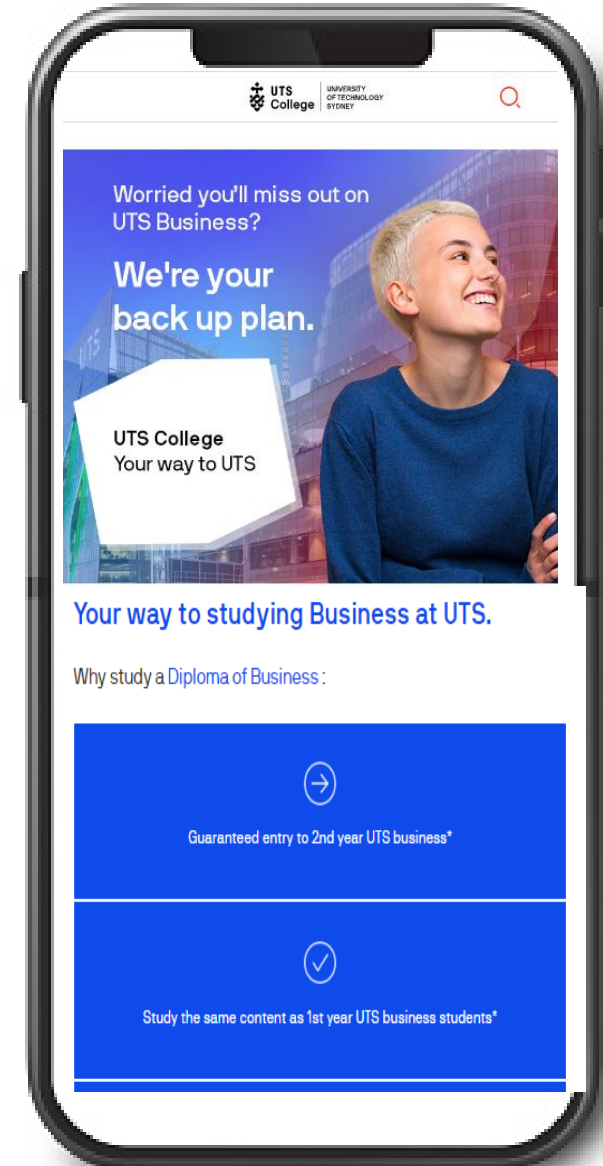
Student page



Parent page



Course specific



# Campaign ads - social

## Reddit ads

No matter your ATAR, know you have options. UTS College - your way to UTS.

New dating app survey reveals profiles that include ATAR's get more matches.

No matter your ATAR, know you have options. UTS College - your way to UTS.

Police warn of the dangers of ATAR selfies but couldn't say what they were.

Research Limited (UTS College) CRICOS provider code 005510 | UTS CRICOS provider code 005910

## Facebook & Instagram ads

UTS College (Default)  Sponsored · 

Didn't get the ATAR needed for your dream UTS course?

...See more





UTS College  
Your way to UTS

Apply now

utscollge.edu.au

Potential isn't defined by your ATAR.

Apply now

UTS College (Default)  Sponsored · 

Research shows that first-year at uni is the foundation for future academic success.





UTS College  
Your way to UTS

Learn more

utscollge.edu.au

Secure your child's pathway to UTS

Learn more

UTS College (Default)  Sponsored · 

Didn't get the ATAR needed for your dream UTS course?

...See more



UTS College  
Your way to UTS

Learn more

utscollge.edu.au

Potential isn't defined by our ATAR.

Learn more



# Campaign ads - display



UTS College

Goodbye ATAR.  
Hello options.

UTS College  
Your way to UTS

Research Limited/UTS College CRICOS provider code 00099D  
UTS CRICOS provider code 00099D




UTS College

“If they don't get the ATAR, they're not alone. They have other options.”

Anna, parent of Souad,  
UTS communications student

UTS College  
Your way to UTS

Research Limited/UTS College CRICOS provider code 00099D  
UTS CRICOS provider code 00099D



UTS College

“You can't control your ATAR marks, but you can control what happens next.”

Pnuke  
Communication student

UTS College  
Your way to UTS

Research Limited/UTS College CRICOS provider code 00099D  
UTS CRICOS provider code 00099D



UTS College

No matter your ATAR, know you have options.

UTS College  
Your way to UTS

Research Limited/UTS College CRICOS provider code 00099D  
UTS CRICOS provider code 00099D



UTS College

“Not getting the ATAR doesn't mean it's the end of the road.”

Tahlia  
Science student

UTS College  
Your way to UTS

Research Limited/UTS College CRICOS provider code 00099D  
UTS CRICOS provider code 00099D



UTS College

“These days you have a PLAN B, C and D, so don't stress over your ATAR.”

Stella, Parent of Tahlia,  
UTS Science student

UTS College  
Your way to UTS

Research Limited/UTS College CRICOS provider code 00099D  
UTS CRICOS provider code 00099D



# Campaign ads - articles



With a solid backup plan, the ATAR is nothing to fear.

Go into your HSC with some peace of mind. Make UTS College your backup plan.

[Read more →](#)



Why it pays to get first year right

7-ways UTS College sets your child up for success at university

[Read more →](#)



Introducing Learning.Connected – a fresh approach to learning.

A new learning model for UTS College.

[Read more →](#)



Where are they now? Rosie Browning (Year 12 2013).

From UTS College to a blooming business.



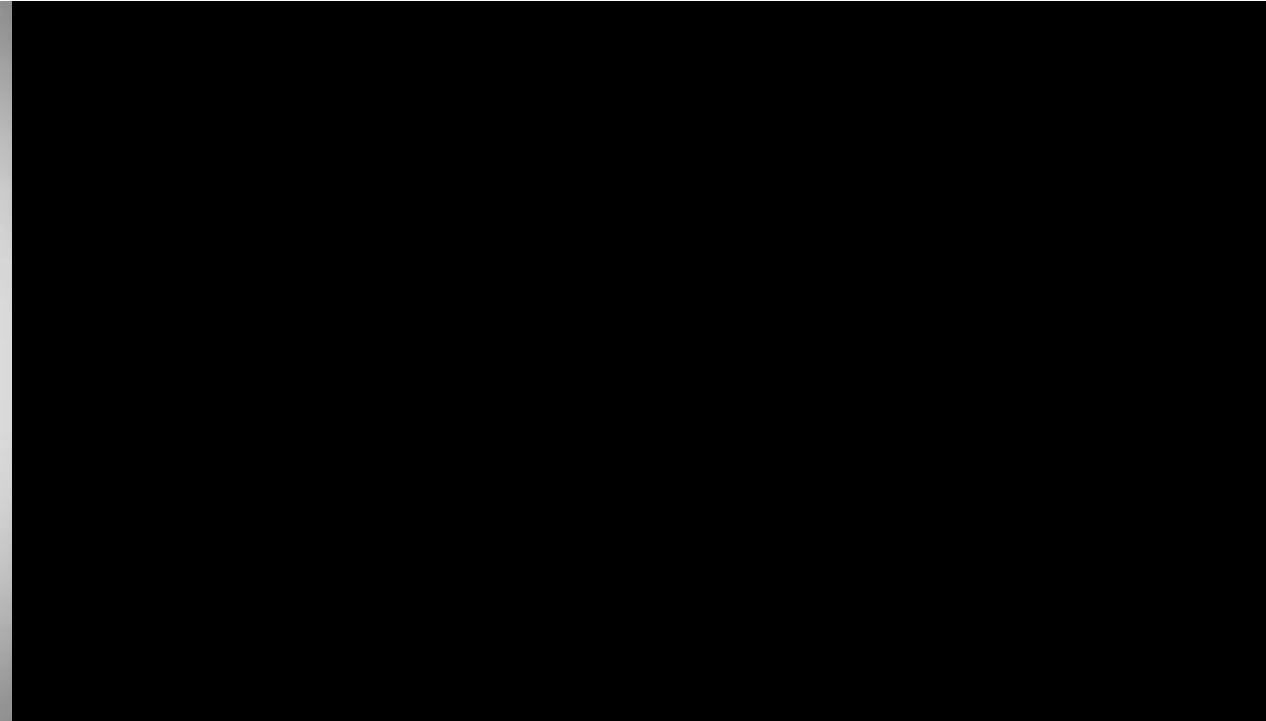
Where are they now? Troy Seelin (Year 12 2004).

UTS College alumni are making their mark.

[Read more →](#)

# Campaign ads - videos

Search



# Campaign – upcoming events

Event	Format	Date
How to bounce back from ATAR Day Ask our students – LIVE Q&A	Online	15 December 2022 8pm
UTS Info Day UTS College Info Session	Face to face	16 December 2022 9am–3pm
Campus Visits	Face to face	19 January 2023 2 February 2023 12 February 2023
UTS College Info Session	Online	17 January 2023 7 February 2023



# Campaign - partner initiatives

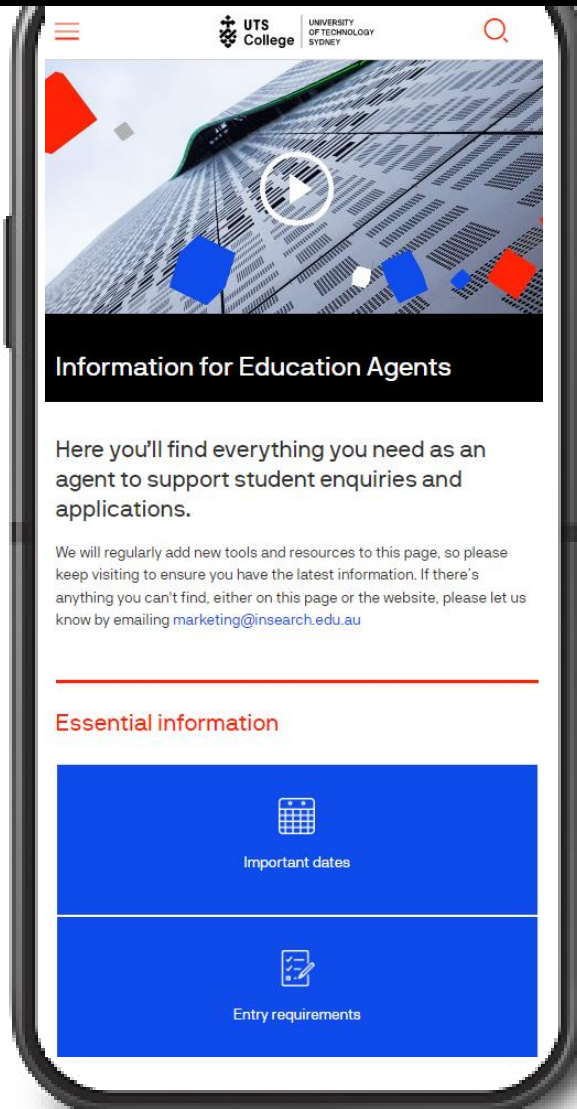
- ❑ Extended the UTSC Domestic PR Scholarship for semester 1, 2023 (Valued at \$5,000)
- ❑ Enhanced agent portal asset toolkit to make it easier for you to share and download assets



# Campaign assets for agents

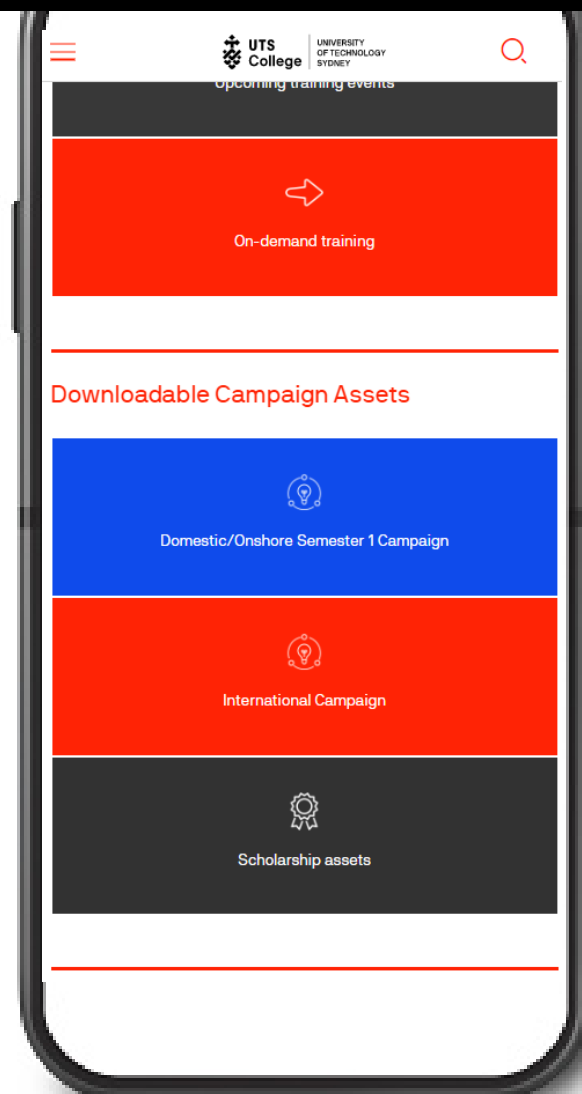
## 1. Agent portal

Visit [utscollege.edu.au/au/information-for-education-agents](https://utscollege.edu.au/au/information-for-education-agents)



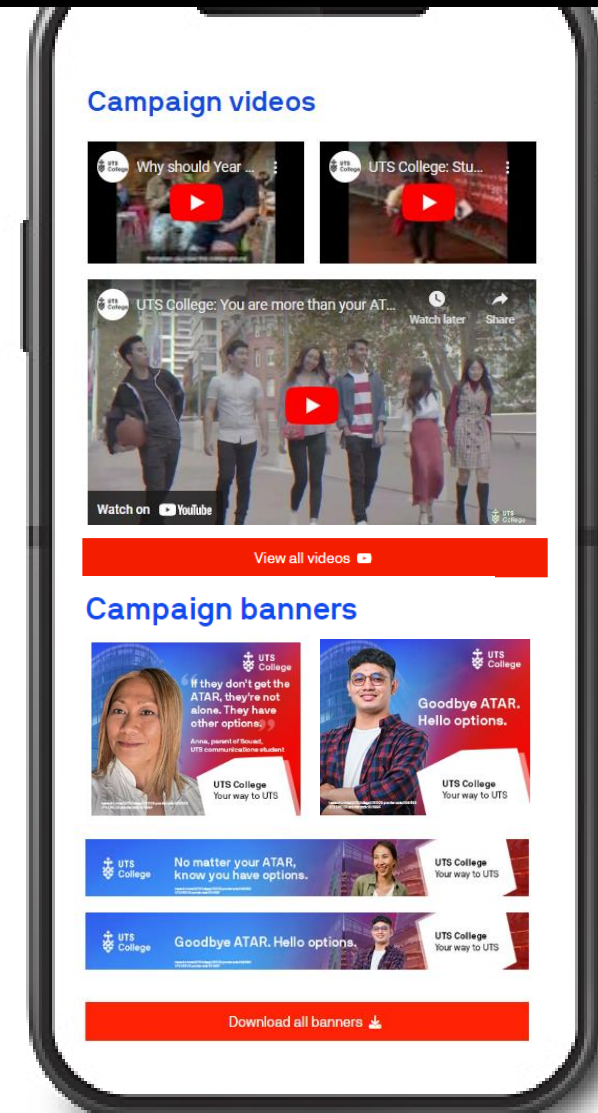
## 2. Campaign assets

Click on the 'semester 1 campaign box' under campaign assets



## 3. Download

Select which assets you would like to download or share





**Thank you**

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