

UTS
Cambridge
Accelerator

Webinar will
commence
shortly



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Accelerator

UTS Cambridge Accelerator webinar: insights, news and Q&A for agents

July 2024



Agenda



Recap of the
program

Part I:
Tips for
promoting the
program



Student profile



Marketing



Q&A

Part II:
Update on the
Program



Teacher profiles



A day in the life



Accommodation



Scholarship &
Commission



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SYDNEY





What is the program?

A new way to study
Cambridge International AS & A Levels at
UTS, a top 100 university

This is a
global first



Why this program?

-  Strong demand from parents for diverse study abroad options.
-  Young students heading abroad earlier.
-  Schools have limited places and support
-  More students want help getting ready for university.



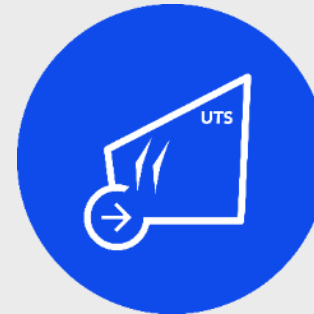
Snapshot



Cambridge International
AS and A Levels



Embedded Academic English:
AE4 & AE5



An immersive Australian
university experience



Personal development
program



Four streams aligned to
university programs



Fast facts



Duration: 2 years (1 year for AS and 1 year for A)



Intakes: One intake per year in January



Launch date: January 2025



2025 fees: \$39,000



Minimum age: 16



Hours per week: at least 30



Extensive support for under 18 students

Admission requirements



Academic:

- Completed Year 10 or equivalent.
- Good grades in academic subjects & English.

English:

- IELTS 5.5 Overall, minimum 5.0 all skills
- Other English:
- AE3: Pass grade
- AEAS: Score 57 or above
- Proof of two-year study in a school with English-taught subjects

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**Tips in
promoting the
program**



Student Profiles



Application pipeline summary



Good coverage
across key markets

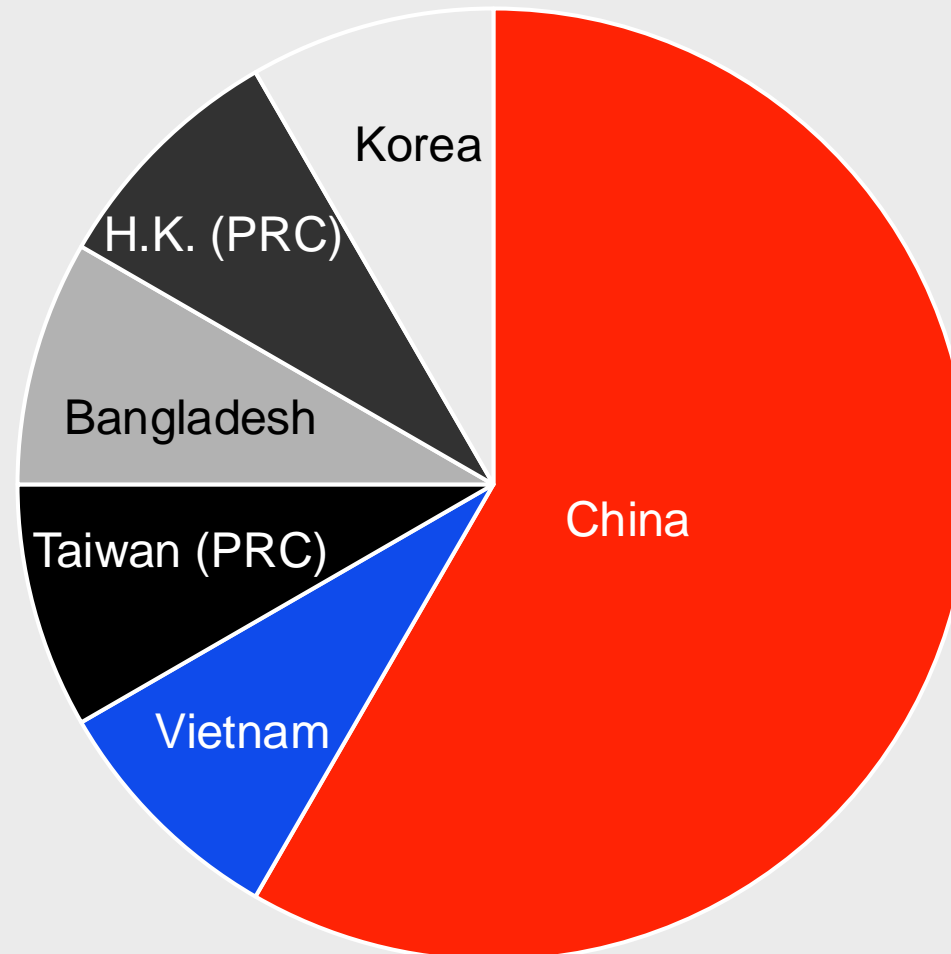


Mix of strong academic
backgrounds (Local &
International)



Age range 16-18 years

Student profile - nationalities

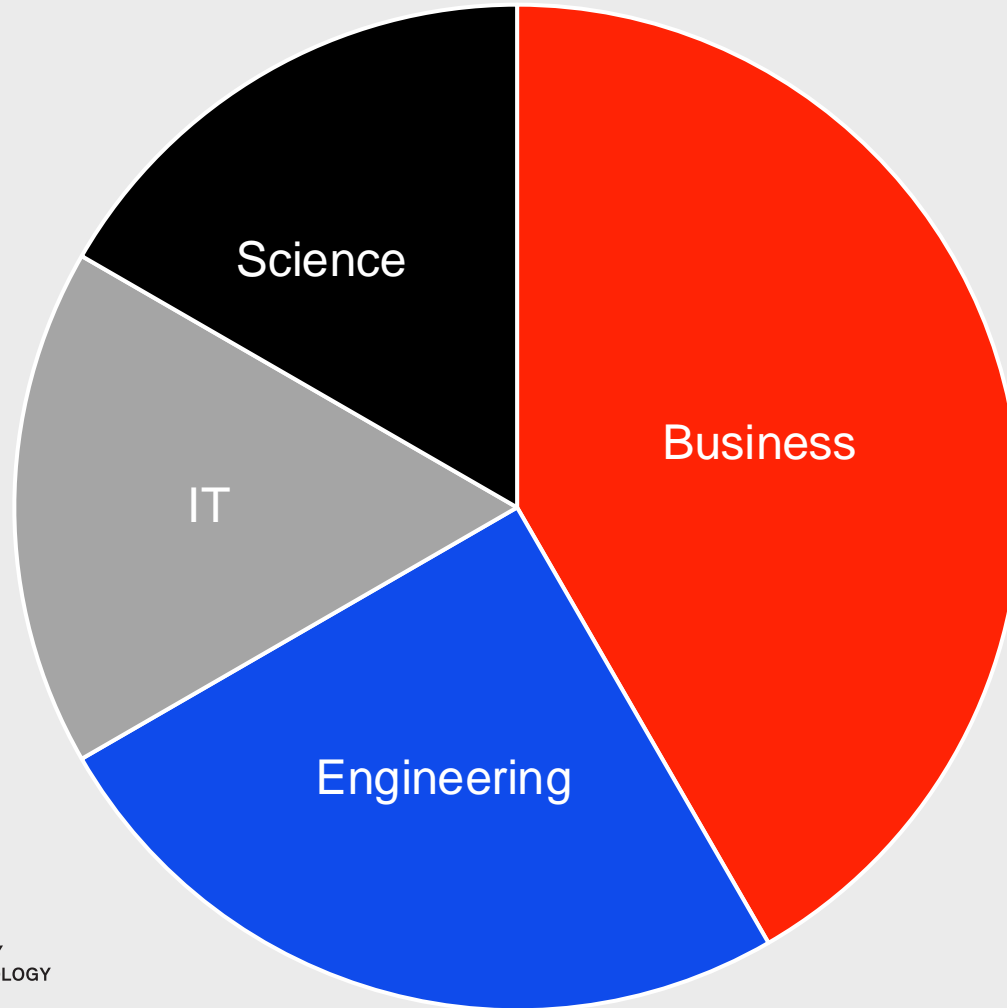


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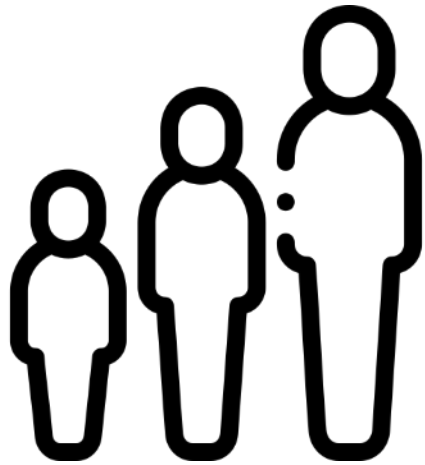
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Streams of interest

Engineering and Business are the most popular streams, but there is interest in all streams.



Student profile – age group



16 - 18



Meet student applicant – Li

- **Name:** Li
- **Age:** 17
- **Nationality:** Chinese
- **Interest Area:** Business
- **Education:** Gāo Yī, Year 10, Senior High School

Why UTS Cambridge Accelerator:

- Parents value international education and have studied abroad.
- They are concerned that senior high school won't support entry into a top university.
- They are familiar with the global Cambridge program and its strong reputation.
- They believe the program will nurture Li's strengths in mathematics and business.
- They appreciate the comprehensive program that includes English, soft skills, and academics.



Meet student applicant – Ayesha

- **Name:** Ayesha
- **Age:** 16
- **Nationality:** Bangladeshi
- **Interest Area:** IT
- **Education:** Secondary School Certificate

Why UTS Cambridge Accelerator:

- Parents like that Australia is safe and they have extended family here.
- Ayesha is focused on a career in AI and aims to attend UTS, a leader in AI.
- Ayesha wants a deep dive into IT subjects with a comprehensive curriculum.
- Ayesha enjoys hands-on projects to gain practical skills.
- Parents seek a nurturing environment to support her academic journey and build her confidence.



Meet student applicant – Duc

- **Name:** Duc
- **Age:** 16
- **Nationality:** Vietnamese
- **Interest Area:** Engineering
- **Education:** Year 10 (National Curriculum)

Why UTS Cambridge Accelerator:

- Parents appreciate the globally recognized Cambridge program.
- Parents value the comprehensive support system for international students, ensuring a smooth transition from the Vietnamese education system.
- Duc is excited about UTS's engineering program, focusing on practical skills and innovation.
- The program allows Duc to start his engineering education early, providing a strong foundation before university.



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**Marketing
Cambridge**



Why we're excited

Marketing Campaign Activity

Investing in building product awareness



Across five countries



With over 50 pieces of content



And there is more to come!

World first:
Year 10 graduates can
now study A Levels

Download parent info handbook.
Discover everything you need to know about the UTS Cambridge Accelerator program.

Download

UTS Cambridge Accelerator

UTS College Limited
TEQSA: PRV12022
Education | UTS
PRV12090
Registered

BREAKING

Hãy đăng ký ngay

全新 UTS
剑桥A-Level
加速课程

“ 16岁体验澳洲大学生活
我就读于UTS世界领先的”

The Campaign Creative

高一留学
快速直通世界

Our top three learnings

60% YOY increase in searches for Cambridge A levels

Opportunity:

We have seen a 60% YOY growth in Cambridge A level international related search trends across most markets.

25% of our Southeast Asian leads have children in Years 6-9

Opportunity:

Consider creating tailored content for this group who's needs may be slightly different to those who have children in Year 10.

25% of leads were parent expats.

Opportunity:

Highly recommended we consider expanding targeting to include expat communities or social circles/publications.



Top tips to market Cambridge

- 1. Get your targeting right.** Focus on parents with teenagers in Year 9-10. We also recommend adding interest targeting such as users interested in study abroad and A levels. For those more advanced social media marketers, you could also add interests such as 'luxury' brands to try target users in those higher incomes brackets.
- 2. Utilise different content for the different stages of your lead (we can provide this to you).** For those just starting out their research journey consider using our Cambridge parent guide. For those who are further into deciding – why not invite them to a 1-1 consult or conversion event.
- 3. Partner with influencers or news brands to build credibility.** In the absence of current student testimonials, we have been working with key opinion leaders on social and local news brands to build product awareness and trust in market.
- 4. Consider an event.** We have found that the best way to generate leads has been with a webinar. You can tailor this to an information session or more of a conversion style event for those ready to apply.

Considering running your own marketing campaign?

Please reach out to the Marketing team for:

- Cambridge content and assets
- Event support
- Campaign support
- Anything else you need

Thank you!



Teacher profiles





Justin Chu

Principal, UTS Cambridge Accelerator



- Doctor of Education
- Master of Philosophy, Major: Biology
- Master of Educational Psychology
- Postgraduate Diploma of Education, Major: Biology, minor: Science
- Bachelor of Science (1st Class Hons), Major: Biology



- 18 years in education, specialising in science.
- Led science programs at a College in Hong Kong for six years.



- Expert in preparing teens for university.
- Notable experience as A Level Chief Examiner.
- Deeply knowledgeable in Cambridge qualifications.



Teacher profiles overview

Wealth of teaching experience in:



Areas of subject matter expertise in Cambridge streams



Years of teaching experience, particularly in Cambridge programs or other internationally recognised curricula.



Experience in teaching diverse student populations, including international students.



Interests (that link to the Duke of Ed activities)

Teacher profiles overview



All teachers have postgraduate qualifications



Experienced in pedagogical approach:

- Creation of study guide
- Running the lesson in the format of tutorials
 - Learning.Connected, e.g. focus on independent learning
 - Innovative teaching practices and use of technology in the classroom
- Past Exam Question practice.



Wilhelmina DuToit

Deputy Principal for the Cambridge program.



- Graduate Certificate - Student Centred Learning
- Higher Education Diploma (Postgraduate)
- Bachelor of Science (Cum Laude)
- Majors: Mathematics, Computer Science & Accounting



- More than 25 years of teaching experience in both Australia and overseas.
- Coordinates and teaches Introduction to Mathematics in the Diploma of Science and Diploma of Engineering.
- Coordinates and teaches Statistical Design and Analysis in Diploma of Science.



- Passionate about the logical, universal language of mathematics, and striving to make it accessible to all students.
- Enjoys walking and exploring Sydney with its beautiful nature.



Geoffrey Pang

Academic Coordinator for the Cambridge program.



- Ph.D. in Physics
- Master of Science - Major in Semiconductor Materials
- Bachelor of Science - Major in Applied Physics
- Diploma (Hon.) in Physics



- More than 30 years of teaching experience.
- Skilled in preparing students to tackle academic challenges in physics and beyond at the post-secondary level.



- Passionate about physics and dedicated to making it engaging and accessible to all students.
- As an amateur marathon runner, he promotes persistence and perseverance, emphasising lifelong learning.



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**A day in the
life of a
Cambridge
Accelerator
student**





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7:00 – 8:00

Start the day with
breakfast at the
accommodation



8:10 – 8:30

Home Room - your
teachers will check
how you are doing.



8:30 – 10:30

**Chemistry class in
the Super Lab, UTS**



Hive Superlab

10:30 – 11:00

Morning break –
Enjoy the student
facilities at the UTS



11:00 – 13:00

**Computer Science
class in the computer
lab**



13:00 – 13:30

Lunch at UTS Alumni
Green or cafes



13:30 – 15:30
Academic English



15:30 – 16:00

Break – Access to
UTS College support
network including
Peer Mentor Program



16:00 – 18:00

Friday is the Duke of
Edinburgh
International Awards:
Physical Recreation
– at Activate UTS



18:00 till late

- Dinner
- Social time with parents and friends
- TalkCampus (24/7)
- Studiosity (24/7)



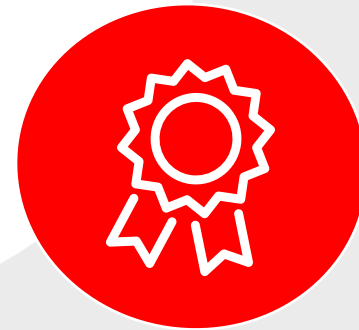
Accommodation update



Under-18 specific accommodation

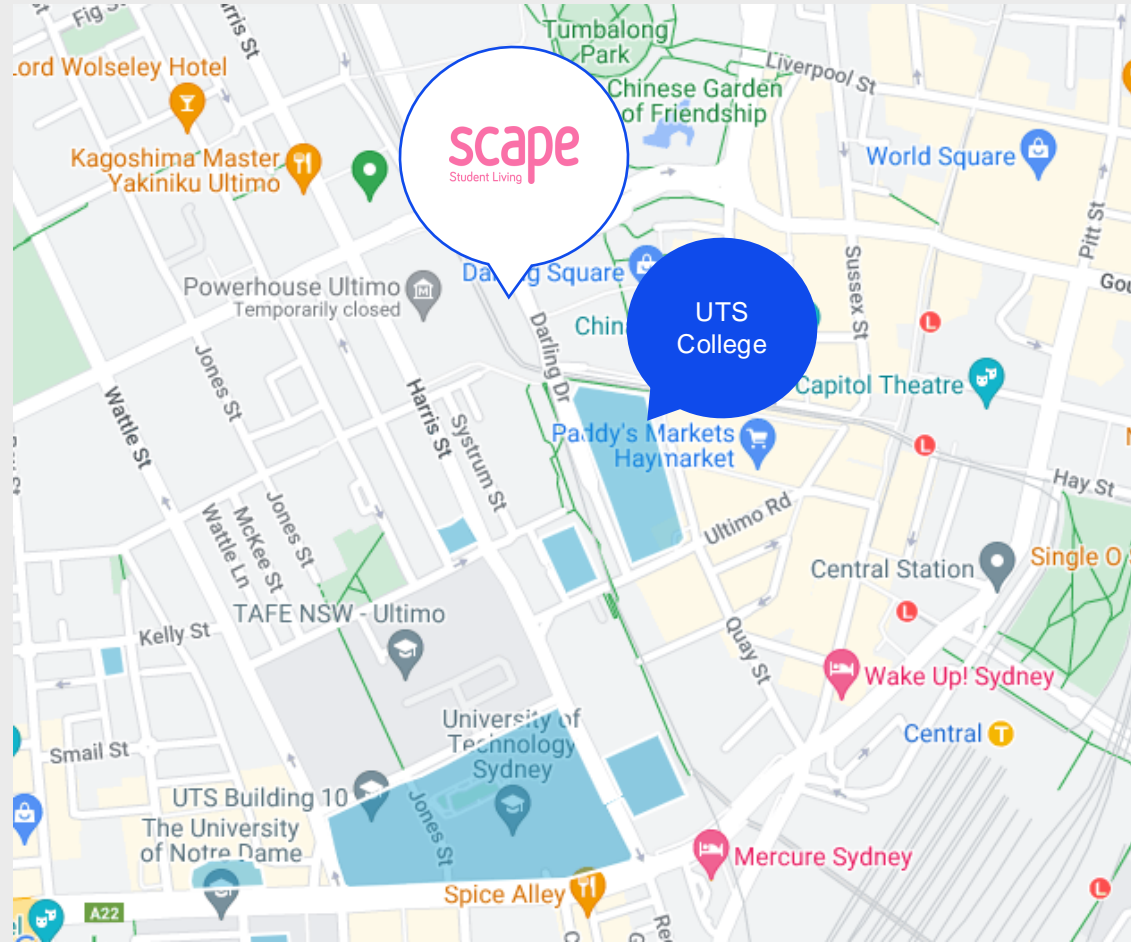


scape
Student Living



Partnership with premium student
accommodation Scape

Scape darling house



5-minute
walk to
campus



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Under-18 specific accommodation

-18

Under 18 specific accommodation



Daily freshly prepared meals

24/7

24/7 dedicated onsite team



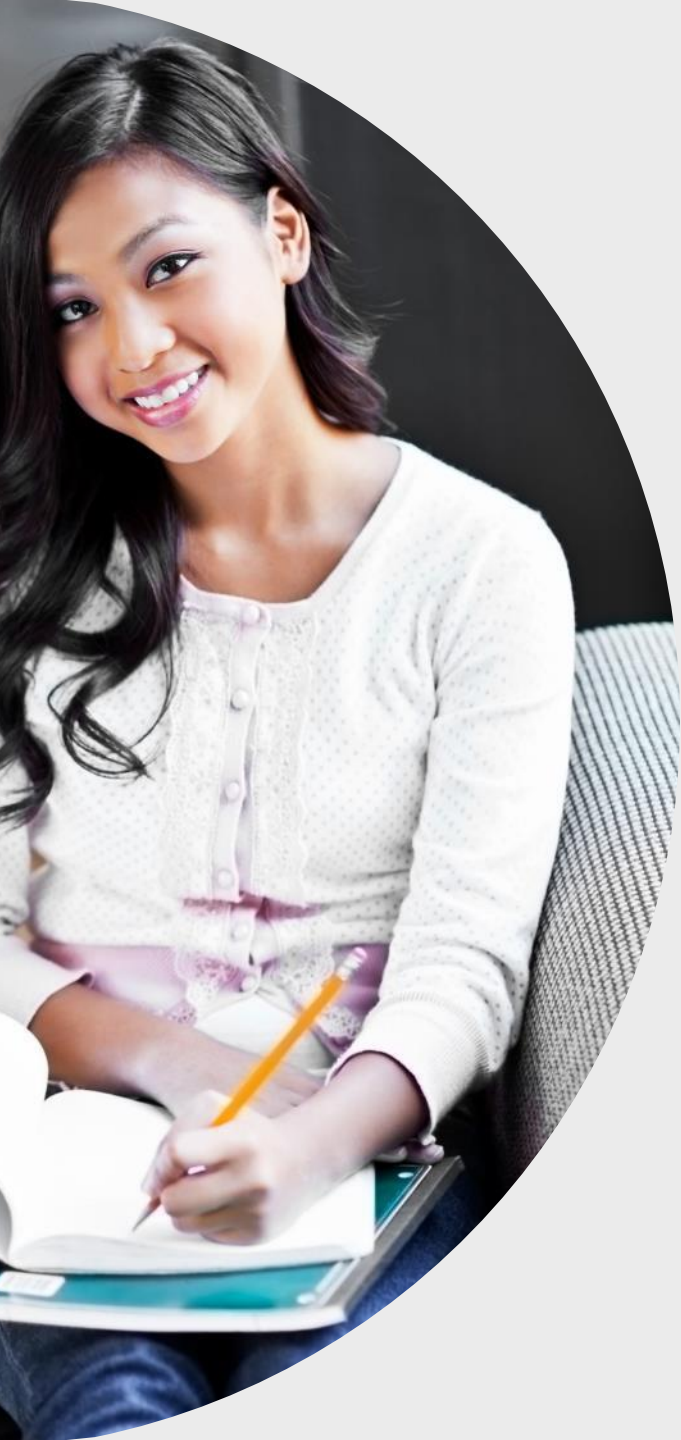
Safe & secure, with swipe card access and CCTV



Homestay options also available

Agent support & commission





Commission and articulation

- ✓ Commission is payable on the **tuition fees for two years**, for each term paid by the student:
 - Summer course + Semester 1
 - Semester 2
 - Semester 3
- ✓ **Same rule as articulation to UTS bonus rule** for non-UTS agents
- ✓ If students divert to the Diploma from AS or A levels, agents can claim an **articulation bonus**
- ✓ 2-year **scholarships available** to support conversion
- ✓ Applicable to full fee amount regardless of scholarship.

Talk to your dedicated Partner Manager about specific regional incentives!

UTS Cambridge Accelerator summary

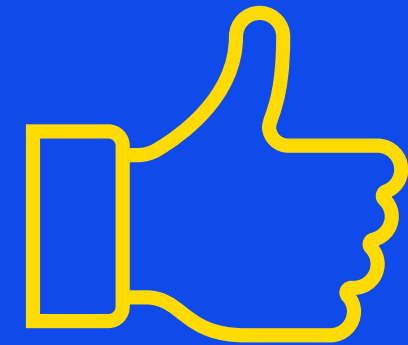
Key competitor summary	Cambridge Accelerator	State High Schools	Private Schools	International Schools offering A levels (offshore)
English language integration	✓	X	Limited	Some
Scholarship opportunities	✓	X	Limited	Limited
No waitlist	✓	Limited	X	N/A
STEM / Business emphasis	✓	X	X	X
University program packaging	✓	X	X	X
Guaranteed path to top 100 university	✓	X	X	X
Early university courses access	✓	X	X	X
International student success focus	✓	X	X	X
University campus access	✓	X	X	X
On campus accommodation	✓	X	Limited	N/A
Sydney central location	✓	Limited	Limited	N/A

Questions?



Have a potential Cambridge student?

Need more information?



**Put a thumbs
up in the chat**



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Please fill in our
survey to help us
improve our events.

THANK YOU
utscollege.edu.au

