

Welcome to Open Universities Australia



Open Universities Australia is the only online education marketplace that connects universities with students across all of Australia.

Open Universities Australia (OUA) is a not-for-profit organisation which has been offering students access to online programs through some of Australia's leading universities since it was established by a Government initiative in 1993.

OUA is not a university; we are a digital marketplace for helping Australians access higher education. We exist to empower learners to access the education that's right for them.

Our mission at OUA has always been to use our marketplace to provide access to quality education for all Australians – irrespective of age, location

or life circumstance. For 28 years, we've been delivering on this promise by providing access to 460,000 students studying with Australian universities through open.edu.au.

Throughout 2020, we responded to the challenges of COVID-19 by adapting the way we did, and continue to do, business. As well as our focus on transitioning all staff to remote working, we supported our University Partners in continuing to deliver great options for students – waiving all fees for University Partners taking up the Federal Government's HERP initiative. This supported hundreds of students joining the marketplace to undertake study from April 2020.



We're proud of who we are

At OUA, we are proud of who we are – an organisation designed for both our University Partners and our students.

As a not-for-profit organisation owned by seven universities, everything we do is designed to put money back into the sector and give students the world leading experience synonymous with an Australian Higher Education.

OUA has a unique status being the only entity explicitly written into the Higher Education Support Act (HESA 2003) to provide access to FEE-HELP for students wanting to study single units. This provides equity of access to all students across Australia.



Benefits we offer

Save you money by reducing the costs of attracting new students, marketing your programs and extending the reach of your brand nationally.

Drive your business results by helping program owners, marketers, and their units reach their target markets, and grow their enrolments.

Help you to execute by providing funding for online program development, market insights and business support which delivers vetted students to reduce your administrative burden.

OUA attracts a different student

The OUA brand is the most recognised brand in online education, leading the Higher Education category.


We attract a different kind of student to the typical on-campus student. Complementing a younger cohort who is often seeking an on-campus experience, OUA students are generally older, working full-time and choose to study online because it suits their busy lifestyle.


OUA attracts students from around the country, with an average of 75% of students introduced by OUA based outside the Universities' primary home state.

 **100,000+** More than 100,000 enrolments in 2020

 **44%** of students are employed full-time

 **4.2%** are of Aboriginal or Torres Strait Island descent (ATSI)

 **7.5%** declared a disability

 **11%** more than 11% of undergraduate students classified as low SES students

About our marketplace

More than 430 programs at both undergraduate and postgraduate levels are available via open.edu.au which makes it easy for students to explore, choose and enrol in the program that's right for them.

In 2021, the OUA marketplace is evolving to accommodate the emerging trend for lifelong learning and include short courses and microcredentials.



23.9 mil
TV REACH



1.5 mil
RADIO IMPACTS



18.7 mil
OUTDOOR REACHED



150.2 mil
SOCIAL IMPRESSIONS



236 mil
ONLINE IMPRESSIONS (EXCL. SOCIAL)



28.8 mil
VIDEO VIEWS

Our University network is vast and growing...

With six more University Providers joining the OUA marketplace in the last 12 months, students have the choice to study with 22 Universities – or over 50% of Australia's Higher Education providers – in the market.

