



# FLEXIBLE SERVICE OFFERINGS

End-to-end or  
Lead Referral

## Flexible Options

As the only higher education online marketplace in Australia, Open Universities Australia (OUA) is in the unique position of being able to offer a range of unrivalled benefits to our university partners. From national marketing campaigns extending the reach of your brand, to opportunities to help bring new programs online quickly, OUA provides the support and services universities are looking for.

If you're exploring different ways you can market your degree effectively to attract more students, OUA's marketplace is a risk-free way for universities to complement their on-campus student cohort and attract students beyond traditional catchment areas.

We're welcoming you and your university to be part of Australia's leading higher education marketplace by offering your online degrees, subjects or both, through us at open.edu.au. To help realise the benefits we provide and bring programs into the marketplace quickly, OUA offers ready and available solutions for continued growth. Universities can decide whether they want OUA to market their programs via our Lead Referral Services or enjoy the benefits of OUA's traditional Full-Service offering.



DAVID  
BACHELOR OF BEHAVIOURAL STUDIES  
SWINBURNE UNIVERSITY  
OF TECHNOLOGY

## Full-Service Offering

OUA attracts a different kind of student to the typical school-leaver. 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's Full-Service offering presents significant efficiencies for universities by reducing administrative burden, whilst also enhancing the experience for students.

OUA manages the end-to-end student enrolment journey; from sales and marketing, student application and enrolment management services such as financial support and student loan administration, to student administration services and quality assurance support.

In 2018, five current university partners added 20 new programs to the marketplace under a full-service agreement. Some 'first of kind' programs secured first mover advantage in the marketplace, whilst others strengthened our portfolio by complementing existing programs in Arts, Business, Education, and Law and Justice at both undergraduate and postgraduate levels.

OUA takes care of the entire end-to-end enrolment process including:



Attracting students via national marketing campaigns



Lead nurturing through one of 30 personalised student journeys



Managing the application process



Enrolling student into units and programs



Providing data and insights



Tracking quality indicators such as student satisfaction, pass rate and drop rate



Managing examinations



Providing Government reporting – Open Access



**BILLIE**  
 BACHELOR OF COMMERCE  
 (BUSINESS LAW)  
 CURTIN UNIVERSITY

## Lead Referral Services

Complementing your other marketing activities, OUA's Lead Referral Services act as an additional acquisition channel attracting qualified leads. New leads are transferred across to universities for completion of the sale and enrolment. Universities only pay for the leads they convert into enrolments.

By leveraging our national campaign reach and in-house digital expertise in attracting and engaging with prospective students, OUA helps reduce the risks and costs of marketing. In 2019, our marketing budget is \$25 million and through an 'Always On' approach we ensure promotion of your programs 365 days of the year.

You take on the admission and enrolment process and OUA will:



Attract students via national marketing campaigns



Refer student lead to the university

In 2018, 119 new programs were added to the marketplace under a Lead Referral agreement.

## Our Agreements

You choose the option that's best for you, and OUA guarantees a non-exclusive agreement, no minimum program or unit commitments, no financial risk and you keep control over pricing.

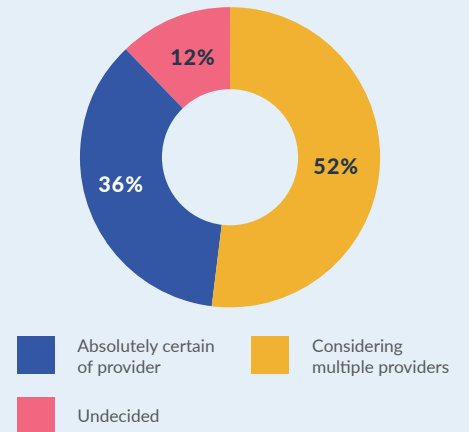
- Non-exclusive agreement
- No minimum numbers of programs or units
- No financial risk
- Control your pricing

### Non-exclusive agreement

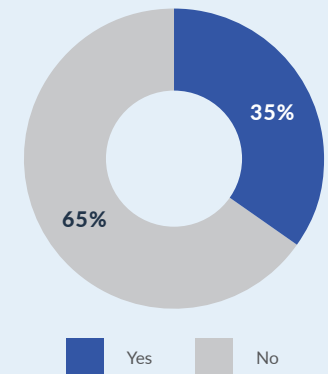
Only 36% of students are absolutely certain of the provider they want to choose when they begin their search for higher education<sup>1</sup>. If your programs and units are not available where students are searching, you lose the ability to attract the 64% of students who have not yet chosen a university provider. Our marketplace complements your existing channels, so that finding your programs is even easier for students.

OUA has a non-exclusive agreement which means that providers are free to offer units and programs to students through any other channel they choose. This is a powerful proposition for helping to extend your student acquisition catchment area and reaching the 35% of students who discover new providers during their search<sup>2</sup>.

**Fig. 1** How certain were you about the brand you wanted to purchase when you first started looking for information? (n=552)



**Fig. 2** Did you learn about new providers during your search? (n=552)



**Undergraduate students: 53% of responses**  
**Postgraduate students: 47% of responses**

<sup>1</sup> Higher Education Path to Purchase Summary of TNS + Google research, January 2018

<sup>2</sup> Ibid

## Performance based fee structure

OUA promotes your programs without prejudice or financial risk to you. We have a performance-based fee structure and charge a service fee for the enrolments we attract. In other words, if we don't deliver enrolments, you are not charged. All the while receiving the benefits of our national marketing efforts.

Fees are dependent upon the level of program and are reviewed annually.

## Control over pricing

University partners have control over pricing. Each provider determines (individually) the fees to be charged to students for each unit. OUA will not take part in any setting of retail price. To the extent permissible by law, each provider agrees that the price it charges for any unit, program or other offering to students through the OUA marketplace

will be no greater than the full fee price it charges for that same unit, program or other offering in the country in which the student resides. This ability for providers to set their own prices and offering gives providers control of their competitive positioning within the marketplace.

OUA has a unique status, it is 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. With a cap on Government Grants Scheme (CGS) contributions in 2018, OUA gives providers the flexibility to grow or maintain student revenues through uncapped student contributions. By controlling pricing, providers can make-up for a shortfall in the Commonwealth Government Subsidy by passing this onto the student.



HEIDI  
BACHELOR OF CRIMINOLOGY  
& CRIMINAL JUSTICE  
GRIFFITH UNIVERSITY

## Our Marketing Approach

OUA is a nationally recognised and trusted brand. One way we reach students across Australia is through a countrywide marketing campaign that amplifies our university partner brands. Branding is represented in accordance with your university marketing guidelines, and we promote your programs in ways that resonate with prospective students

Whilst a significant portion of marketing activity is at a brand level, all units and programs within the portfolio receive marketing support.

In 2019, our investment in marketing is more than \$25m. This has enabled OUA to significantly expand its media reach and frequency. The latest campaign, launched nationally in October 2018 will run through to September 2019 and is active in Australia's major metro and regional markets across TV, radio, outdoor and cinema, as well as social media and digital channels.



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# \$25m

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2019 Marketing Campaign

# For further information

We invite universities to consider bringing units and programs to the OUA marketplace that are popular on-campus, already available online through another channel, or are in niche areas that are strongly linked to a particular teaching or research strength.

## To explore new program opportunities:

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