

OPEN UNIVERSITIES  
AUSTRALIA

QUALITY LEADS

# Quality Leads



September 2021



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](http://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 Open Access of CSP Agency Services offering.



*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](http://open.edu.au).*

## Lead Referral Services

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.

---

Through an 'Always On' approach, we ensure promotion of your programs 365 days of the year. 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 2020, 90 new programs were added to the marketplace under a Lead Referral agreement.

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



Attract students via national marketing campaigns

---



Refer student lead to the university



FEATURE

CUSTOMER VALUE  
(HE PROVIDERS)

CONSUMER VALUE  
(STUDENTS)

ELIGIBLE FOR USE WITH

PRICING MODEL

ADVERTISING

NURTURING

RECRUITMENT

ENROLMENT MANAGEMENT

ADMISSION MANAGEMENT

STUDENT SUPPORT

STUDENT RETENTION

FEE-HELP FUNDING (VIA OUA)

YOUR STUDENT DATA

LEAD REFERRAL

A lead acquisition product for university awards.

Easily and quickly participate in OUA's marketplace to connect with consumers who are interested in studying your awards.

As the dominant marketplace to find online university education options, Lead Referral drives increased breadth of choice on the marketplace, helping facilitate student confidence with increased choice to find the right study for them.

HE awards

Fixed cost per converted lead



Quality leads



## FULL SERVICE

### OPEN ACCESS

A student acquisition and management product enabling universities to offer single subjects through to awards with Fee-Help funding.

Help increase access to HE and student diversity by offering subjects and awards with alternative funding and reduced barriers to start without impacting your attrition rates or having to follow CSG price bands.

As the dominant marketplace to find online university education options, Open Access helps make it easy for everyone to study, in particular those who have not traditionally been able to access HE.

HE awards without CGS Funding  
Subjects

% of subject enrolment fee payable post census



Fully qualified students



Available to use with or without restrictions on eligibility



Available to use with or without restrictions on eligibility, or single subjects to prove capability



### CSP AGENCY

A CSP student acquisition and management product for university awards and related subject enrolments.

By offering subjects and awards with CSP on OUA, you can maximise your ability to attract students to utilise your full CSG allocations. To protect your ongoing CSP allocations, you can utilise OUA's enrolment and admission qualification rules to restrict access to students that do not meet your eligibility requirements.

Most students are not driven in their decisions by whether CSP is available or not, however we know that CSP will provide them with more certainty and protection about the price that their study will cost.

HE awards offering CGS Funding  
Subjects

% of subject enrolment fee payable post census



Fully qualified students



# Our Agreements

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

- Non-exclusive agreement
- No minimum numbers of programs or subjects
- 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>.

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

<sup>2</sup> Ibid

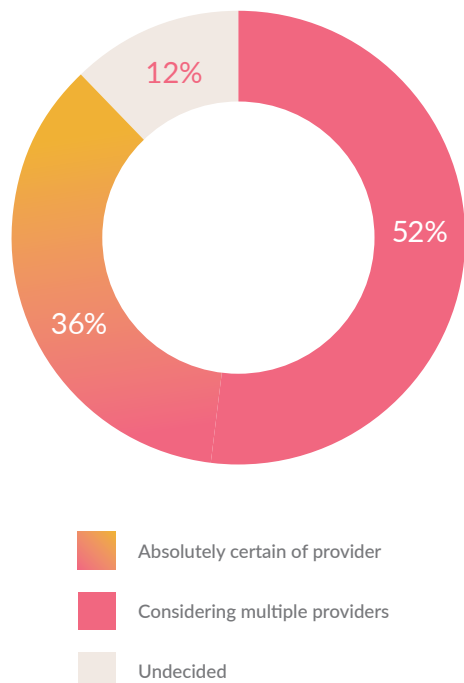
# 64%

have not yet chosen a university provider

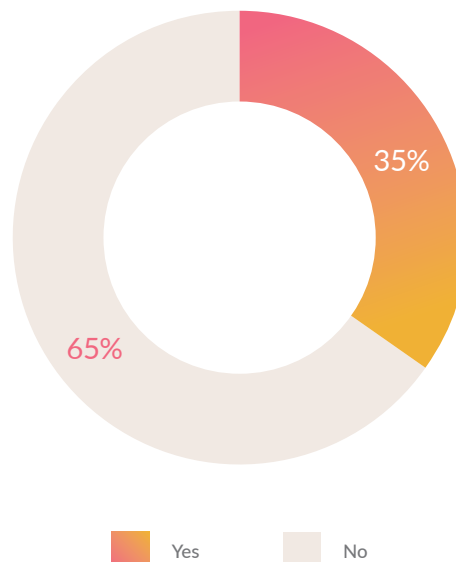
# 35%

of students discover new providers during their search

**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

### 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.

**Data source:** Higher education Path to Purchase Summary of TNS + Google research, January 2018

# To explore new partnership opportunities

---

Contact the partner team

E. [partnership@open.edu.au](mailto:partnership@open.edu.au)

P. +61 3 8628 2500