Higher Education Marketing Environment in Australia

- Approximately 50 Tertiary Education institutions in Australia
- Marketing Higher Education is still a relatively new concept to Australian universities.

Increased demand resulting mainly from:
  - Increased number of Institutions
  - Internationalization of Institutions
  - Technology and online options for degrees
  - Value of International students

- Highly International:
  Higher Education is Australia’s 3rd largest Export - behind coal and iron.
Higher Education Marketing Environment in South Australia

- Three main Universities in the state:
  1) University of Adelaide
  2) UniSA
  3) Flinders University
About the University of Adelaide

- Established in 1874 - third oldest University in Australia
- Member of the “Group of Eight” - Australia’s leading research intensive Universities: One of the highest earners of research funding per researcher in Australia
- One of the top universities in Australia in terms of:
  - Research output
  - Research funding
  - Quality of postgraduate research experience
- Approximately 50 recognised Universities in Australia, UoA is ranked 4th.
- 21,000 students, including over 6,000 international students from over 90 countries
Faculty of the Professions

- 5 Schools:
  - Business
  - Education
  - Architecture
  - Economics
  - Law
Where does Kim sit?

**Faculty Marketing Team**

- Marketing Manager
- Marketing Officer x 3
- Digital Marketing Coordinator
- Alumni and Relations Officer
- Publications Officer (0.6)
So what does Kim actually do @ UoA?

- My portfolio consists of:
  - Business School
  - Law School
  - Architecture
  - Economics
  - Open Day
  - Media Bookings
  - Promotional Materials

- Create a marketing plan for my Schools

**LOOKING BUSY AT WORK**

A haiku:

Open a spreadsheet
Chew on the end of a pen
Frown as if thinking
Key Focuses

- **Undergraduate**
  - Marketing to various target markets including parents, prospective students, industry
  - Mobile Marketing - SCVNGR
  - Social media/digital

- **Postgraduate**
  - Tackling issue of online vs face-to-face offerings
  - Economy and selling the opportunity to up-skill

- **International** students
Re-branding – Life Impact

• "Life Impact“ - how the University has an impact on the lives of its students and graduates and how they have a significant impact on the community.

• The University of Adelaide dominated the AMI’s awards for marketing excellence in South Australia.

• Coopers Brewery Managing Director Tim Cooper;
• Medicine student and Young Australian of the Year (South Australia) Matthew Hutchinson; and
• Australian Young Winemaker of the Year Briony Hoare.
# International Students in the Professions

<table>
<thead>
<tr>
<th>School</th>
<th>% of Professions total international student population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business School</td>
<td>54%</td>
</tr>
<tr>
<td>Law School</td>
<td>22%</td>
</tr>
<tr>
<td>Education</td>
<td>10%</td>
</tr>
<tr>
<td>Architecture</td>
<td>8%</td>
</tr>
<tr>
<td>Economics</td>
<td>6%</td>
</tr>
</tbody>
</table>
International Strategies

- Fair attendance
- Relationship Management with agents
  - Includes hosting agents at UoA
- Promotional merchandise
- Scholarships
- Digital presence and catering to international needs
- Student ambassadors/Peer recommendation/ Peer Blogging
- Advertising in international publications (incl in other languages)
- A week in the life of an Adelaide Uni Student + mobile marketing/ Going VIRAL
- Alumni communication
Questions?

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Faculty of the Professions

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