

A photograph of three young people (two women and one man) smiling and posing for a selfie. They are standing in front of a vibrant, abstract background with large, colorful shapes in shades of blue, orange, pink, and green. The man on the right is holding a smartphone up to take the photo. The woman in the middle is making a peace sign. The woman on the left has her arm around the man's shoulder.

UAC

2026

Reach Media Kit

**Precision advertising
powered by student data,
exclusive to UAC**

A smart, data-led approach to student recruitment

Reach is UAC's exclusive advertising solution built on verified tertiary application and preference data. Connect with students who are actively researching, applying, and making decisions about their future.



Built on data you can't access anywhere else

- **300,000** UAC applicants
- **91,000** Year 12 students
- **2 million** website users
- **730,000** monthly page views



Tailor your message for distinct audiences

- Year 12 students
- Non-school leavers
- Postgraduates
- Parents and influencers



Boost your ROI with AI-driven targeting

The **AI-powered Offer Probability** tool analyses years of historical UAC data to rank recipient lists by each student's likelihood of receiving an offer.

Predictions can be tailored across three key categories:

- Institution*
- Field of study
- Pathway courses

*Not available for all institutions, please check with our team.

Designing your campaign with Reach is simple



Identify high-intent audiences

Our team use verified UAC, NESAs and ABS data to define audiences based on your goals and real student behaviour.



Segment by goals and timing

Build highly targeted campaigns using granular data, including course interest, estimated ATAR, and decision stage.



Deliver targeted direct campaigns

Activate institution-branded EDM and SMS campaigns, reaching high-intent students with personalised messaging.



Activate across trusted channels

Deliver premium display campaigns across UAC's channels with display options to build awareness year-round.



Measure and optimise

Track engagement, clicks, and preference data, with clear reporting to refine and improve performance.

Granular targeting puts you in touch with your warmest leads

Target students by:



**ATAR & Yr 11
selection rank**



**AI-based offer
probability**



**Highest level
of study**



**Application
status**



Year 12 subject



Subject bands



Geography



SES status



No offer



School type



High school



Gender

Let's build your next campaign



Increase brand awareness

Maximise ROI by marketing to current school leavers, non-school leavers, and postgraduate students who align with your target audience.



Launch new courses or scholarships

Create awareness and increase applications for new programs and scholarships among students actively exploring their options.



Promote open days and events

Drive awareness and attendance by reaching students and influencers while they are actively researching and planning next steps.



Support equity and access goals

Engage under-represented cohorts, including low SES, regional, and First Nations students, using data-led targeting aligned to Accord priorities.



Expand into new student markets

Reach students beyond your current footprint using precise targeting by geography, SES status, study intent, or alternative pathways.



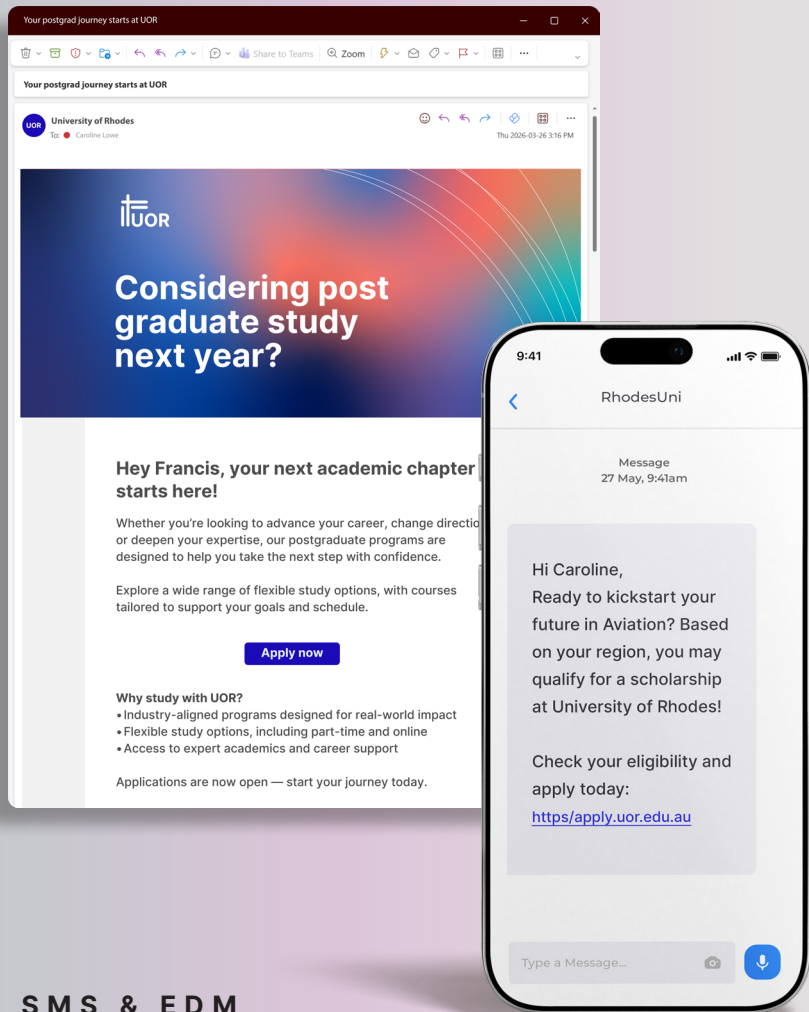
Support pathways and flexible study options

Promote pathway programs and online study offerings to students seeking alternative entry routes or remote learning opportunities.



Re-engage interested students

Reconnect with students who have shown interest in your institution or field of study but have not yet applied.



SMS & EDM

Direct advertising

Start conversations directly with decision-ready students

Drive student recruitment by starting helpful conversations with your target market as they make important decisions about their tertiary education. Engage students through EDM and SMS campaigns delivered within UAC's trusted ecosystem. Messaging is personalised, timely, and aligned to where students are in their application journey.

PERFORMANCE WE'RE PROUD OF

	Benchmark	Industry	Reach
EDM	Average open rate	44%	72%
	Average click rate (CTR)	2%	12%
SMS	Average delivery rate	90%	95%
	Average click rate (CTR)	11%	15%

*Industry averages for EDM provided by MailerLite, [2026 Email Marketing Benchmarks](#) report

**Industry averages for SMS provided by Kudosity

***Reach results are an average of all campaigns sent in 2025

BE VISIBLE WHERE STUDENTS PLAN THEIR FUTURE

Display advertising

Advertising on the UAC website puts your brand front & centre:

- **730k** monthly page views
- **3 min** average dwell time
- **180+** clicks per Premium package

Display packages target students across their application journey

Package	Peak traffic p/month	Strategic advantage	Listing locations (UAC website)
Premium (50% SOV)	320,000 Dec-Jan	High-traffic UAC pages where students explore study options	Homepage; Course search; Key dates; Applications and offers. 50% SOV package.
Influencer	22,000 Dec-Jan	Parents, teachers and career advisers researching pathways	Parent page; Schools page; Current applicants; Future applicants; UAC Digital
Homepage spotlight	120,000–165,000 Year-round	Institution and courses are highlighted on the UAC homepage	Homepage
Exclusive UG	95,000 Dec-Jan	Year 12 students planning ATARs and researching courses	UAC PIN; ATAR; FAQs and forms; Early offer schemes
Pathway	15,000 Aug-Sep	Students exploring alternative entry options to uni	Pathways to uni; Who can apply; Our institutions; ATAR Compass; Future applicants
UG equity	50,000 Aug-Sep	Applicants researching equity and support schemes	Current applicants EAS, SRS and ES pages; Future applicants EAS, SRS and ES pages
Postgraduate	20,000 Year-round	Postgraduate applicants preparing to apply for further study	Postgraduate applicants; Applications and offers; How to apply for uni

*Note, display packages do not allow for external links.

**For off-peak audiences, refer to page 13 of the Reach Media & Price Guide 2026.



UAC COMMUNICATIONS

Your brand meets our audience

Add your brand's display assets to UAC's emails targeting current Year 12 students and engaged parents. With **open rates of over 80%**, take advantage of the only offering of this kind in NSW & ACT.



Add your display assets to UAC's student and parents emails

UAC Year 12 EDM
80,000 audience

Sent to NSW, ACT and international students.

UAC Parents EDM
2,200 audience

Sent to subscribers of Year 12 parents EDM.



UAC Year 12 Communications - 2026 email topics

April	Welcome and UAC Pins
May	All about early entry, scholarships and EAS support
June	Mid-year checklist
July	List of every open day
August	All courses available
September	Get your UAC application in
November	What to do with SRS offers
December	1. Top tips for your uni application 2. What to do tomorrow (day before ATAR) 3. Prepare for January Round 1

Students don't make decisions all at once

Their journey unfolds across the UAC cycle, with clear moments where awareness, engagement and conversion peak. Reach allows you to target each stage with messages that align.

Key moments that drive student preferences and applications



APRIL

Applications open submissions begin

One third of applicants lock in early preferences. Position your institution as a leading choice for early-stage applicants.



JUNE

Students explore study options

Students research courses, open days and early entry. Build awareness and capture leads while preferences develop.



SEPTEMBER

Decision making begins for early-offers

Preference changes surge before early bird deadlines. Target students as they actively compare institutions and courses.



NOVEMBER

First round offers & preference changes

First round offers trigger preference changes and decision pressure. Stay visible as students reassess their options.



DECEMBER

ATAR release & peak engagement

Engagement on UAC platforms reaches its highest point. Capture last minute preference changes and applicant activity.



JANUARY

Pathways & second round offers

Students seek pathways to university and second round opportunities. Engage applicants still deciding where to enrol.



CASE STUDIES

Real campaigns, real recruitment outcomes

Data-driven campaign to grow student preferences

G8 University

Brief

Increase applications and preferences across four priority student cohorts, from high achievers to equity based students. Attract diverse talent while holding onto market share across every segment.

Reach strategy

- Data-driven targeting: Used UAC's AI tool to identify likely enrollees.
- Integrated campaign: Combined direct messaging with targeted year-round display ads.
- Strategic timing: Aligned communications with critical decision moments like Open Days, Early Entry, and ATAR release, with each cohort receiving tailored messaging.

Results

- 15% CTR (above benchmark)
- 1-in-4 who clicked preferred the uni
- Hundreds of new preferences generated
- Market share maintained across all key cohorts, with notable growth in two segments

Precision targeting to convert awareness into applications

Private College

Brief

The college was spending on multiple marketing channels, but wanted to know which efforts were genuinely driving student applications, not just generating noise.

Reach strategy

- Targeted outreach: Used UAC predictive data to pinpoint high-intent applicants
- High-impact awareness: Display ads on high-traffic UAC pages to grow awareness
- Milestone messaging: Activated personalised EDM and SMS campaigns timed to key dates when students were actively making decisions, tailoring messages to each stage of the journey.

Results

- 18% SMS CTR across 5,500+ messages
- 121 preferences & applications in 7 days
- 870,000+ display impressions built brand visibility throughout the campaign cycle
- For the first time, the college could link marketing spend to actual enrolments

We'd love to start a conversation

Tell us about your recruitment or marketing goals, and our marketing and data specialists will design a tailored Reach campaign to help you achieve them.

We partner with institutions, organisations and brands that share our commitment to improving access to higher education and lifelong learning.

If that sounds like you, get in touch with our team.

CONTACT US

Inquiries: reach@uac.edu.au

Information: enterprise.uac.edu.au/products/reach-student-recruitment-marketing

The UAC logo is displayed in a bold, dark blue, sans-serif font. It is positioned in the bottom left corner of the page, partially overlapping the image of the students. The background of the entire page is a photograph of three students walking on a paved path in a green, outdoor setting. The students are dressed in casual attire, and the scene is brightly lit, suggesting a sunny day.