



# ANNUAL REPORT 2023-2024



The Victorian Tertiary Admissions Centre (VTAC) is an independent shared admissions service facilitating access to tertiary education and further study opportunities and pathways for learners in Victoria and beyond.

VTAC supports young people, professionals and learners of any age and at any stage of life to connect with further study to achieve their learning aspirations, professional growth, and dream careers.

## Our impact

In 2023-2024, we supported over 250,000 students, issued over 45,000 ATARs and 2,000 IBAS, and managed 68,000 applications for undergraduate and TAFE courses at Victoria's nine universities, plus 37 TAFE institutes and independent tertiary colleges.

## Our values

### Collaboration

We work together with our partners to ensure the best outcomes for learners.

### Integrity

We set and maintain high standards, being consistently transparent with our partners and applicants.

### Boldness

We will be unafraid to challenge the status quo and innovate in our work.

### Inclusion

We will work to ensure that VTAC's services are accessible to all members of the community, aiming to support all potential learners in accessing education.

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## What we do

VTAC empowers learners through advice, information and resources about tertiary education opportunities, admissions processes and requirements, and wide range of pathways.

VTAC acts as a central application point to make the process of getting into a course easier and more efficient for both students and tertiary institutions. VTAC manages applications and assessment for the Special Entry Access Scheme (SEAS) and scholarships programs offered by tertiary education providers. We offer admissions and selection services and platforms for tertiary education providers for non-year 12 applicants and postgraduate programs.

## Acknowledgement of Country

We pay our respects to all Aboriginal and Torres Strait Islander elders past and present, and extend that respect to all First Nations people, acknowledging their ongoing connection to Country and culture.

We honour the stolen generations and their families, those who were separated and never found their way home, those who are still healing and those who continue to endure the intergenerational impact.

# From the Chair and CEO

We are pleased to present VTAC Limited's first annual report, covering the period from 1 July 2023 – 30 June 2024. The incorporation of VTAC, endorsed by the Victorian Vice-Chancellors' Committee, has established a new fit-for-purpose governance structure as we transform VTAC to enable continued delivery of high-quality admissions services to the Victorian community in years to come.

For 57 years, VTAC has been providing application, admissions, and associated shared services to the tertiary education sector and Victorian community. Established as the Victorian Universities Admission Centre in 1966, VTAC took on its current name in 1986.

The establishment of Victorian Tertiary Admissions Centre Limited (VTAC Limited) on 15 May 2023 was a significant milestone for VTAC. Incorporation required the establishment of a range of corporate services and functions which were previously provided by member universities, making VTAC a '57-year-old startup'.

We successfully set up the corporate services infrastructure and processes during the 2023/2024 financial year, including HR and payroll functions, including implementation of a new HR information system and OHS. We moved offices several times, to a temporary home at Monash College following flooding at the South Melbourne offices, and then a permanent move to Wesley Place at 130 Lonsdale St, Melbourne, which brought the VTAC team into a contemporary, collaborative environment. Along the journey, staff have enthusiastically explored new ways of working and creative ways of using our spaces.

We developed a ways-of-working framework which staff co-created, as well as regular staff engagement including professional development, knowledge sharing and values champions, and ongoing wellbeing activities.

Our strategic plan underpins VTAC's transformation into a contemporary organisation that creates and delivers value for learners, providers, and people. We aim to do our core business exceptionally well, build a culture of innovation and continuous improvement, and create business opportunities by providing timely solutions.

As a data-intensive organisation, we have also focused on strengthening our cybersecurity and building cyber resilience. Our cybersecurity uplift program is well underway, with the development of a fit-for-purpose cybersecurity framework and ongoing implementation of security and infrastructure improvements. A key part is training and staff awareness to ensure cyber resilience across the organisation.

The digital service transformation project (ROVE) will play a significant role in creating a better admissions experience for everyone. ROVE is an initiative that will transform the customer experience of admissions, embed contemporary digital technology, uplift breadth and depth of services, and deliver data capability.

Phase 1 of the project will deliver an improved application experience and modern CRM and workflow functionality, while phases 2 and 3 will modernise the tertiary institution and VTAC staff experience. The comprehensive customer journey research conducted as part of the project will inform our future work across all streams of the organisation.

Alongside this work, we have been continuing to provide the vital shared admissions services that connect Victorian learners with tertiary institutions, which has provided over 75,000 course offers to applicants. You can read more about the impact and successes of this work in the following pages.

We have stepped up engagement with applicants, parents, and our tertiary partners, attending Open Days, careers expos, and a range of online and in-person events throughout the year. Our collaboration with the Tertiary Information Service has supported regional students to access application information across the state.

This engagement extends to those who support our applicants, including parents, guardians, and careers practitioners. We provided comprehensive resources to schools to support their senior secondary students through the tertiary transition.

We have also been looking to the future, and engaging with a variety of research groups exploring next generation assessment in secondary schools. Our partnerships with Melbourne Metrics and Learning Creates Australia are exploring the utility of learner profile information in tertiary admissions, using students' strengths and capabilities to match them with suitable tertiary courses.

VTAC has also been operating at a national level, providing graduate medical school admissions across the country, as well as a new Psychology Reference portal which supports applicants for psychology courses by sharing references with multiple universities.

We have hosted a number of interstate and international visitors who sought to find out more about VTAC's initiatives and discuss contemporary admissions, including Cambridge International Education, Groningen Group and the International Baccalaureate, as well as uplifted engagement with the VCAA and other government and sector stakeholders.

As a member of the Australasian Conference of Tertiary Admissions Centres (ACTAC), VTAC works closely with interstate colleagues to ensure a consistent national admissions framework enables student mobility. From 2024, Teresa assumed the National Convenor role at ACTAC, and we have already made great progress in national collaboration between tertiary admissions centres.

The great work that VTAC does would not be possible without the support of our people. We acknowledge the work of the entire VTAC team as well as the full VTAC Ltd Board and our institution partners in delivering positive outcomes for Victorian learners, tertiary institutions, and the community.

**Professor Iain Martin**  
Chair, VTAC Ltd

**Teresa Tjia**  
Chief Executive Officer



# A Year at VTAC

Our impact 2023-2024

**64,000+**  
total applications

**75,000+**  
total offers made

**90%**  
of year 12 students  
received an offer

**80%**  
of offers made to year 12s were  
their first or second preference

**45,239**  
VCE students  
received an offer

**51,000+**  
SEAS applications

Our main round for 2024 course entry, running from July 2023 to February 2024, had very positive outcomes, with our largest December offer round to date (42,924 offers), and over 75,000 total course offers made to learners' to study with our institution partners.

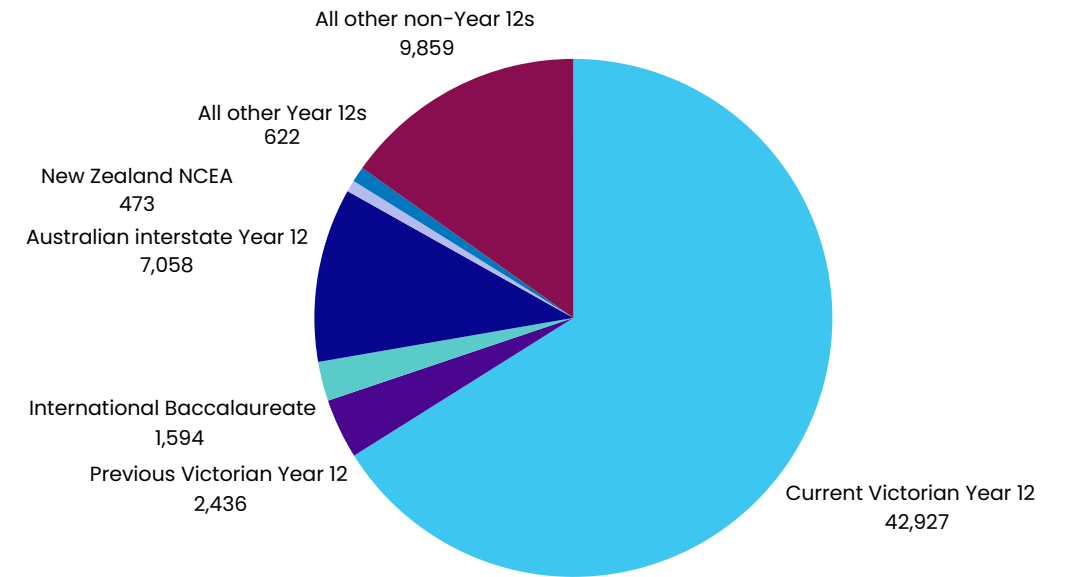
**We saw growth in offers for courses in Education, Management & Commerce as well as a decline in Health and Society & Culture courses. Despite this, the overall most popular study areas were Health, Society & Culture along with Management & Commerce.**

## VTAC Connect

Throughout this period, our VTAC Connect team supported thousands of students through their application taking over 20,000 calls and answering over 5,000 emails.

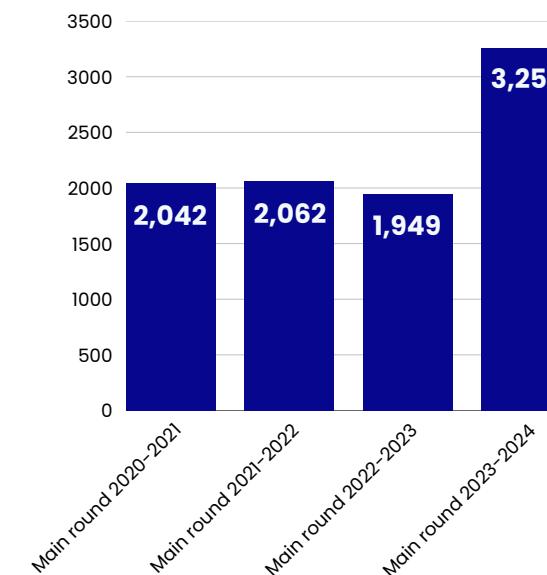


While Victorian Year 12 students continue to make up the largest proportion of applicants, VTAC saw strong growth in applications from previous Victorian Year 12 students as well as students applying from interstate.



Breakdown of applicant types, 2023/24 VTAC applications

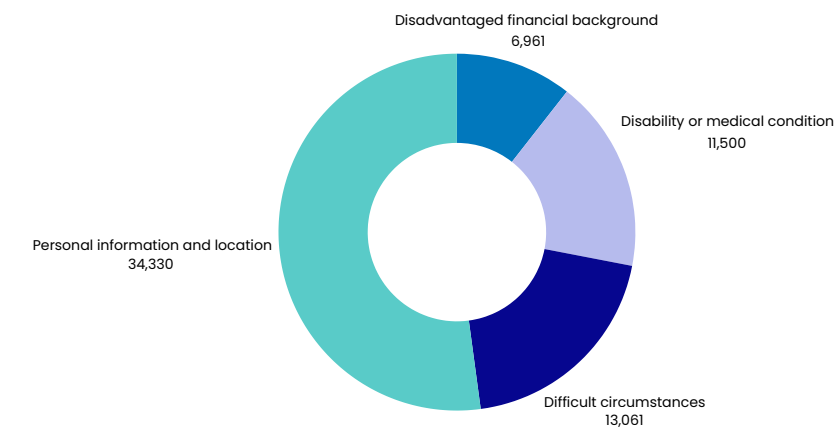
In collaboration with our institution partners, we have been able to continue to support learners with supplementary offers, providing students who otherwise would not have received one with a suitable offer.



Number of supplementary offers made to students

VTAC continues to support students and institutions through our Special Entry Access Scheme, providing a platform for applicants to receive recognition for disruptions that have had an impact on their education.

In our 2024 main round, we saw over 51,000 applications across our four categories.



Number of SEAS applications per category

# Mid-year 2024

**2,500+**

total applications

**1,800+**

total offers made

**1,400+**

reactivated accounts  
from students who applied  
the prior year

Our mid-year selection period, running from April to June 2024, remains an excellent opportunity for learners to start in Semester 2 for courses which offer a mid-year entry, meaning they can start progressing towards their qualification without needing to wait until 2025.

Our VTAC Connect team supported these mid-year applicants across nearly 3,000 calls and 1,000 emails.

Mid-year applications are made up of previous Year 12 students, Year 12 students studying an Australian senior secondary curriculum on a northern hemisphere timetable and some cohorts of international students.

Education had significant increases in the number of offers in the mid-year round compared to last year, while we saw declines in Health and IT. Society & Culture alongside Natural & Physical Sciences proved to be the most popular areas, making up half of all offers.



# Learner Opinions

## What do learners have to say?

VTAC engages with students throughout the year to deepen our understanding of young peoples' motivations, aspirations, and experiences. These insights inform our work and improve our service offerings.

The biggest concerns for students in undertaking study included managing study with work commitments, managing the study load itself and meeting new people as the top three. 80% of students plan to work part time alongside their studies.

On the flip side, they are most looking forward to studying what they enjoy, making new friends and being independent.

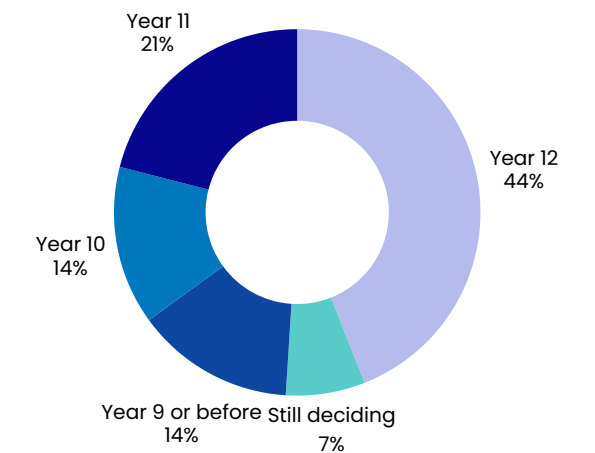
### What are your goals after finishing your secondary education?

*"Hopefully to get into an effective routine and do well in university while taking care of my mental health."*

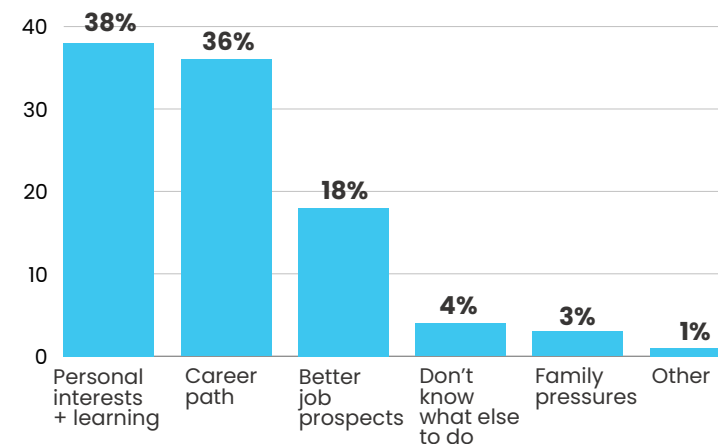
*"Save money, catch up weekly with friends as well as balance my university degree."*

*"To successfully juggle my work responsibilities whilst maintaining good results at university."*

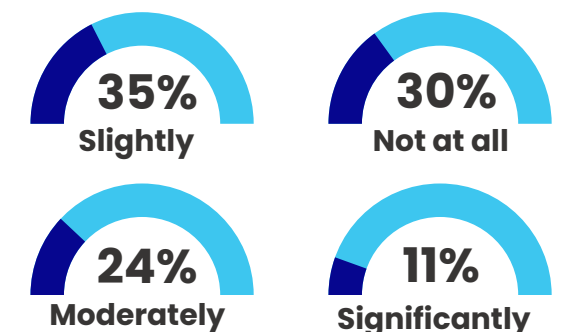
### In which year did you decide on the type of course or vocation you wanted to pursue?



### What is your main motivation in applying for further education?



### To what extent have costs, fees and potential debt influenced your decision to apply for specific courses?



# Engagement

Engaging with students and partners across the country

## Career Practitioner Network Groups

We attended 21 career practitioner network group meetings this year with a mixture of both online and in person engagements. In addition, we also worked with our colleagues at the Australian Centre for Career Education to host a VTAC Briefing webinar, attended by over 400 careers advisors. We have been thrilled to be able to support our career practitioners as they help students navigate their journey towards higher education.

## Tertiary Information Service Events

This year we have deepened our partnership with the Tertiary Information Service. We attended all nine events plus the orientation event at the beginning of the year.

TIS events allow us to speak to thousands of regional secondary students about pursuing higher education and provide a forum for us to answer their questions about SEAS, course preferences, ATARs, study scores, scholarships and more. We are proud to support tertiary institutions as well as students in providing accurate and friendly advice from the VTAC team.

We look forward to the TIS AGM in November and continuing our support of these events in 2025.

## Major Expos (Victoria and Interstate)

This year VTAC has exhibited at a range of public careers expos, both in Victoria and interstate.

We attended the Grand Prix Education Pavillion, VCE and Careers Expo, Victorian Careers Show, Brisbane Tertiary Studies Expo and Melbourne Career Expo. Across these events, we spoke to over 50,000 students and provided information about tertiary study in Victoria.



## Collaborations with our partners

VTAC embarked on a number of new ventures to support our partner institutions in their future student support activities as well as continuing to engage in annual activities.

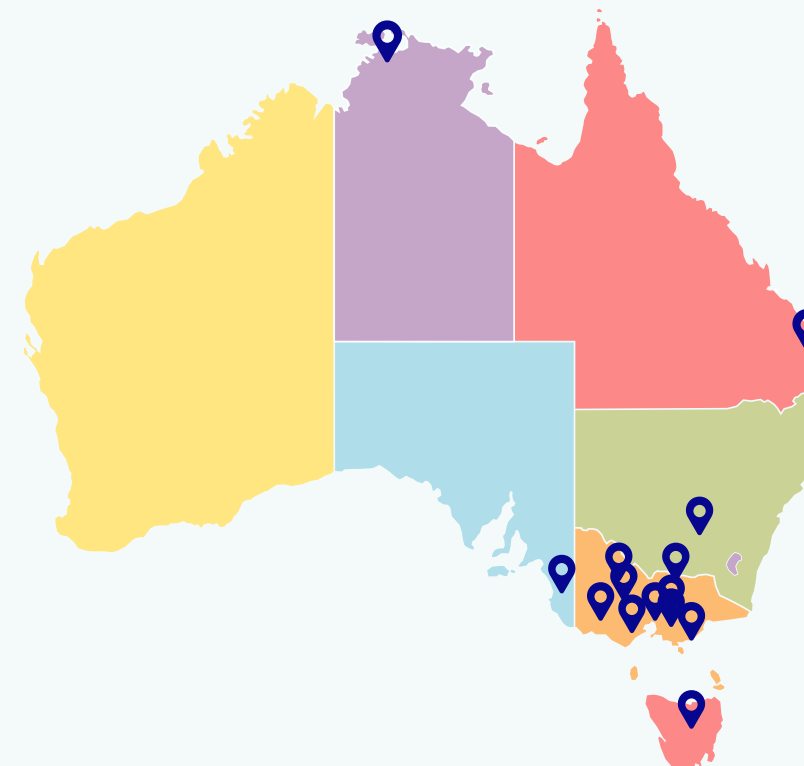
We collaborated with Swinburne University on a podcast demystifying the VTAC process and giving students our top tips ahead of applying for courses. We also supported the University of Melbourne future students team in an application webinar, speaking about the VTAC processes including SEAS.

In person, we took part in both the Monash University (Peninsula) and La Trobe University (Bendigo) Career Practitioner Seminars, providing a VTAC Briefing for the for regional careers practitioners attending these sessions.

## Open Days

We had a fantastic time this year supporting our institutions at their Open Days. VTAC supported 20 Open Days in 2024, attended by over 200,000 students. Our team spoke to over 2,000 groups of students and their supporters, answering all their questions about applying, entry requirements, course preferences, special consideration, offers and more.

## Our reach across Australia



- Brimbank Careers Expo
- Brisbane Tertiary Studies Expo
- Melbourne Careers Expo
- Melton City Careers Expo
- Tomorrow Bound Bendigo
- Riverina Careers Expo
- VCE & Careers Expo
- Victorian Careers Show
- Tertiary Information Services
  - Ballarat
  - Central Highlands
  - Darwin
  - Gippsland
  - Loddon
  - North East
  - Shepparton
  - Tasmania
  - Western District

# Digital Resource Enhancements

## Webinars

To ensure we are able to reach regional and interstate students during key periods, this year we also ran a webinar program from June to September. The series focused on application advice, SEAS, the ATAR, scaling and pathways as well as a dedicated webinar for refugee and asylum seeker applicants.

We also collaborated with the Royal Children's Hospital to present information about special consideration to young patients living with chronic and long-term illness. Our webinars have been attended by well over 1,000 students and viewed afterwards over 2,300 times on our YouTube channel.



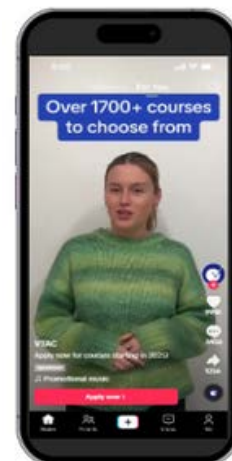
## Website and video refresh

To continue the delivery of high-quality services to our customers through digital channels, the website has undergone continuous improvements using data-led insights. Updates in 2024 include:

- ➔ Early offers landing page
- ➔ Interstate applicants guide page
- ➔ Video resources & fact sheet audit and design refresh
- ➔ SEAS & Scholarships section review
- ➔ Pathways page
- ➔ Online guide pages (Y12, Y11, Y10, Post-school, International, Parents & Supporters)

## Launch of TikTok

With the objective to amplify reach and awareness of VTAC's 2025 application, a TikTok account was launched in July 2024. With TikTok's audience being largely 14-24 year olds, this has allowed VTAC to reach a wider range of students and drive application registrations and conversions. VTAC's TikTok videos have 1,023,243 total views and have reached an audience of over 900,000 viewers.



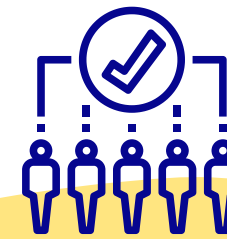
# Digital Transformation

## The VTAC application refresh

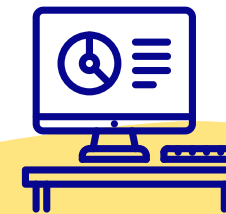
The digital service transformation project (ROVE) is underway, with phase 1 set to deliver an improved applicant experience via a contemporary portal. The new application platform will launch in April 2025 for mid-year applications.

Future phases of the ROVE project will focus on the tertiary institution experience and modernising VTAC's internal systems.

Key highlights of the new application include:



Applicant profile data used to automatically consider applicants for special consideration



Streamlined SEAS and Scholarships application



Enhanced security through multi-factor authentication



Save and resume applications to increase flexibility for applicants and schools



Reduce duplication with pre-filled fields



Modern and adaptable to different devices.



# Services

Supporting VTAC partners and students

## GEMSAS

Since 2017, VTAC has delivered, for GEMPASS Ltd, the Graduate Entry Medical School Admissions System (GEMSAS). GEMSAS is a trusted online application and matching system for domestic applicants for 10 Australian graduate medical courses, and the University of Melbourne’s graduate dental surgery and optometry courses.

The 2024 selection cycle (for the 2025 intake) saw a return to pre-COVID application numbers for medical courses. As GEMSAS enables applicants to preference up to 6 medical courses and each medical course has different selection requirements, the 4845 applications received in 2024 translated to 25,734 course applications.

In July 2024, there was an extremely positive GEMPASS-VTAC GEMSAS mid-contract review meeting, following which formal feedback was received:

**“We would like to thank the team at VTAC once again for the work that goes into exceeding the obligations of our contract. The professionalism and dedication to ensuring GEMSAS remains a transparent, equitable and efficient application and matching system for applicants, is appreciated. We also appreciate the collegiality, responsiveness and thoroughness with which all members of the VTAC GEMSAS team approach their interactions with GEMPASS and member schools. We look forward to continuing our partnership.”**

## FlexiDirect

FlexiDirect is a fully customisable admissions platform designed for higher education institutions to manage direct applications and selection processes. The system offers an applicant portal and an institutional portal, both of which are branded to match the institution’s style guide. VTAC provides pre-assessment services, including document verification, prerequisites checks, ARTS results matching, international qualification evaluations, English proficiency checks, GPA calculations, and SEAS assessments. These services streamline the admissions process by reducing administrative workload and ensuring accuracy in applicant evaluations.

Our FlexiDirect institutions have experienced a 28% increase in the number of applications over the last 4 years since embedding our FlexiDirect service into their admissions process.

FlexiDirect delivers a streamlined and efficient admissions process by centralising applicant information and automating key tasks. The platform offers robust customisation options, tailored communication capabilities, and advanced data management tools, all while maintaining a consistent and branded user experience. Institutions gain complete control over the application and selection process, supported by VTAC’s advisory and pre-assessment services.



## HODSPA Psychology Reference portal

Since 2023, VTAC has partnered with HoDSPA (Heads of Departments and Schools of Psychology Association) to deliver the online Psychology Reference Portal. Through successful delivery of the service, VTAC ensures that timely reference reports are provided to 43 Australian Higher Education Providers to inform their selection decisions for highly competitive postgraduate psychology courses.

In 2024 the focus has been on transferring the applicant enquiries and ‘back end’ system operations from an external provider to VTAC, and preparing the Portal for its second subscription period which opened on 1 August 2024.

This year VTAC has also improved many aspects of the service, including refreshed applicant resources and guides, enhanced request and report forms, and automating provision of completed reference reports to HEPs. VTAC has also implemented a chat-bot service to assist customers in real-time, which has streamlined customer support and reduced customer interactions with human agents by 55%. Embracing this new technology reduces the total cost required to run the service, and has greatly improved user experience with customers able to access out-of-hours support and obtain instant responses to simple queries.

Peak activity for the Psychology Reference Portal is between August and November. The subscription period for current customers will run until June 2025, with the next period commencing from August 2025.



# Partner Institutions 2023-2024

VTAC thanks our partner institutions for their continued support and collaboration.

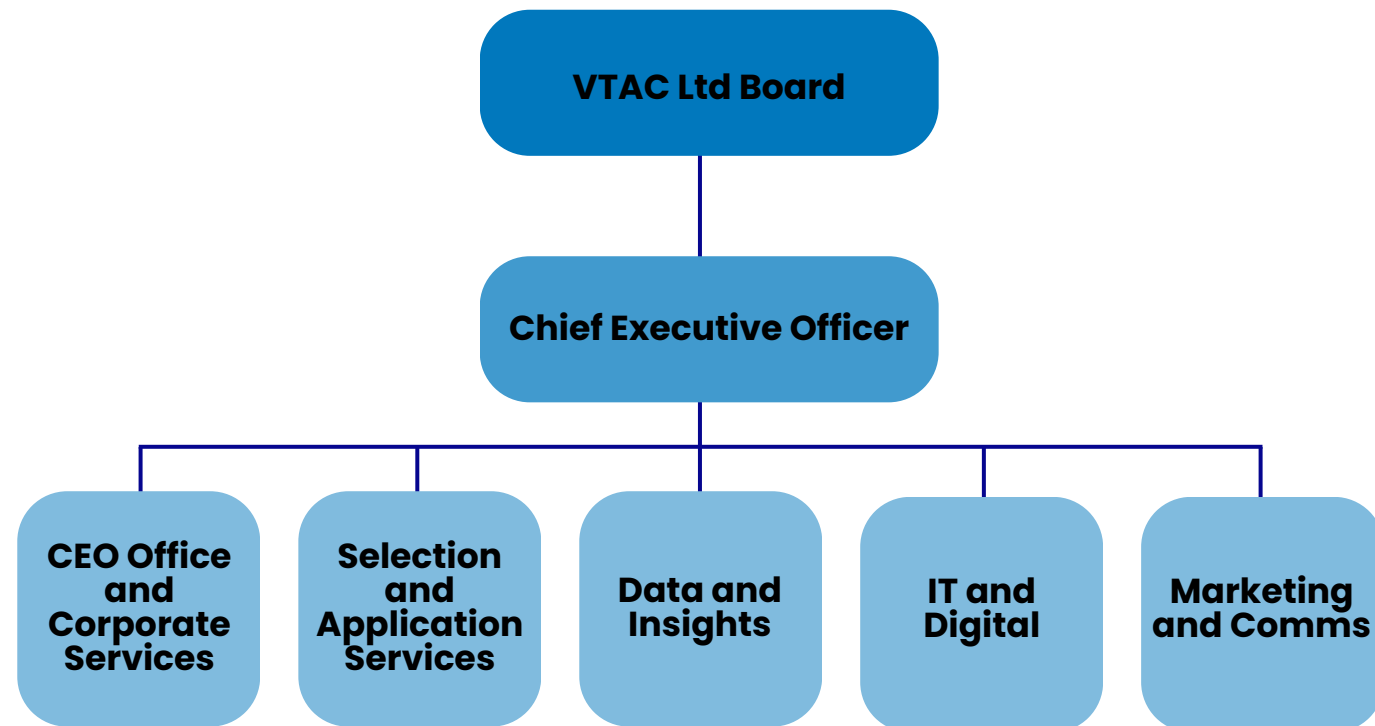
- Academy of Interactive Entertainment
- Academy of Interactive Technology
- AIBI Higher Education
- Australian Catholic University
- Australian Chiropractic College
- Australian College of Applied Professions
- Australian Institute of Music (AIM)
- Bendigo Kangan Institute
- Box Hill Institute
- Cairnmillar Institute
- Charles Sturt University
- Chisholm
- Collarts (Australian College of the Arts)
- CQUniversity
- Deakin College
- Deakin University
- Eastern College Australia
- Elly Lukas Beauty Therapy College
- endota Wellness College
- Federation University Australia
- Holmesglen
- Holmes Institute
- JMC Academy



- La Trobe College Australia
- La Trobe University
- LCI Melbourne
- Marcus Oldham College
- Melbourne Institute of Technology
- Melbourne Polytechnic
- Monash College
- Monash University
- Northern College of the Arts and Technology
- Open Universities Australia
- Ozford
- Photography Studies College
- RMIT University
- SAE University College
- SEDA Group
- Southern Cross Education Institute Higher Education
- Southern Cross University
- Swinburne University of Technology
- The Gordon
- Torrens University Australia
- The University of Melbourne
- Victoria University
- Victorian Institute of Technology
- William Angliss Institute

# VTAC People

Organisational structure and key staff, 2023–2024



**Chief Executive Officer**  
Ms Teresa Tjia

**Director, Selection and Application Services**  
Ms Antonietta Tancredi

**Director, Data and Insights**  
Dr Matthew Rudd

**Finance Lead**  
Mr Ian Ford

**Associate Director, IT**  
Mr Simon Tan

**Director, Operations and Engagement**  
Dr Brenda Holt

**Manager, Strategic Projects and Policy, and Executive Officer, VTAC Board**  
Mr Michael Ciesielski

## Board members, 2023–2024

**Professor Iain Martin (Chair)**  
Nominating member:  
Deakin University

**Professor Duncan Bentley (Deputy Chair)**  
Nominating member:  
Federation University

**Dr Kathryn Blyth (until Sept 2023)**  
**Ms Cheryl Fullwood (from Jan 2024)**  
Nominating member:  
Australian Catholic University

**Professor John Germov**  
Nominating member:  
Victoria University

**Ms Lill Healy**  
Nominating member:  
Department of Jobs, Skills, Industry and Regions

**Professor Gregor Kennedy**  
Nominating member:  
The University of Melbourne

**Professor Simon Ridings**  
Nominating member:  
Swinburne University

**Mr Donald Speagle**  
Nominating member:  
Monash University

**Professor Jessica Vanderlelie**  
Nominating member:  
La Trobe University

**Professor Sherman Young**  
Nominating member:  
RMIT University

