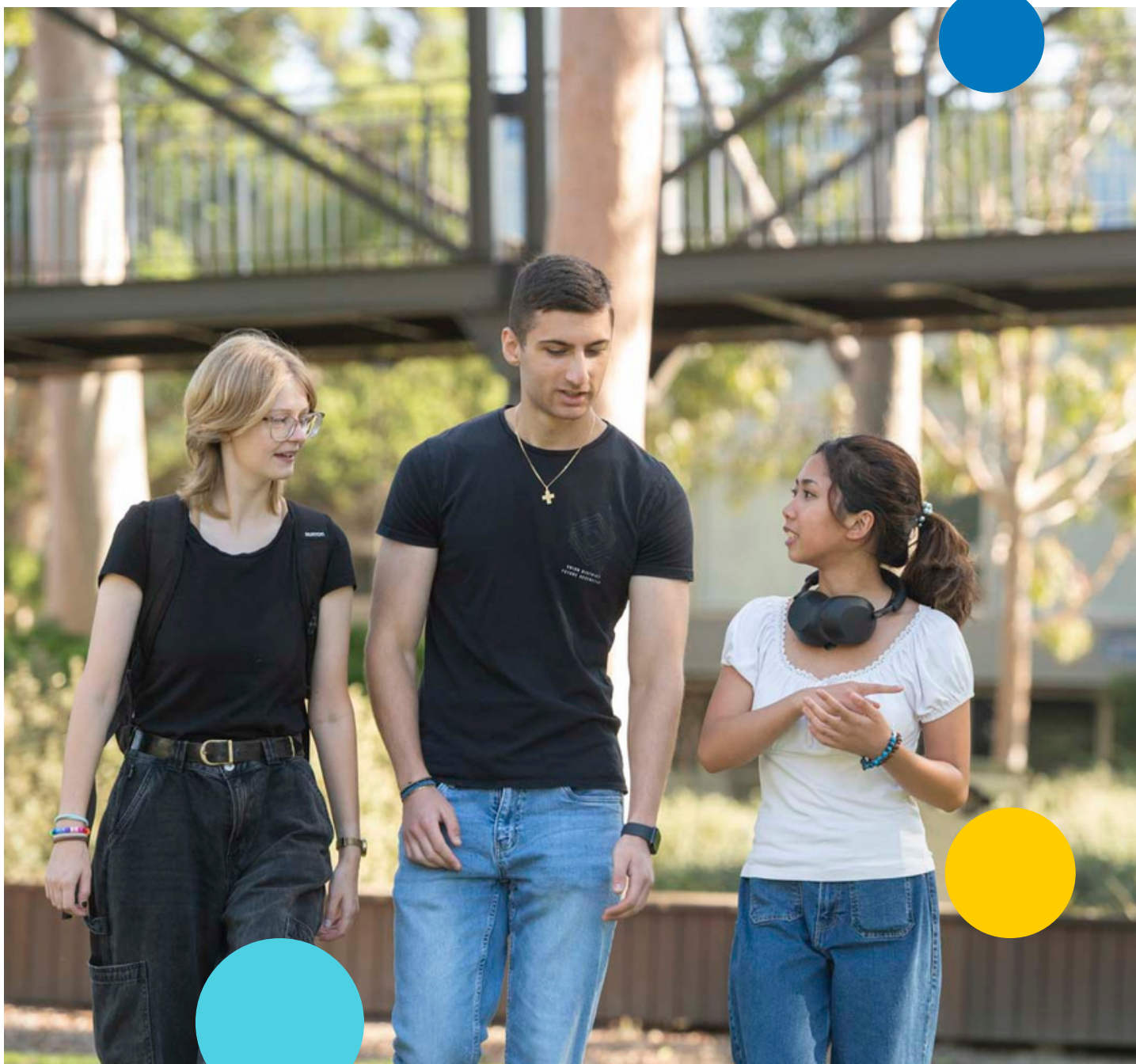




Victorian Tertiary Admissions Centre

Annual Report 2024–2025





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.

VTAC is a member of ACTAC, the Australasian Conference of Tertiary Admissions Centres, the national framework for collaboration between admissions organisations in Australia and New Zealand.

Our impact

In 2024–2025, we issued over 47,000 ATARs and 2,000 IBAS, and managed 70,000 applications for undergraduate and TAFE courses at Victoria's nine universities, plus 38 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.

What we do

VTAC empowers learners through advice, information and resources about tertiary education opportunities, admissions processes and requirements, and a 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.

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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 acknowledge the importance of lifelong learning and commit to supporting pathways that empower Aboriginal and Torres Strait Islander learners to achieve their educational aspirations.



From the Chair and CEO

We are pleased to present the Victorian Tertiary Admissions Centre (VTAC) Limited's second Annual Report, covering the period 1 July 2024 to 30 June 2025. This year marks another important step in VTAC's evolution as a modern, innovative, and sector-engaged organisation.

For nearly 60 years, VTAC has played a central role in supporting access to tertiary education across Victoria. This year was no exception, with 76,406 main round offers issued by VTAC. Since its beginnings as the Victorian Universities Admission Centre in 1966, and through its transition to VTAC in 1986, the organisation has continually adapted to meet the changing needs of students, institutions, and the broader education landscape. The establishment of VTAC Limited on 1 July 2023 has enabled a significant transformation agenda, laying the foundation for future-focused, data-driven, and digitally enabled admissions services.

The past year has been one of significant progress and momentum for VTAC as we continued to strengthen our foundations, advance our digital transformation, and deliver high-quality services to applicants, institutions, and the broader tertiary admissions sector. Following the establishment of VTAC Ltd and the implementation of our 2022–24 Transitional Strategic Plan, we have focused on building an organisation equipped for long-term innovation and impact.

In 2025, we commenced development of a new strategic plan to guide VTAC towards 2030. The comprehensive planning process engaged applicants, institutions, schools, staff, and our governance committees through focus groups, surveys, and workshops. Their insights shaped a strategic framework built around five pillars: service transformation, data capability,

workforce, value creation, and sector engagement. We look forward to sharing our progress delivering the goals of *VTAC Towards 2030* in the next annual report.

A key driver of our transformation has been the ROVE digital service transformation project. This program is modernising the admissions experience by embedding contemporary technology, enhancing our service offering, and strengthening data capability. In April 2025, we successfully launched the new student portal and CRM for mid-year applications. With approximately 2,300 applicants, this provided a valuable opportunity to test functionality and implement enhancements ahead of the main round application period from August 2025. The next stages of ROVE will focus on modernising services for institutions and VTAC staff, ensuring a seamless, end-to-end digital ecosystem.

Complementing this work, we continued to deliver major improvements across our technology and business infrastructure. We advanced our cybersecurity uplift program; expanded analytics and reporting throughout the organisation; upgraded our HR and contact-centre systems; and introduced digital ATAR statements through the My eEquals platform, aligning with the digital credentials students receive throughout their tertiary journey. These initiatives support a more efficient, secure, and user-centred operating environment.

VTAC also continued its strong partnership with GEMPASS Ltd through the delivery of the Graduate Entry Medical School Admissions System (GEMSAS), supporting admissions for ten graduate medical programs across Australia. The 2025 cycle marked a return to pre-COVID application volumes. The refreshed GEMSAS website, launched in April, delivered a modern,

intuitive interface and helped reduce applicant enquiries by 42%. Clearer communications and the integration of enquiry handling into core VTAC channels subsequently drove a 37% reduction in email queries, demonstrating both improved user experience and operational efficiency.

The partnership with Heads of Psychology Australis (HPA, formerly HODSPA) has strengthened into the second year of operation. Demand for the Psychology Reference service continues to grow, with 13% growth in the number of applicants and referees. The portal has been modernised with more user-friendly features and a chatbot support service.

Workforce capability and organisational maturity remained key priorities for VTAC. Following the approval of the VTAC Ltd Enterprise Agreement by the Fair Work Commission in early 2025, we progressed a comprehensive review of policies and procedures to align with the new industrial framework. We also welcomed two intern cohorts who contributed fresh perspectives and practical improvements, including prototype tools to support pathways exploration and better access to equity scheme and scholarship processes. Our October wellbeing month continued to support our staff with activities that promote reflection, resilience, and connection during a peak operational period.

Engagement with students, schools, and partners was also a major focus throughout the year. We delivered a strong program of in-person and digital engagement activities, with VTAC staff representing the organisation at major expos, Tertiary Information Service events, careers practitioner seminars, and twenty institutional Open Days, engaging with more than 2,000 students and supporters. Our webinar program continued to grow, with over 1,000 live attendees and more than 2,300 additional views across sessions on applications, equity schemes, ATAR, scaling, and pathways.

New marketing initiatives — including the launch of VTAC's TikTok channel, paid social media

campaigns, and optimised email conversion campaigns — broadened our reach and strengthened our ability to support prospective students.

Collaboration across the tertiary admissions landscape remained central to our work. As current National Convenor of ACTAC, VTAC has led a unified national approach to key sector challenges and participated in consultations including the National Universities Admissions Framework, National Student Ombudsman, and the Australian Tertiary Education Commission establishment. ACTAC also became a member of the ANZ Credit Management Initiative, strengthening our engagement across the broader education ecosystem. Our international engagement continued through hosting visiting delegations and participating in the global conference for admissions organisations in Sydney in September 2024.

Looking ahead, VTAC remains firmly committed to delivering trusted, high-quality tertiary admissions services and to continually evolving to meet the needs of students, institutions, and the community. The achievements of this year reflect the dedication and professionalism of our staff and partners. We extend our sincere thanks to everyone involved in our ongoing journey. With the upcoming launch of *VTAC – Towards 2030*, we are well placed to build on our progress and continue shaping a modern, data-driven, and student-centred admissions system for Victoria and beyond.



Professor Iain Martin
Chair, VTAC Ltd Board



Teresa Tjia
Chief Executive Officer

A Year at VTAC

Main round 2024–2025

Source: VTAC data, correct at time of printing.

76,406

total offers made



43,313

VCE students received an offer



94%

of year 12 students received an offer



72%

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

67,870

total applications



41,000+

Equity scheme and scholarships applications processed

Our main round for 2025 course entry, running from July 2024 to February 2025, had very positive outcomes, with our largest December offer round to date (49,095 offers). Over 76,000 offers were made to learners to study with our institution partners.

We saw growth across several fields, including the natural and physical sciences, management and commerce, and society and culture. Both management and commerce and engineering and related technologies experienced the most significant year-over-year increases.

VTAC Connect

Throughout this period, our VTAC Connect team supported thousands of students through their application taking over 27,300 calls and answering over 5,200 emails.



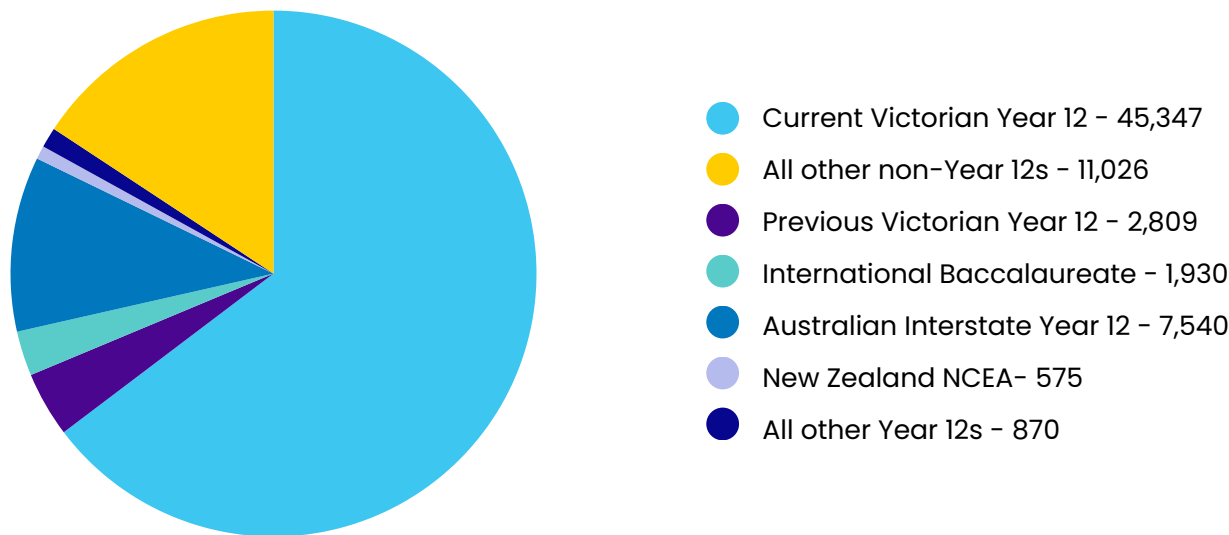
27,300
calls



5,200
emails

VTAC Applicants

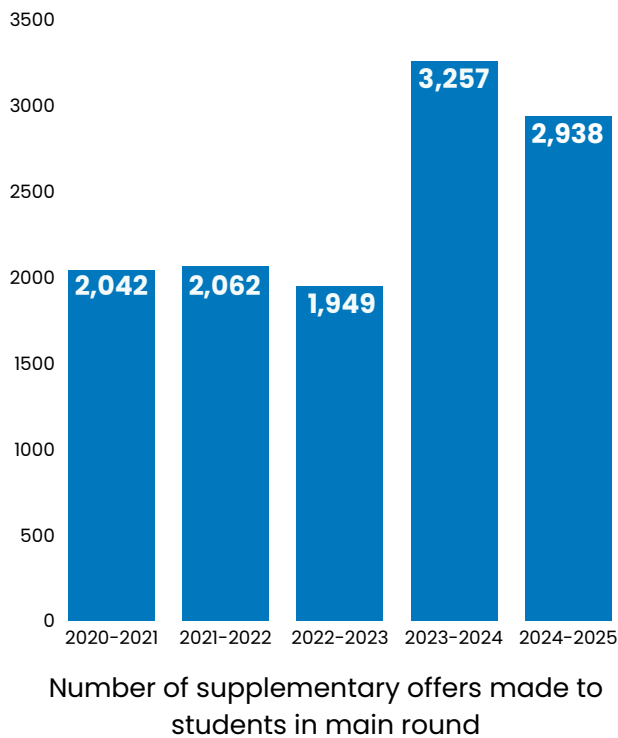
While Victorian Year 12 students continue to make up the largest proportion of applicants, VTAC saw strong growth in applications from previous Victorian Year 12 students as well as students applying from interstate.



Breakdown of applicant types, 2024/25 VTAC applications

Supplementary Offers

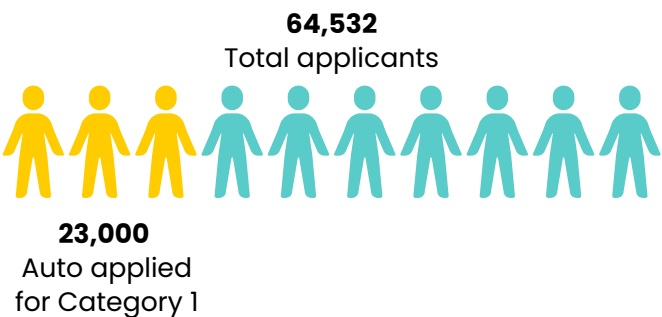
Supplementary offers are made by courses with vacancies to applicants who have not received any offers from their preferences list in the first offer rounds. We have been able to continue issuing supplementary offers to students, in collaboration with institution partners.



Equity Schemes and Scholarships

We are proud to support students and institutions through Equity Schemes and Scholarships. These enhance opportunities by enabling institutions to consider the circumstances applicants have experienced, and their impact upon studies, when making selection and scholarship decisions.

In the period July 2024 to June 2025, which includes the 2025 Main and Mid-Year Rounds, there was a total of 64,532 applicants. This includes 23,000 who were auto-applied for Category 1: Personal information and location, on the basis of information already supplied as part of their profile: a new functionality in 2025.



Mid-year 2025



2,238

total applications



1,716

total offers made

Our mid-year selection period, running from April to June 2025, 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 2026.

Our VTAC Connect team supported these mid-year applicants across over 4,000 calls and 1,100 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.

Natural and Physical Science had the most significant increases in the number of offers in the mid-year round compared to last year. We saw declines in Engineering and Health, but Management and Commerce proved to be the most popular areas, making up half of all offers.



From our Learners

Bridging the gap: Learner awareness and understanding of equity schemes

VTAC is collaborating with Learning Creates Australia, an independent non-profit initiative dedicated to systems change in the education sector and removing barriers to heighten equity. We welcomed three new Learning Creates Associates who are working with the Engagement team to focus on improving access to equity schemes and scholarships for VTAC applicants. The associates are conducting research with current Year 10-12 students and past students who graduated in 2024, to better understand how young people discover equity schemes.

Over six months, the Associates will complete multiple surveys and in-person and online focus groups. Outcomes of the report will help VTAC to:

- Identify strengths and gaps of VTAC's current approach to communicating equity schemes and scholarships. Findings will highlight what aspects of VTAC's current equity messaging are working well and where students experience confusion or lack of clarity.
- Gain insights into the levels of familiarity of equity schemes and scholarships process among different applicant groups i.e. Rural and Metro students, private and public school students, Y10, Y11 and Y12 students. These insights will support more targeted outreach and tailored resources for these groups.
- Improve VTAC's understanding of what tools, and information students use, as well as who they rely on for support, when completing their equity applications. VTAC will use this information to inform our communication strategy for future applicants and their supporters.

The report findings and evidence-based recommendations will be compiled and delivered in the 2025-2026 Annual Report.

We have highlighted this collaborative project as an example of one of the many ways VTAC is actively capturing student voice.



Engagement

Engaging with students and partners across the country

Career Practitioner Network Groups

This year VTAC attended 20 network group meetings, connecting with a large number of career practitioners. Career practitioners value VTAC's presence at these events, and they allow VTAC the opportunity to provide direct updates to Network Groups and collaborate with many career practitioners in smaller group settings.

Tertiary Information Service Events

VTAC has actively supported the Tertiary Information Service (TIS), attending all events in 2025. TIS events are a great way to support regional students, attend interstate events and collaborate with partner institution staff.

2025 saw an expansion of the Northern Territory TIS with the inclusion of Alice Springs in addition to an event in Darwin. This allowed a VTAC representative to connect with students moving to Victoria for study after they finish their schooling.

The success of the Year 12 guides and post cards have been evident at TIS events as students are drawn to the VTAC stall to collect these items. It also allows students to gain an introduction to the VTAC process. Career practitioners and schools also utilise the guides and post cards as tools to assist students in applying through VTAC.

Major Expos (Victoria and Interstate)

This year VTAC has exhibited at a range of public careers expos, both in Victoria and interstate. We attended four metro Melbourne expos; the Victorian Careers and Employment Expo, VCE and Careers Expo, Victorian Careers Show and Melbourne Career Expo. We also attended the Adelaide Careers and Employment Expo, which provided the opportunity to speak to students applying for Victorian institutions.





Career Advisor Seminar Days

We continued to expand our involvement at our institution partner Career Advisor Seminar days, presenting at four and exhibiting at another four to attend a total of eight Seminar days. When given a speaking spot, we provided attending career practitioners with any VTAC updates, including dates reminders, application changes and relevant main round application information. These events are a great way to support both career practitioners and our partner institutions and we look forward to continuing our attendance in the future.

Open Days

VTAC has continued to collaborate with partner institutions in 2024 and expand the Open Day program with 21 staff members attending 20 Open Days. These events run from June until August and ensure VTAC staff can provide timely advice when VTAC main round applications are opening, with most attendees being year 11 and 12 students and their parents or supporters.

Our reach across Australia



- Adelaide Careers and Employment Expo
- Ballarat Careers and Futures Expo
- Brimbank Careers Expo
- Melbourne Careers Expo
- Melton City Careers Expo
- Tomorrow Bound Bendigo
- Golden Plains Shire Expo
- Riverina Careers Expo
- VCE & Careers Expo
- Victorian Careers Show
- Victorian Careers and Employment Expo
- Tertiary Information Services
 - Ballarat
 - Bendigo
 - Central Highlands
 - Gippsland
 - Loddon
 - North East
 - Northern Territory
 - Shepparton
 - Tasmania
 - Western District

Digital Resource Enhancements

Webinars

VTAC delivered a series of webinars throughout the main round application cycle to inform applicants and update stakeholders. Applicant-focused webinars outlined the application process, including the preference and offers system, equity schemes and scholarships, pathways, ATAR and scaling.

Stakeholder webinars featured members of the senior leadership team presenting to schools and institutions, providing updates on the new application portal and outlining VTAC's investment in delivering a successful application experience for 2025 applicants.

VTAC also collaborated with the Royal Children's Hospital to present information on special consideration for young patients living with chronic and long-term illness, and with the Australian Centre for Career Education (ACCE) to further engage careers professionals supporting students through the application process.



Website and Video Refresh

The launch of the new applicant portal was supported by a comprehensive update of VTAC's website and video resources. These enhancements were designed to clearly guide applicants and their supporters through the new application process. Website navigation was refined to align with the structure of the new portal, ensuring a more intuitive user experience.

New content developed for 2024–25 included:

- Completing your profile
- Applicant dashboard
- Checklist

VTAC also refreshed several core sections of the website to improve usability and ensure information remained accurate and accessible. Updated sections included:

- How to apply
- Applying for courses
- Equity schemes and scholarships
- Providing evidence

Digital Transformation

The VTAC application refresh

The new student portal and CRM system was successfully launched as part of the Digital Service Project (ROVE) in April 2025 for mid-year applications. This allowed VTAC to test key functionality with smaller cohort of students (approximately 2500). Improvements identified during this round were then initiated to enable the launch of Main Round applications in August 2025.

The key features of the system included:



Save and resume applications to increase flexibility for students



Modern look and adaptable across multiple devices



Enhanced security through multi factor authentication

Usage of the new student portal increased significantly during the application period in the Main Round demonstrating strong engagement and acceptance of the first phase of VTAC's transformation. Despite the launch of the new system, the transformation is not yet complete. Based on student, institution and school experiences from main round further improvement will be implemented for the next year.

This will include:



Application profile data used to automatically consider applicants for special consideration



Streamlined processes for Equity and Scholarships as well as submission of evidence



Increased features to allow for improved experience for Institutions and Schools



Continued improvement to enhance student experience and interactions

Services

Supporting VTAC partners and students

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, prerequisite checks, ARTS results matching, international qualification evaluations, English proficiency checks, GPA calculations, and equity schemes and scholarships assessments. These services streamline the admissions process by reducing administrative workload for universities and ensuring accuracy in applicant evaluations. Demand for FlexiDirect continues to grow as more courses are included in the suite of offerings.



GEMSAS

Since 2017 VTAC has delivered the Graduate Entry Medical School Admissions System (GEMSAS) for the Graduate Entry Medical Program Application and Selection Service (GEMPASS). GEMSAS is a trusted online application and matching system enabling domestic applicants to preference up to 6 medical courses at 10 medical schools across Australia with a range of selection requirements.

The 2025 selection cycle (for the 2026 intake) saw a return to pre-COVID application numbers for medical courses. In 2025, 5451 paid applications were received, an increase of more than 10% (or 512) on the year before.

To continue to improve the applicant experience, in 2025 VTAC integrated the GEMSAS applicant enquiry service within the VTAC Connect team to create a single, efficient enquiry service stream. This move, combined with refined communications, successfully reduced applicant email enquiries during the application phase. This drop in volume indicates a more intuitive, seamless experience for applicants and a marked improvement in VTAC's operational efficiency to deliver the GEMSAS service.

HPA Psychology Reference portal

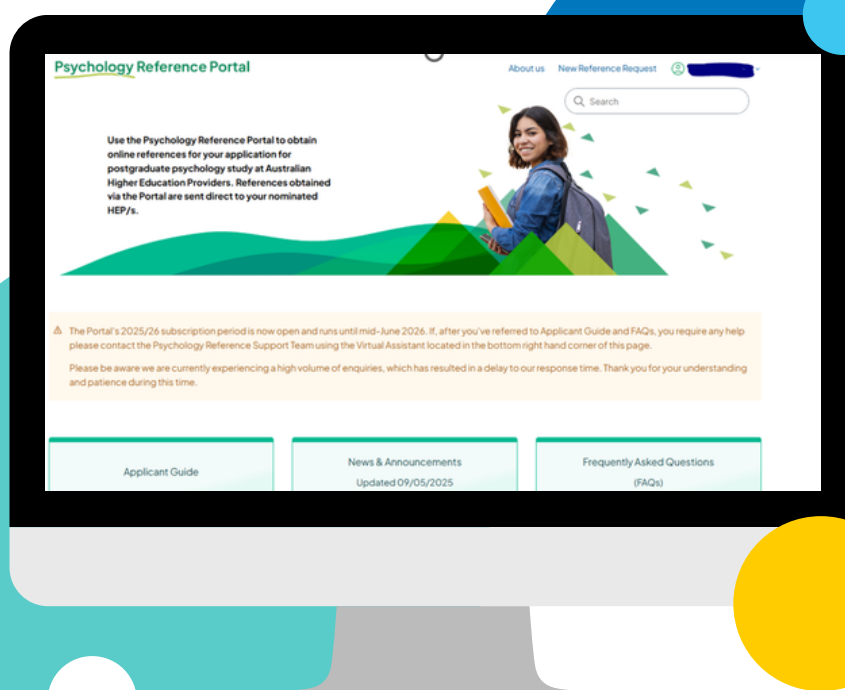
Since 2023, VTAC has partnered with Heads of Psychology Australia (HPA, formerly HODSPA) to deliver the online Psychology Reference Portal. Through successful delivery of the service, VTAC ensures that timely reference reports are provided to 42 Australian Higher Education providers to inform their selection decisions for highly competitive postgraduate psychology courses.

2025 has seen a ~27% growth in the number of applicants and referees that use the Portal. In June 2025, there were:

- 5,436 paid applicants (compared with 4,294 same time last year).
- 14,417 completed references (compared with 12,185 same time last year)
- 9,998 unique referees (compared with 7,819 same time last year).

In 2025 the focus has been on continuing to improve applicants' experience while also ensuring providers' operational requirements are met at a high standard. The Portal's homepage has been modernised and now includes an 'About Us' section to provide additional context to applicants, and the Portal now better supports access via mobile phones. Operational dates were finetuned to ensure tighter alignment with course/program application dates.

Peak activity for the Psychology Reference Portal is between August and November.



Partner Institutions 2024–2025

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
- ACAP University College
- Australian Institute of Music (AIM)
- Bendigo Kangan Institute
- Box Hill Institute
- Cairnmillar Institute
- Charles Sturt University
- Chisholm Institute
- 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
- Gordon (The)
- 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 Institute of Higher Education
- Photography Studies College (Melbourne)
- RMIT University
- SAE University College
- SEDA Group
- Southern Cross Education Institute Higher Education
- Southern Cross University
- Swinburne University of Technology
- Torrens University Australia
- The University of Melbourne
- Victoria University
- Victorian Institute of Technology
- William Angliss Institute

Governance

The Victorian Tertiary Admissions Centre Limited is a company limited by guarantee, registered as a charity with the Australian Charities and Not-for-profits Commission (ACNC). The company members are the nine Victorian universities, and the Victorian Government via the Department of Jobs, Skills, Industry and Regions.

VTAC Ltd's Board of Directors comprises nominees from each company member. Four committees report to the Board: the Finance, Audit and Risk Committee; Remuneration Committee; Scaling Committee; and Services, Admissions and Policy Committee.

Board members, 2024–2025

Professor Iain Martin (Chair)

Nominating member: Deakin University

Professor Theo Farrell (from 7 May 2025) (Deputy Chair)

Associate Professor Sharna Spittle (29 March 2025–5 May 2025)

Professor Jessica Vanderlelie (until 28 March 2025)

Nominating member: La Trobe University

Ms Samantha Bartlett (from 27 March 2025)

Professor Duncan Bentley (until 9 December 2024) **(Deputy Chair)**

Nominating member: Federation University

Ms Cheryl Fullwood

Nominating member: Australian Catholic University

Mr Donald Speagle

Nominating member: Monash University

Ms Lill Healy

Nominating member: Department of Jobs, Skills, Industry and Regions

Professor Sherman Young

Nominating member: RMIT University

Professor Simon Ridings

Nominating member: Swinburne University of Technology

Professor Gregor Kennedy

Nominating member: The University of Melbourne

Professor John Germov

Nominating member: Victoria University



Finance, Audit and Risk Committee

Professor Jessica Vanderlelie (Chair and committee member until 28 March 2025)

Professor Sherman Young (Chair from 29 March 2025)

Mr Donald Speagle

Professor Gregor Kennedy (from 29 March 2025)

Ms Clare Lezaja (from 29 March 2025)

Scaling Committee

Professor Emeritus Sue Willis (Chair)

Associate Professor Sue Finch (University of Melbourne)

Professor Rob Hyndman (Monash University)

Mr Mark White (VCAA)

Dr Kelly Jarvis (VCAA)

Dr Daniel Urbach (VCAA)

Mr Alex Lum (VTAC)

Services, Admissions and Policy Committee

Membership as of 18 October 2024

Mr Fotios Lampropoulos (RMIT University; Chair from 14 March 2025)

Mr Hemant Kokularupan (Box Hill Institute; Deputy Chair from 14 March 2025)

Ms Helen Murnane (Australian Catholic University)

Ms Niki Calastas (Deakin University)

Mr Leon Kerr (Federation University)

Ms Rachel Innes (La Trobe University)

Mr James Marshall (Monash University)

Mr Chris Lewis (Swinburne University of Technology)

Mr Verdi Arli (The University of Melbourne)

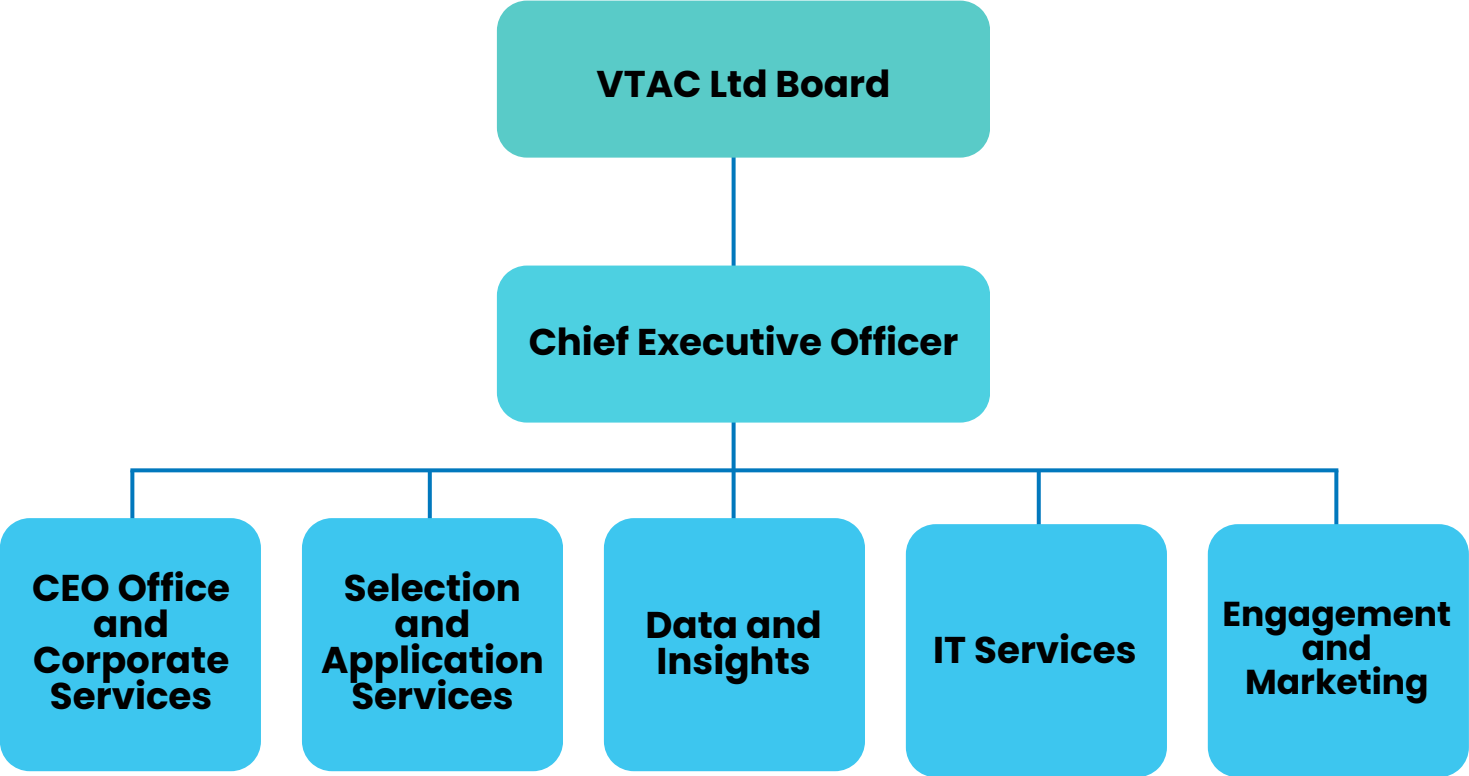
Mr Steve Wright (Victoria University)

Mr Nicholas Hunt (William Angliss Institute)

Professor Sue Willis (VTAC Scaling Committee Chair)



Organisational structure and key staff, 2024-2025



Chief Executive Officer
Teresa Tjia

Chief Financial Officer
Ian Ford

Director, Data and Insights
Dr. Matthew Rudd

**Interim Associate Director,
Engagement and Strategy**
Michael Ciesielski

**Director, Admissions and Client
Services**
Paula Soon

ROVE Program Delivery Director
Sarah Griggs

**Associate Director Information
Technology Services**
Simon Tan





Victorian Tertiary Admissions Centre

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