

Mid-year Campaign Summary

Background

The University of Newcastle is taking mid-year applications for various degree programs in 2008.

We hold Mid-year Information Evenings for anyone who wants to apply or has already applied (deferred) to study at the University of Newcastle and needs more advice about the programs we offer. Our Mid-year Info Evenings are a great opportunity to get some last-minute advice from University staff before the closing date for changing main round UAC preferences.

Important Dates for Mid-year:

- April 11 – UAC application open
- April 11 – Applications for Equity Scholarships open
- June 1 – UAC closing date for Mid-year applications
- June 8 – Closing date for change of preferences
- June 8 – Closing date for Equity Scholarships
- June 25 – Uni offers available online

If prospective students can't make it to an Info Evening they can still get advice from the University's Enquiry Centre. Phone 4921 5000 or email EnquiryCentre@newcastle.edu.au. Phone lines are open from 9am to 5pm weekdays.

For up-to-date information on the Mid-year Info Evenings and campus maps visit our Future Students' page on our website: www.newcastle.edu.au

Strategy

Marketing Objectives

- to provide quality information to prospective students so they can make informed decisions to maximise our mid-year intake.
- to increase the number of prospective students attending TUoN's Mid-year Info Evenings
- to increase the number of applications to TUoN
- Promote new Bachelor of Theology

Target Audiences

• Primary Target Audience –

- 18 to 25 non school leavers
- 25+ mature age students

- Newcastle
- Central Coast
- Northern Sydney
- Port Macquarie

• Secondary Target Audience –

Students who deferred study

Key Messages

1. Why wait for 08?
2. Come and talk to us at our Mid-year Info Evenings and get all the info you need to make the right decision

Call to action:

Central Coast – Ourimbah campus

Venue: Main administration building
Dates: Wednesday 22 May 2007 4pm – 7pm

Newcastle – Callaghan campus

Venue: Great Hall
Dates: Thursday 24 May 2007 4pm – 7pm

Port Macquarie campus

Venue: Canteen – B block
Date: Monday 28 May 2007 4pm – 7pm

Ph: 4921 5000
www.newcastle.edu.au

Implementation

Marketing Mix

- Press advertising – columns, Hunter Section of Sun Herald, Central Coast Sun
- Radio
- Web
 - Homepage
 - Prospective student sign-up?
- PR
 - radio interviews
 - media releases
 - testimonials from students who started mid-year last year
- Outdoor – banner
- Direct mail
- Signage at the events – posters?

Timing – 11 April through to 1 June

Evaluation

The success of the campaign will be measured by the number of undergrad student enquiries/applications to TUoN and the number of prospective students who attend Mid-year Info Evenings.



The UNIVERSITY
of NEWCASTLE
AUSTRALIA