

SATAC

Annual Report 2025





We respectfully acknowledge the Kurna and Larrakia people as the Traditional Custodians of the land on which we meet, work, live, and play. We honor their enduring spiritual connection to this country and pay our respects to their Elders past and present.

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Message from the Chair and CEO



Mr Rob DiMonte

Independent Chair
SATAC Board



Mr Stuart Mossman

Chief Executive Officer
(CEO)

It is with great pleasure that we present the 2025 SATAC Annual Report which this year reflects the key activities and achievements of the past 18 months following a change in reporting period from fiscal to calendar year.

This has been a busy and productive period focused on delivering continued value to our members and applicants, successfully completing or significantly progressing our strategic initiatives, and developing our 2026–2027 Strategic Plan.

Key initiatives successfully delivered include:

- The completion of SATAC's workforce transition from University of Adelaide to SATAC employment.
- Implementation of a new simplified and more transparent member contributions model.
- Expansion of mySATAC to include International Year 12s.
- Rollout of Applicant Analytics dashboard and proactive engagement.
- Supporting the merger of two member universities.

Continuing initiatives undertaken during the reporting period are focused on strengthening and modernising SATAC's data capabilities, introducing AI-enabled applicant support, improving access for under-represented cohorts, mitigating risk and delivering operational efficiencies.

Looking ahead to 2026, we will introduce a refreshed set of strategic priorities centred around three key themes: **Enable, Impact, and Sustain**. We're excited to work with our members, applicants and other stakeholders to shape and deliver initiatives that underpin these priorities and deliver impactful outcomes.

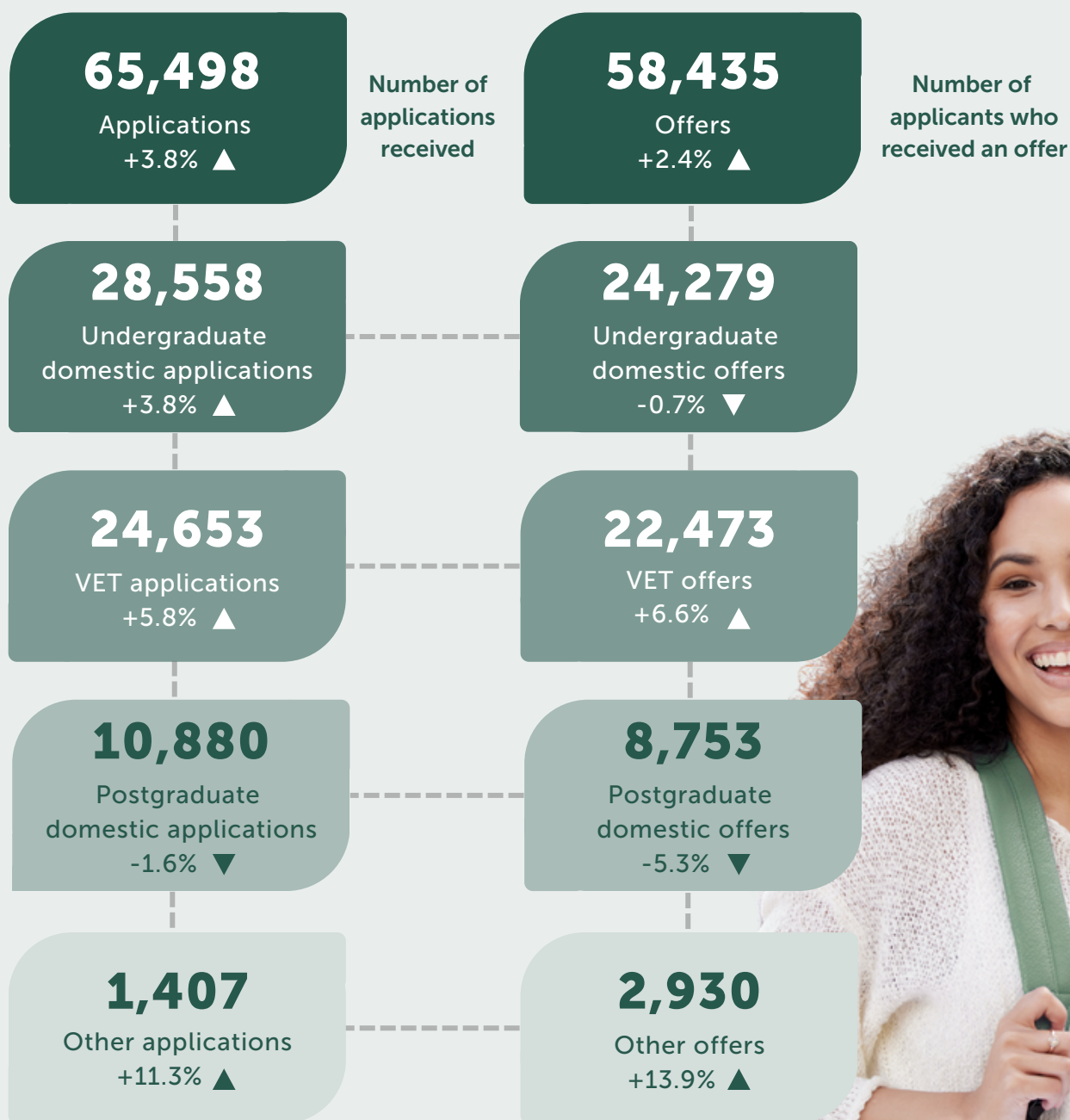
While there were no changes to the SATAC Board during the reporting period, we thank the following directors whose terms concluded at the end of 2025 for their valued contributions during their tenure:

- **Jeremy Sloan**, General Manager, Clinical & Health Sciences, University of South Australia
- **Martin McCarron**, Executive Director, Student Experience, University of Adelaide
- **Andrew Williamson**, Executive Director, Student & Community Engagement, TAFE SA

As we reflect on another period of significant accomplishment, we thank our members for their continued support and collegiality and our staff for their ongoing commitment to SATAC's purpose and values for the benefit of all stakeholders.

Year at-a-glance

In 2025, SATAC processed and assessed more than 65,000 applications and made over 58,000 offers on behalf of our participating institutions.



'Other' includes International Year 12 and Scholarships.

Note: Individual Applicants under this category may receive multiples offers



Number of Courses Offered

2,266 ▼ -3.7%



Number of ATAR's Issued

14,358 ▲ +6.4%



Equity Scholarship Applications

294 ▼ -23.4%

SATAC responded to more than 39,000 enquiries by phone and email during the 2024/2025 cycle, with January remaining the peak period for the Customer Enquiries team. Phone enquiries rose from 2,894 in January 2024 to 3,040 in January 2025, while email volumes remained high, recording 2,624 in January 2024 and 2,224 in 2025.



Enquiries



Phone

17,298 ▲



Email

22,490 ▲

Our Community

SATAC continues to respond to the diverse needs of our community by supporting their entry pathways into tertiary education.

First Nations

3.7% of applicants declared First Nations status

- 5.1% of VET
- 3% of undergraduate
- 2.6% of postgraduate

School Leavers

48.9% of undergraduate applicants were school leavers (13,974 applicants)

Equity Schools Scheme

- 12.5% of undergraduate applicants have come through the Equity Schools Scheme, including:
 - International Year 12 – 105
 - Undergraduate - 3,572
 - VET- 1,449

Note: VET refers to Vocational Education and Training, which provides practical, skills-based learning pathways aligned to specific industries and occupations.

Our applicants reside in the following locations:

South Australia	48,487	74.0%
Northern Territory	2,349	3.6%
Interstate	13,151	20.1%
International	1,511	2.3%

Our applicants range in age from 15 to 89 years.

Key Activities Timeline

01

January

Undergraduate Main Offer Round*

Postgraduate and TAFE SA major offer rounds*

Applications open for Equity Scholarships

Peak period for Customer Enquiries team
(phone and email)

02

February

Engagement with Fee-for-service clients

03

March

Attendance at career expos

04

April

Commencement of Semester 2 offer rounds*

Equity Scholarship offers made

Annual member engagement with Vice
Chancellors and Chief Executive

05

May

National ACTAC group meetings

Attendance at expos

06

June

Live Q&A Sessions for Year 12 students

Year 12 counsellor sessions

07

July

SATAC Guide released

Attendance at university open days and expos

08

August

Applications open for 2026 Undergraduate, Postgraduate, TAFE SA and International Year 12

In person engagement with NT stakeholders

Attendance at open days

09

September

Commencement of early offer rounds for some 2026 courses*

International engagement via IAAO Symposium

10

October

National ACTAC group meetings

11

November

Annual General Meeting of Members

12

December

Year 12 results released

International Year 12 offers made

TES & ATAR issued

*Once offer rounds open, they are continuous until teaching begins or courses close.



Strategic Pillars

Align with Customer, Industry and Government Priorities

Community Engagement

Expos and Open Days

In addition to attending the open days hosted by our member institutions, we connected with thousands of prospective applicants through a wide range of community expos and events, including first-time engagements at Tatachilla and the Big Meet.

These events not only offered our Community Engagement team the opportunity to answer diverse questions and provide clear guidance on tertiary pathways, but to gather valuable feedback to help improve SATAC's services.

We also expanded our outreach across international and local school communities by delivering Year 12 presentations and participating in regional career events. These sessions supported students exploring post-school options and highlighted the many pathways available.

Together, these activities broadened SATAC's reach across metropolitan, regional and international audiences, reinforcing our commitment to accessible, student-centred engagement.



Student Engagement

Year 12 presentations were delivered exclusively in digital format for the first time, publishing three videos on SATAC's YouTube channel. This digital format gives students greater flexibility, allowing them to watch (and rewatch) the content whenever and wherever it suits them. Closed captions ensure the material is accessible to all learners, and updates can be made and managed more easily, ensuring students always receive the most accurate and up-to-date information.

To further support students, SATAC hosted five online and two in-person Q&A sessions,

where our Customer Engagement team responded to questions students had after watching the videos. These sessions provided helpful insights which will help shape future enhancements.

While this approach represents a shift from our traditional engagement model, our focus remains on providing inclusive, flexible and accessible support.

In-person counsellor sessions have continued as normal, ensuring students have access to personalised, face-to-face guidance.

First Nations Engagement

We strengthened our collaboration with First Nations program leaders, including the South Australian Aboriginal Secondary Training Academy (SAASTA) and the Workabout Centre, to support First Nations students across South Australia in accessing further education and meaningful employment pathways.



As part of our commitment to fostering a culturally respectful workplace, SATAC has formally adopted the term First Nations in all communications, acknowledging the diverse histories, cultures, and identities of Aboriginal and Torres Strait Islander peoples.

To further reinforce this commitment, all staff were invited to participate in two Cultural Sensitivity & Respect training sessions, ensuring our staff are equipped with the awareness and understanding needed to support First Nations people meaningfully.



2025 SATAC Guide

The SATAC Guide was released in digital format only for the first time, marking a full transition away from printed hardcopies.

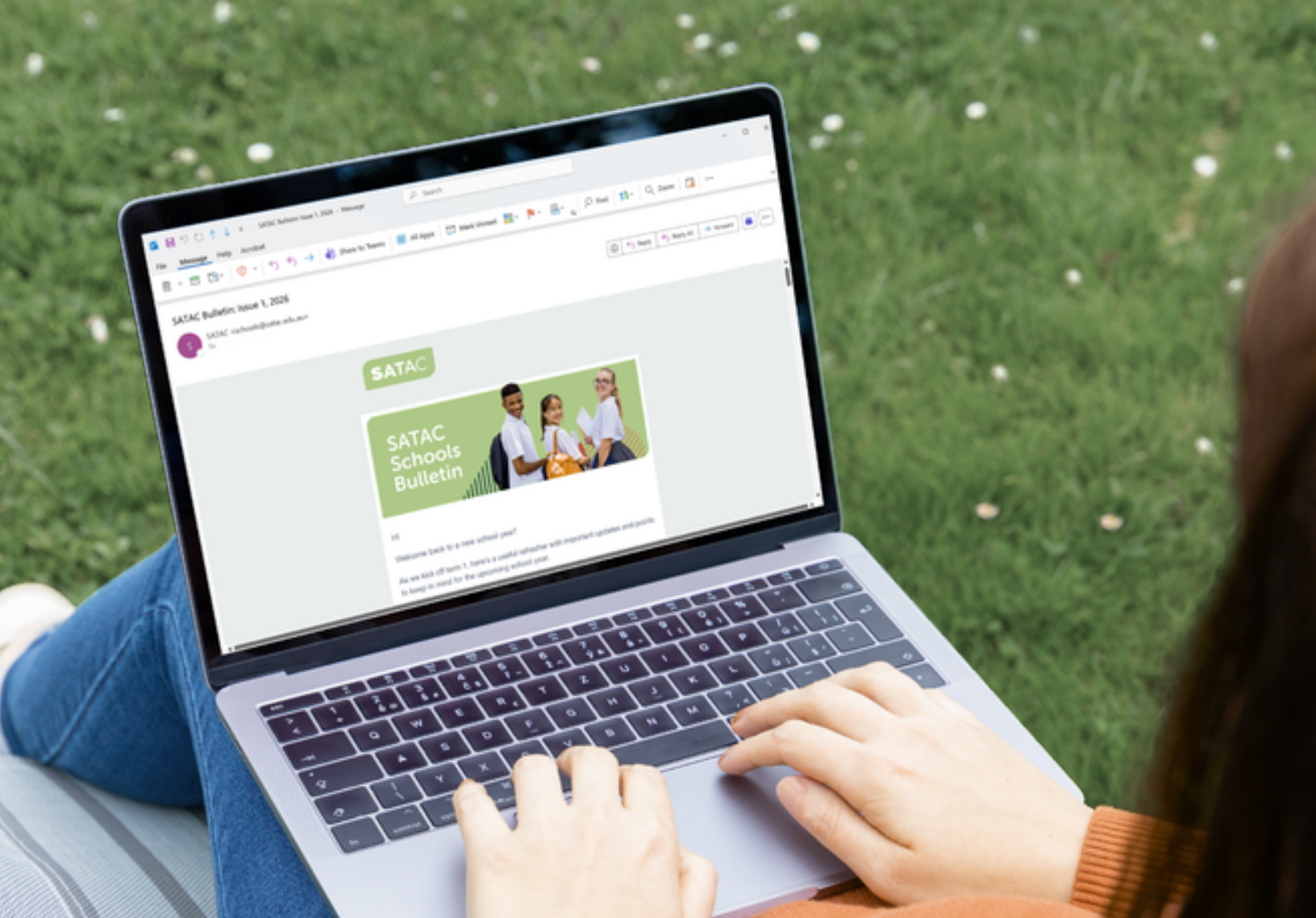
Released in July 2025, the digital edition was promoted across SATAC's website and communication channels and viewed over 41,000 times in its first six months.

As SATAC's principal resource for prospective applicants, the Guide continues to provide comprehensive information on applying for undergraduate and TAFE SA courses. It ensures applicants have clear and accessible guidance throughout their applicant journey by including information about participating institutions, admission requirements, the undergraduate selection and application process, Year 12 prerequisites, and ATAR based selection thresholds ('cut offs').



Viewed over
41,000
times in 6 months

*SATAC Guide accessed by
prospective applicants seeking
information on pathways
and courses*



1,201 subscribers



83% Open Rate

School Bulletin

The SATAC Bulletin is SATAC's newsletter for schools, designed to support staff who guide prospective tertiary applicants. Published at the beginning of each school term, each edition delivers the latest SATAC news, key dates, updates, and contact details, along with direct links to useful resources – including publications and videos – helping staff to stay informed and better support their students.

SATAC Art Competition

SATAC launched an art competition in September 2025, inviting high school students across South Australia and the Northern Territory to explore the theme 'Journeys, Paths and Place'.

Students were encouraged to submit a 2D artwork piece for the chance to win one of three \$300 vouchers and have their piece displayed in SATAC's Adelaide office. A judging panel featuring representatives from SATAC, University of South Australia and the City of Unley selected the winning artworks, assessing each piece for its interpretation of the theme, quality of execution, and overall visual impact.

The winning entries are on display in SATAC's office reception area.



*From schools across SA
and the Northern Territory*



Charlotte - Year 10
Urrbrae Agricultural High School



Ellie - Year 8
Hills Christian Community School



Shae - Year 10
Faith Lutheran College



Government Engagement

SATAC continued to build its relationship with the South Australian Government to better understand the state's education, skills and workforce priorities and identify opportunities for SATAC to support these through specific collaborative initiatives.

SATAC is continuing to engage with a range of key people and agencies, with two potential pilot projects currently being scoped.

SATAC is also engaging with the Commonwealth Government via the Department of Education and through our ACTAC (Australasian Conference of Tertiary Admission Centres) membership, to understand and prepare to support members with the implementation of planned changes to government policy and funding.

Sector Collaboration and Engagement

SACE Board

SATAC and the SACE Board's executive teams continued to engage regularly over the past 18 months to ensure the alignment of priorities between our two organisations, helping to create smoother transitions from secondary to tertiary education.

SATAC strengthened its partnership with the SACE Board through ongoing support of the Learner Profile project—an initiative focused on highlighting the full range of each student's achievements, capabilities and skills alongside traditional academic results. This shared collaboration and commitment supports students' diverse pathways into tertiary education and employment.

Students' Tertiary Entrance Statement and SACE Record of Achievement were released digitally for the first time, through the SACE Students Online portal. Approximately 12,500 statements were issued to school leavers in 2025, who were able to retrieve their academic record faster, and more conveniently, aligning with our focus on accessibility, sustainability, and timely access.



ACTAC

We continue to work closely with our ACTAC (Australasian Conference of Tertiary Admission Centres) colleagues to explore opportunities for improving tertiary admissions outcomes nationally, with key shared priorities including advocacy, equity and greater consistency across admissions frameworks.

Current and potential collaborative initiatives include developing a more consistent national approach to university admissions, where possible, and supporting the implementation of government reforms including proposed funding model changes.



Collaboration



Engagement

Building on this shared agenda, ACTAC members are strengthening cross-sector collaboration by improving information sharing, aligning definitions and practices where possible, and leveraging collective resources to better support students, members and stakeholders. This commitment to collaboration is reinforced through bi-annual in-person meetings of Directors, CIOs, Operations and Communications groups, with SATAC pleased to host these gatherings in October 2024 at Festival Plaza, and again in May 2025 at our Adelaide office.

ATEM

SATAC representatives maintained their national connections at the Admissions, Scholarships and Credit Symposium delivered by the Association for Tertiary Education Management (ATEM), in May 2025.

Centred around the theme of 'Fearless, Unlocking Opportunity', the event highlighted the value of continued collaboration in addressing shared sector challenges.

Adding to SATAC's involvement, three of our staff members presented at the conference, with two of our Customer Enquiries team playing a key role by skillfully hosting a Student Panel Discussion on tertiary admissions.

IAAO

SATAC's sector collaboration extended globally in September 2025 through participation in the International Association of Admissions Organisations (IAAO) Conference in Vancouver, Canada.

SATAC's CEO delivered the opening presentation, 'From Down Under to the World: Key Takeaways from Australia 2024', to senior international admissions specialists. Participants shared insights, challenges and solutions from around the world and, given the remarkable similarities and collaborative value of the group, agreed to formalise the IAAO to facilitate ongoing collaboration.



Interstate Engagement

SATAC values face-to-face engagement with its members and as such undertakes an annual visit to the Northern Territory to meet with senior and key representatives from Charles Darwin University (CDU).

As part of our desire to grow our presence and support across the NT, we were excited to meet with representatives from CDU TAFE and the NTCET for the first time in 2025 to explore opportunities for collaboration and impact. All parties have expressed a desire to continue meeting annually.





Projects & Initiatives

Universities Merger

The universities merger project progressed as planned with the project team successfully preparing core business functions to support 2026 applications to Adelaide University and managing the closure of application cycles for University of Adelaide Online, University of Adelaide, and University of South Australia.

Throughout the process, SATAC worked closely with the Adelaide University team, and the strong commitment to collaboration from both sides was crucial to successfully integrating the new university into SATAC's systems and ensuring the university's course options and applications were ready for cycle opening on 4 August 2025.

mySATAC Expansion

The expansion of mySATAC to include our International Year 12 cohort is now complete. The application platform now provides International Year 12 applicants with the same streamlined and user-friendly experience enjoyed by domestic applicants.



SATAC Rebrand

SATAC undertook a comprehensive brand refresh to reflect our evolution as a contemporary organisation and strengthen our connection with an increasingly diverse applicant base. The new brand moves beyond a traditional look, placing greater emphasis on digital content, accessibility and user experience – aligning with our expanding role in supporting applicants from a wide range of backgrounds, not just school leavers.

The refreshed visual identity draws inspiration from the Kaurua people and the land on which we live and work, featuring a palette of rich greens and earthy tones to symbolise connection, growth and opportunity. Combined with bold geometric forms and inclusive imagery, the result is a modern and culturally grounded visual language.

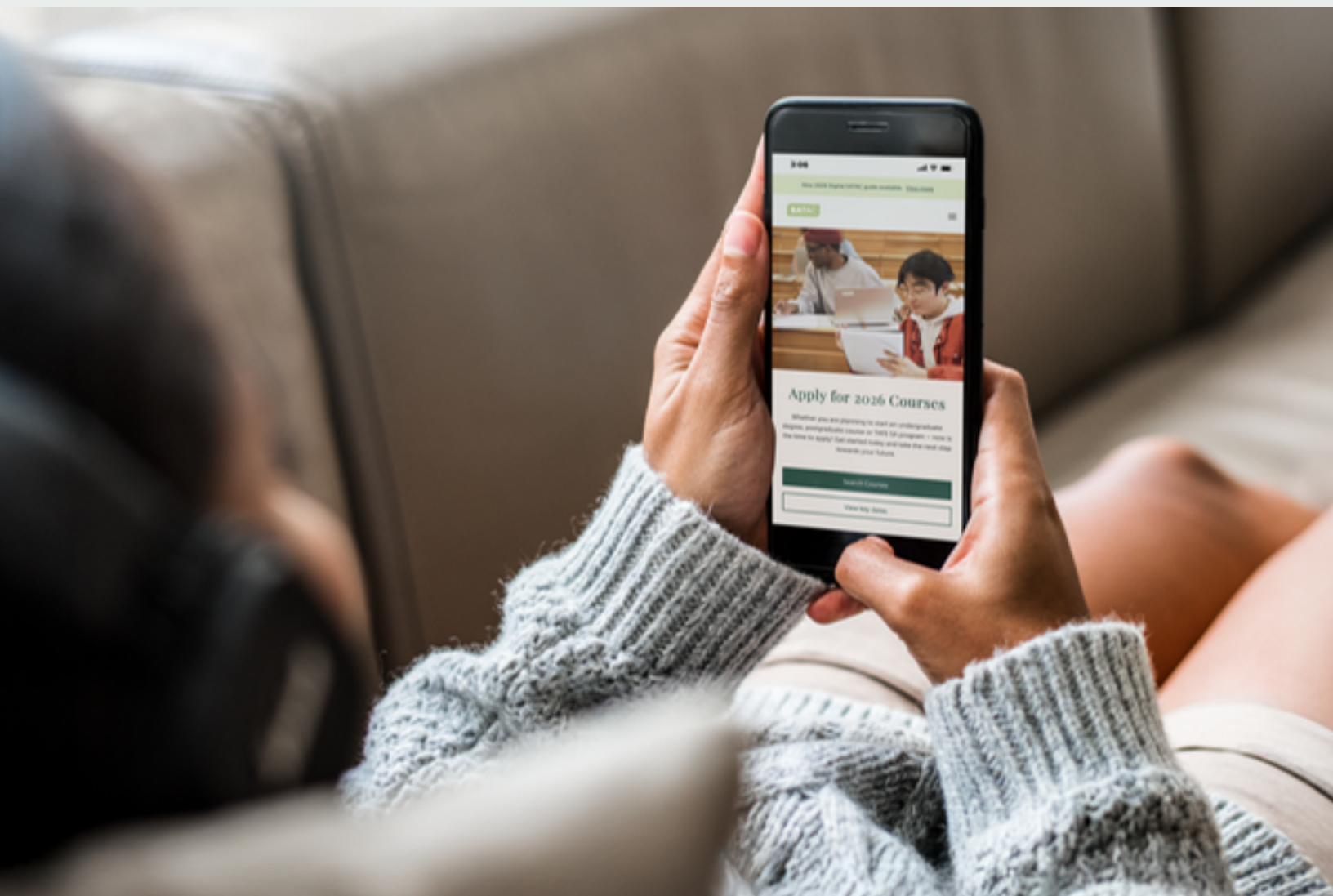
This transformation ensures SATAC presents as cohesive, professional and relatable, ready to engage with applicants, institutions and the broader community in a way that reflects our values and future direction.

New Website

As part of SATAC's rebrand and ongoing commitment to improving the applicant experience, a new SATAC website is in development. The refreshed site will bring our updated visual identity to life through an engaging, accessible, and user-friendly digital experience.

Designed with applicants at the centre, the new website will offer intuitive navigation, clearer content structure, and layouts that surface the right information at the right time, supporting a seamless journey from course exploration to application.

Alongside the visual and structural improvements, the project includes a significant upgrade to backend infrastructure and user experience design. The new website is scheduled to launch in 2026.



Innovate Our Services to Create New Value

First Nations' Fee Waiver Pilot

In partnership with our institutions, SATAC launched two new initiatives designed to increase participation among under-represented cohorts.

In October 2025, we introduced an automatic partial fee waiver for First Nations applicants using the undergraduate service. Any applicant who identifies as First Nations – by selecting Aboriginal or Torres Strait Islander origin (or both) when completing their personal details – will only ever be charged the early bird fee, removing a key financial barrier to entry.

Fee Voucher Pilot

SATAC commenced a four-month fee voucher pilot to further support applicants who may face financial challenges. Institutions request voucher codes to distribute to prospective applicants for the 2026 undergraduate cycle,

allowing fees to be fully waived at the payment stage. SATAC will review feedback at the end of the pilot to inform potential broader implementation in future cycles.

Data Modernisation Program

Working closely with an external partner, SATAC continues to transform our data environment to build internal capability and modernise our platforms.

Through a strategic roadmap and hybrid resourcing model, we are streamlining operations and elevating data as a proactive asset for insight and more informed decision-making.

Key milestones remain on track, including the launch of a new dashboard, retirement of legacy processes, enhancements to the analytics calendar, and completion of core infrastructure upgrades.

Universities Equity Scheme Update

SATAC undertook an initial review of the Universities Equity Scheme (UES), which we administer on behalf of our member institutions. Following the review, members agreed to endorse two key updates to the scheme:

- **Schools are to be eligible for equity for three years equity in total.** As of 30 July 2026, schools will be eligible for two years of conditional equity, plus their original equity year – providing schools with a minimum of three years of equity in total.
- **Additional Inclusion to the Individual Equity Scheme**
Currently students can apply for Individual Equity based on three criteria. From July 2026 applicants who are participants in the National Disability Insurance Scheme (NDIS) during their Year 12 study will also be able to apply for assessment for individual equity adjustments.

Applicant Analytics Project

The Applicant Analytics project has modernised how SATAC accesses and uses applicant data by delivering streamlined datasets, new reports and intuitive dashboards that give staff clear visibility of the applicant journey. This capability allows SATAC to proactively monitor applications in real time, identify where applicants may need support, and take timely action to improve completion, conversion and offer outcomes.

With the dashboards now live, subject matter experts are actively using the insights to guide targeted engagement and refine business processes. All key project objectives have been achieved, and ongoing operational activities are focused on maximising the value of this new analytics environment to further strengthen applicant success.

Linux Roadmap

Significant progress was made in simplifying SATAC's Linux environment, an initiative that directly enhances the reliability and scalability of our core systems. By modernising and streamlining this infrastructure, we have reduced technology risk, improved system stability, and laid the groundwork for faster, more flexible service delivery.

These improvements enable SATAC to innovate more confidently, supporting future digital enhancements and ensuring a more robust platform for applicants, institutions, and staff.

Offers Efficiency

SATAC successfully completed Phase 1 of the Offers Efficiency project, reducing reliance on manual processes and key individuals by introducing more consistent, resilient workflows.

Phase 2, now in progress, will automate core results and offer processes, driving significant operational efficiency. This automation will further enhance the applicant and member experience.



Invest in Our People, Processes and Culture

Workforce Transition

SATAC successfully completed the Workforce Transition project with the Labour Hire and Service Level Agreement with the University of Adelaide formally ending on 1 November 2024. Through a compelling employee value proposition, close employee engagement and a positive organisational culture, employees chose to transition from the University of Adelaide and become SATAC employees. This milestone marks a major step in SATAC's evolution, establishing a workforce that is fully SATAC, and enabling more effective investment in organisational capability.

With greater stability and clearer ownership of core functions, SATAC is now better positioned to build capability, strengthen culture and respond proactively to future opportunities.

A 'We Are SATAC' staff celebration in early 2025 recognised the significance of this achievement.



17% super

Supporting
your future
financial
needs



**36.75 hour
week**

Encouraging a
healthy work-
life balance



**10 wellbeing
days a year**

Providing
additional leave to
support your
health and
wellbeing



**Truly flexible
working**

Including remote
working and
'workcation'



**Parental leave
benefits**

Up to 26 weeks

Staff Survey

SATAC continued to invest in our people by actively seeking feedback through regular Pulse surveys. Two surveys were conducted in 2025. The first focusing on wellbeing at work and the other on training and development needs. Engagement with both surveys showed strong improvement, with 74% of staff responding to the Wellbeing at Work survey and 75% to the Learning & Development survey, up from a 64% response rate in 2024.

The feedback received was overwhelmingly positive. 95% of staff agreed that SATAC is invested in their health and wellbeing, and 88% felt their contributions at work are recognised and valued.



95%

of staff agreed that
SATAC is invested in
their health and
wellbeing



100%

agree that they have access
to the training and
development needed to do
their job well

The Learning & Development survey reinforced this sentiment with 100% of respondents agreeing they have access to the training and development needed to do their job, and 87% reporting they have the time and resources to undertake these opportunities.

Insights gathered by the surveys will inform meaningful learning and development initiatives, strengthen organisational capability and continue to support a positive, engaged and high-performing workforce.

Grow Perform Succeed

Grow Perform Succeed (GPS) serves as SATAC's workforce compass, guiding and supporting staff through every stage of their professional journey.

GPS brings together individual career aspirations, organisational values and behaviours, capability development and clear performance expectations. The process is supported by regular conversations and check-ins. By embedding SATAC's values and behaviours into the GPS process, we continue to shape our culture and contribute to the success of individuals as well as our collective workforce.

Product Teams

In August 2025, SATAC introduced a product-team operating model within the Technology, Product and Digital Enablement portfolio, making a shift toward more collaborative and customer-centred ways of working:

1. Systems, Cyber & Support
2. Architecture
3. Core Applications
4. Customer Solutions
5. Data & Insights

These five teams bring together key staff from across the business to create stronger alignment with customer needs, build ownership and accountability, and provide greater opportunities for staff development. This model enables SATAC to apply a clear product lens to prioritisation, resource allocation and roadmap planning, ensuring we deliver value and consistency.

Information Management

SATAC's information management project concluded with improvements made to support SATAC's hybrid work environment, making it easier for staff to access, collaborate on, and store information, while reducing organisational risk.

Grow and Diversify Our Business

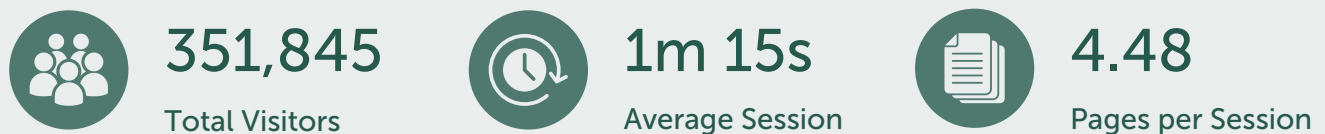
Member Contributions Model

2025 marked SATAC's first full year operating under the new value-based model, which introduced a predominately variable 'per offer' charge to better reflect the value delivered to each of our member institutions and to share the risk of fluctuations in demand.

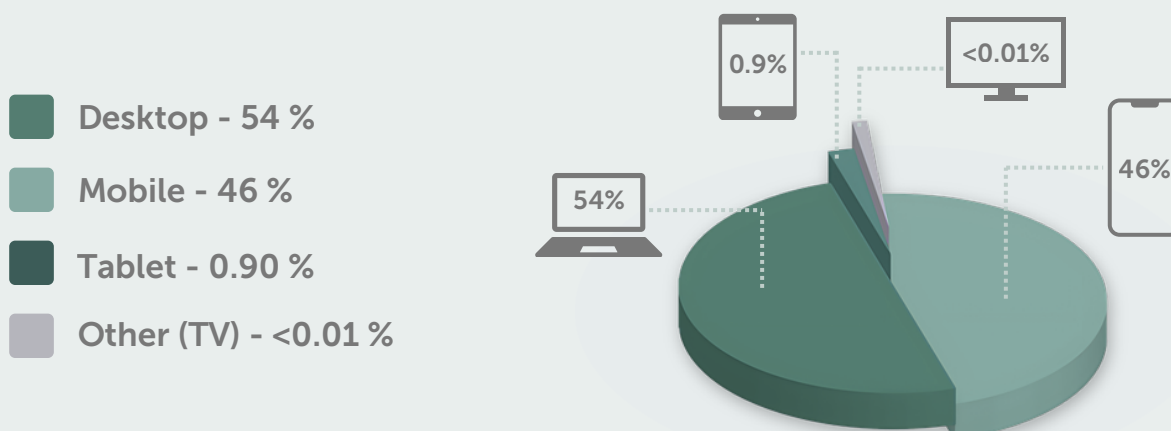
This model also provides greater sustainability by enabling an annual budgeted operating margin, allowing SATAC to reinvest strategically, manage budget variations with greater stability, and continue strengthening long-term financial resilience.

Digital Engagement

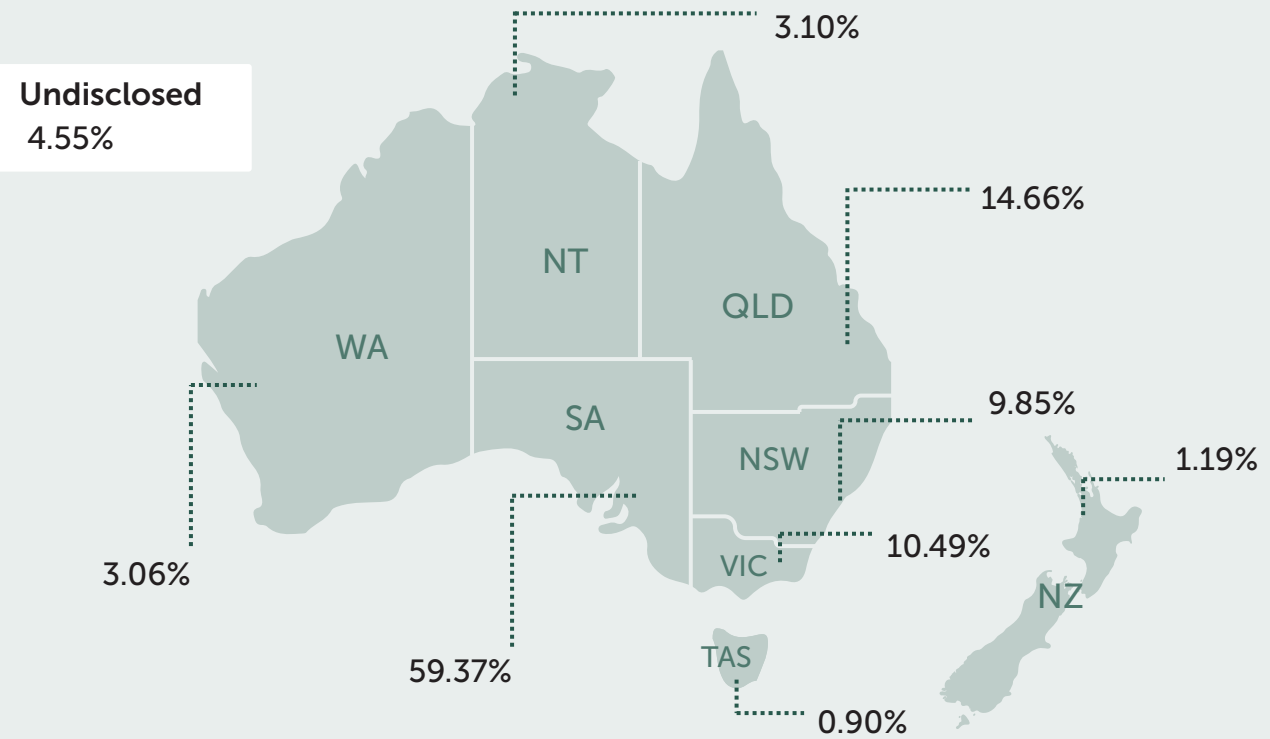
SATAC's digital engagement on the SATAC website remained strong in 2025.



Organic Search	471,677	Direct	235,344
Referral	122,611	Email link	7,496
Unassigned	10,229	Socials	1,371



2025 Website User Location



Region	Users
South Australia (SA)	208,907
Victoria (VIC)	36,912
New South Wales (NSW)	34,663
Undisclosed	16,017
Queensland (QLD)	16,390
Northern Territory (NT)	10,918
Western Australia (WA)	10,765
Auckland (NZ)	4,203
Tasmania (TAS)	3,162

This table primarily reflects the majority of website users based on regional data within Australia and selected regions.

Partnerships

ARC Linkage

Working along sector stakeholders, SATAC has committed to supporting a three-year research partnership to contribute to the design and validation of a nationally consistent and more inclusive model for tertiary admissions.

The Australian Research Council (ARC) Linkage initiative, led by the University of Melbourne, aims to design and validate a new and efficient national model for selecting school leavers for entry into tertiary courses to broaden access and improve student success. Further detail on methodology, contributions and timelines is expected in the near future.



About SATAC

The South Australian Tertiary Admissions Centre (SATAC) is a not-for-profit member-based company with a core purpose to advance education and training by connecting people to learning and skills development opportunities.

By offering comprehensive tertiary admission information and support, we enable individuals to explore and pursue their learning and career goals in South Australia and the Northern Territory.

Our admissions capability and expertise, together with our reputable brand and unique position within the education system, deliver significant value to our applicants, clients and extended community of stakeholders.

SATAC offers a comprehensive tertiary education admissions service, providing course information, application, and assessment management, across Vocational Education & Training (VET) and higher education (undergraduate and postgraduate).

We provide individuals with a trusted one-stop shop to explore, enquire, and apply for tertiary study in South Australia or the Northern Territory. We also provide education and training providers with efficient, robust, and innovative admissions solutions, avoiding the need for duplicated effort and investment in non-core business by individual institutions.



Further services include:

- Processing applications for Institutions Equity Scholarships and Special Consideration of Disadvantage
- Managing the scaling process for SACE and NTCET subjects
- Calculation of the ATAR and selections ranks for year 12 students in South Australia and the Northern Territory
- Training school counsellors and others in the community in the tertiary entry process
- Unique student identifier (USI) validation
- English language assessment
- Managing government compliance reporting and transparency requirements

Participating institutions

Member Institutions

- Adelaide University
(from 1 January 2026 following the merger of The University of Adelaide and University of South Australia)
- Charles Darwin University
- Flinders University
- TAFE SA

Fee-for-service clients

- Tabor Institute of Higher Education
- Torrens University Australia
- Eynesbury College

Our Values



Work as one



Do the right thing



Take the lead



Foster community



Achieve excellence



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