

> OES enabled Swinburne University of Technology to disrupt the market and become a leader in online education in Australia

Online Education Services (OES)

OES is an online education enabler with demonstrated success in end to end solutions for online learning provision. It designs, promotes and delivers high quality programs online on behalf of its education provider partners to students who may be unable or prefer not to study on-campus.

OES partners are provided with a complete range of services to support the full student life-cycle online from marketing and recruitment through to graduation, which also includes: student administration and support, course design, learning management system hosting and optimisation, assessment management and market insights.

Swinburne University of Technology is OES' first partner. OES adapts Swinburne University's on-campus courses for online learning equivalence and delivers the University's programs as Swinburne Online.

Swinburne Online Case Study

Swinburne Online was launched in 2011, with 10 undergraduate courses in the fields of Business, Social Science and Communication.

In 2018, Swinburne Online has now expanded to offer 27 different undergraduate and postgraduate degrees in the three original fields, plus Education, Psychology and Design. In addition, Swinburne Online offers three technical and further education (VET) courses in the field of Business, designed to transition students into higher education courses.

Swinburne University provides accredited courses and curricula and ensures academic quality. Degree programs offered by Swinburne Online are quality assured and accredited by Swinburne University's Academic Senate in accordance with the threshold standards overseen by the Tertiary Education Quality and Standards Agency (TEQSA).

Swinburne Online manages content delivery, ensuring that every course is tailored for effective online delivery. It recruits and trains its own dedicated staff and provides intensive student academic and non-academic support; it also contributes to the technology to create a true virtual campus experience for students, connected via purpose-built online support systems.

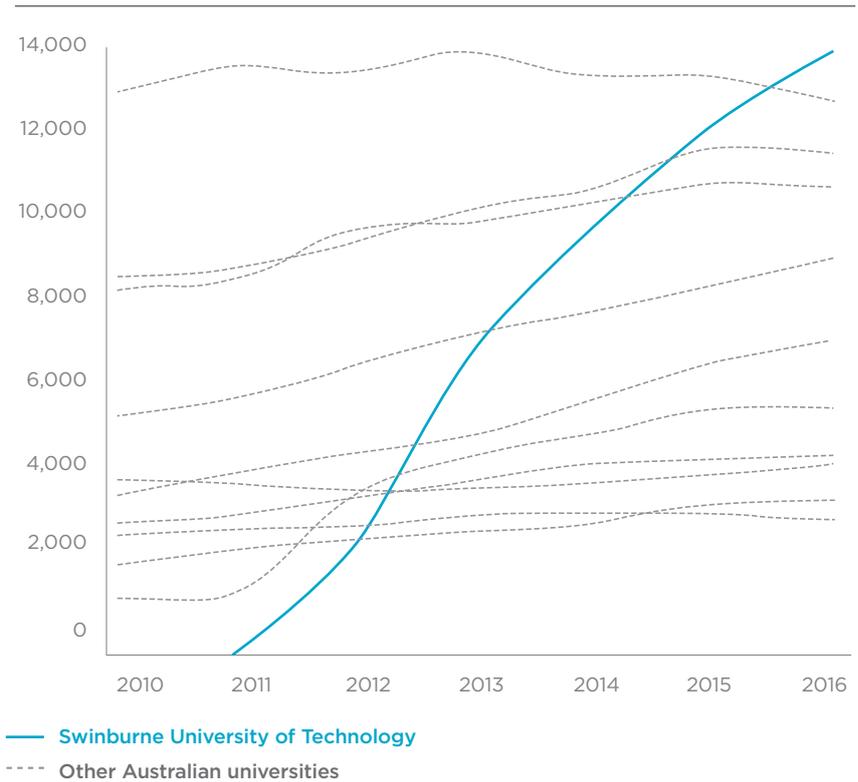
OES enabled Swinburne University to significantly disrupt the online higher education market, quickly becoming a leading provider in Australia without compromising the quality of the student experience.



> **Swinburne Online scores higher than the Australian university national average on all of the critical measures**



Graph 1: Online undergraduate enrolments in Australia (total students)



Swinburne Online Student Profile

In 2018, close to 10,000 people are being educated through Swinburne Online.

Through its flexible online offering, Swinburne Online has been able to offer high-quality education to students who were traditionally not catered for, or suited to, campus study. As a result, of the total Swinburne Online enrolment:

- > the average age of enrolled students is 33
- > 18 per cent are considered to be of low socio-economic status
- > 27 per cent are from regional/rural areas
- > 75 per cent of students are female
- > 81 per cent study part-time

In choosing to enrol with Swinburne Online, many students indicate that they have family or employment responsibilities that would prevent regular on-campus attendance. Most students gain entry to Swinburne Online programs on a basis other than as a school leaver with an Australian Tertiary Admissions Rank (ATAR).

With more than 60 per cent of students aged over 25, many students are seeking to re-start their tertiary education. Some students have elected to complete their degree with Swinburne Online after commencing at a different university and having their studies interrupted by moving away or by work or family commitments.

In addition, there are an increasing number of students who are looking to complement their on-campus studies at Swinburne University by taking one or two subjects with Swinburne Online; this enables students to complete their degree ahead of schedule.

Students who complete their studies at Swinburne Online graduate with a Swinburne University qualification that is accredited and internationally recognised.

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