

Course Admission Information Set

Bachelor of Advertising and Media

The Bachelor of Advertising and Media provides students with knowledge and skills in creative process, digital design, marketing, market research, branding, campaign development, social media and mobile communications digital and media planning. The degree is organised into four streams of core units in creativity, marketing and media, skills, and professional practice. In addition to core units, students develop more specialised skills through elective units in account management, art direction, digital photography, video production, copywriting, user experience. The course includes an internship with an advertising agency, production company or media organisation.

The Bachelor of Advertising and Media allows for specialisation in the areas of either: Account Management, Media Planning, Creative, Copywriting or Digital Production. Graduates can find employment in roles such as an Account Manager, Art Director, Copywriter, Digital Producer, Media Planner and Marketing & Communications Coordinator and Social Media Coordinator.

The course consists of twenty-four units of equal weight, includes an internship with an advertising agency, advertising production organisation or media organisation. A full-time load of study is four units per trimester. It is possible to complete the Bachelor of Advertising & Media in a minimum of six trimesters or a maximum of twelve trimesters.

The Bachelor of Advertising and Media is delivered at the Sydney and Melbourne Campuses and is recognised under the Australian Qualifications Framework.

Purpose & Scope

This policy establishes the principles and processes by which Macleay College Pty Limited will assess domestic student applications to the Bachelor of Advertising & Media. It should be read in conjunction with the **Admissions Policy for Domestic Students**.

International students seeking admission to a course of study at Macleay College should refer to the college **Admissions Policy for International Students**.

Related Policies

This policy should be read in conjunction with the following college policies:

- Admissions Policy for Domestic Students
- Admissions Policy for International Students
- Course Credit Policy
- Deferral, Suspension or Cancellation of Enrolment Policy
- Tuition Fee Refund Policy for Domestic Students
- Grievance & Appeals Policy

All college policies and any associated forms referenced in this document can be downloaded from the college website and myHandbook section of the myMacleay Student Portal (Moodle) via <http://mymacleay.edu.au/>.

The following schedules are referenced in this policy to provide additional information:

- Schedule A: Work & Life Experience Supporting Statement Guidelines
Schedule B: Student Admissions Delegations & Levels of Authority Matrix

Important Academic Dates

Macleay College has three teaching periods each year called trimesters. Each trimester has a Census Date.

Students can change their study load by adding or discontinuing a unit, without academic or financial penalty, up to the Census Date for that respective trimester.

The Census Date is also the last day a student can defer, suspend or withdraw their enrolment without financial penalty. Any changes to enrolment after Census Date will result in a student being liable for their tuition fees for that trimester. Census Dates cannot be changed or extended.

IMPORTANT ACADEMIC DATES			
Academic Year	Teaching Period	Commencement Date	Census Date
2018	Trimester 1	5 February 2018	23 February 2018
	Trimester 2	28 May 2018	15 June 2018
	Trimester 3	17 September 2018	5 October 2018

Table 1: Important Academic Dates 2018

Admission Criteria

Students will be accepted into the Bachelor of Advertising and Media where they meet the minimum admission criteria as outlined below:

A. Applicants with Recent Secondary Education (within the past two years)

Secondary Education Applicants

To gain guaranteed entry to the Bachelor of Advertising and Media, Secondary Education Applicants must have achieved an ATAR (or Selection Rank) of at least 65. For more information on how a Selection Rank is calculated see [ATAR Related Adjustments](#).

All Secondary Education Applicants must present evidence of completion of an Australian Senior Secondary Certificate (or equivalent) and evidence of an ATAR where one has been obtained:

- Senior Secondary Certificates are accepted from all Australian jurisdictions.
- International Baccalaureates are checked against authorised schools in the [Online Country Index](#).

ATAR Related Adjustments

Secondary Education Applicants who do not meet the raw ATAR requirement of 65 for guaranteed entry may be considered for ATAR-related adjustments (bonus points) in recognition of strong academic performance, and/or difficult circumstances during their secondary school studies.

Where eligible, bonus points are awarded and added to an applicant's raw ATAR to achieve a Selection Rank for entry into the Bachelor of Advertising and Media.

There are three categories of bonus points - Subject, Regional and Equity Access - and eligible applicants may be awarded up to a maximum of ten bonus points across all categories.

Subject Bonus Points

Applicants who have completed their senior secondary education within the past two years, may be considered for Subject Bonus Points based on their academic results. A maximum of five Subject Bonus Points may be added to an ATAR to calculate the Selection Rank which may be used for entry into the Bachelor of Advertising and Media.

Secondary Education Applicants who have completed other Australian Senior Secondary equivalent qualifications and International Baccalaureates are eligible to apply for Subject Bonus Points and comparisons will be made using the [UAC Interstate Year 12 Students](#) and [International Baccalaureate \(IB\) Diploma students](#) data tables provided by the University Admissions Centre (UAC).

Eligible subjects and their corresponding bonus point allocation is show in Table 2 overleaf.

A. Applicants with Recent Secondary Education (cont'd)

ATAR RELATED ADJUSTMENTS FOR SENIOR SECONDARY STUDIES (LAST TWO YEARS)			Bonus Points	
Subject		NSW HSC Band		VIC VCE Study Score
English	Advanced	Band 4	30-34	1
		Band 5	35-40	2
		Band 6	41+	3
	Extension 1 & 2	E3	30-40	2
		E4	41+	3
Mathematics	Mathematics	Band 4	30-34	1
		Band 5	35-40	2
		Band 6	41+	3
	Extension 1 & 2	E3	30-40	2
		E4	41+	3
HSIE	Aboriginal Studies Business Studies Economics Legal Studies Society & Culture	Band 4	30-34	1
		Band 5	35-40	2
		Band 6	41+	3
	Community & Family Studies Personal Development, Health & PE	Band 4	30-34	1
PDHPE		Band 5	35-40	2
		Band 6	41+	3
	Creative Arts	Visual Arts	Band 4	30-34
Band 5			35-40	2
Band 6			41+	3
Technology	Design & Technology Information Processes & Technology Software Design & Development	Band 4	30-34	1
		Band 5	35-40	2
		Band 6	41+	3

Table 2: Subject Bonus Points Allocation (maximum of five permitted)

Regional Bonus Points

Secondary Education Applicants who have completed their senior secondary education within the past two years, may be considered for Regional Bonus Points based on their primary residential postcode in accordance with the Accessibility Remoteness Index of Australia (ARIA+). A maximum of nine Regional Bonus Points may be added to an ATAR to calculate the Selection Rank as shown in Table 3 below.

ATAR RELATED ADJUSTMENTS FOR REGIONAL & REMOTE ACCESS			Bonus Points
ARIA+ Category	ARIA+ Score		
Inner Regional Australia	Greater than 0.20 to <=2.40	restricted accessibility of goods, services and opportunities for social interaction	5
Outer Regional	Greater than 2.40 to <=5.92	significantly restricted accessibility of goods, services and opportunities for social interaction	5
Remote	Greater than 5.92 to <=10.53	very restricted accessibility of goods, services and opportunities for social interaction	7
Very Remote	Greater than 10.53 to <=15	very little accessibility of goods, services and opportunities for social interaction	9

Table 3: Regional Bonus Points Allocation

A. Applicants with Recent Secondary Education (cont'd)

Educational Access Points

On demonstration that educational performance during their secondary education studies has been seriously affected by circumstances beyond the applicant's control, Secondary Education Applicants may be considered for two additional bonus points. Applicants are required to provide evidence from a medical practitioner and/or their senior secondary school (or equivalent provider).

ATAR Related Adjustment Profile

Table 4 below gives an indication of the types of adjustments to ATAR-based admissions specific to the Bachelor of Advertising and Media for example, subject bonuses.

ATAR RELATED ADJUSTMENT PROFILE 2017		
BACHELOR OF ADVERTISING & MEDIA		
ATAR BASED OFFERS <i>ATAR-based offers only, direct applications and across all TAC offer rounds</i>	ATAR <i>excl. adjustment</i>	Selection Rank <i>ATAR + adjustment</i>
Highest Rank to receive an offer	L/N	L/N
75 th Percentile Rank to receive an offer	N/P	N/P
Median Rank to receive an offer	N/P	N/P
25 th Percentile Rank to receive an offer	N/P	N/P
Lowest Rank to receive an offer	L/N	L/N
Key: L/N indicates low numbers less than 5 ATAR-based offers made N/P indicates figure is not published if less than 25 ATAR-based offers made		

Table 4: ATAR Related Adjustment Profile

Additional Criteria

All applicants are required to attend a short informal interview to assess the applicant's aptitude and understanding of their chosen course of study and the requirements of tertiary study.

B. Applicants with Vocational Education & Training (VET) Study

VET Applicants

To gain entry to the Bachelor of Advertising and Media, VET Applicants must have completed a relevant VET qualification at Certificate IV level or higher within the last five years. All applicants must present evidence of their VET qualification(s) and academic results.

Additional Criteria

All applicants are required to attend a short informal interview to assess the applicant's aptitude and understanding of their chosen course of study and the requirements of tertiary study.

Credit Transfer and Recognition of Prior Learning

There are currently no credit transfer arrangements with other VET providers, however VET Applicants may be eligible for unit exemption in recognition of prior learning. This could result in course credit via the grade of 'Advanced Standing' (AS). Where course credit is granted, the student is exempt from attending that particular unit in order to complete their qualification. The maximum number of units for which exemption may be granted is 50% of the total credit points for the course.

An 'Application for Course Credit' can be downloaded from the Enrolment Resources section of the college website. Applications should be submitted at the time of enrolment (or application to study) where possible. Failing this, applications should be lodged with the Office of the Registrar ten days prior to the trimester's Commencement Date, but no later than five working days before the trimester's Census Day. For more information on how to make an application for course credit in recognition of prior experience, please refer to the college **Course Credit Policy**.

C. Applicants with Higher Education Study

Higher Education Applicants

To gain entry to the Bachelor of Advertising and Media, Higher Education Applicants must have undertaken a relevant tertiary qualification within the last five years. All Higher Education Applicants must present evidence of their qualification(s) and academic results.

Additional Criteria

All applicants are required to attend a short informal interview to assess the applicant's aptitude and understanding of their chosen course of study and the requirements of tertiary study.

Credit Transfer

Graduates of a Diploma qualification from Macleay College, who have passed all units, may gain entry by way of credit transfer into the Bachelor of Advertising and Media. Applicants should submit an '*Application for Course Credit*' with the Office of the Registrar during the last trimester of their Diploma study at Macleay College but no later than five working days before the trimester's Census Day. For more information on how to make an application for internal articulation, please refer to the college **Course Credit Policy**.

Recognition of Prior Learning

Higher Education Applicants may be eligible for unit exemption in recognition of prior learning completed at other providers. This could result in course credit via the grade of 'Advanced Standing' (AS). Where course credit is granted, the student is exempt from attending that particular unit in order to complete their qualification. The maximum number of units for which exemption may be granted is 50% of the total credit points for the course.

An '*Application for Course Credit*' can be downloaded from the Enrolment Resources section of the college website. Applications should be submitted at the time of enrolment (or application to study) where possible. Failing this, applications should be lodged with the Office of the Registrar ten days prior to the trimester's Commencement Date, but no later than five working days before the trimester's Census Day.

For more information on how to make an application for course credit in recognition of prior learning, please refer to the college **Course Credit Policy**.

D. Applicants with Work & Life Experience

Work/Life Experience Applicants

Applicants who left senior secondary education more than two years prior to their application, and have not undertaken VET or higher education study since, may gain entry into the Bachelor of Advertising and Media based on professional or work experience (two years) and/or any non-formal courses undertaken in preparation for tertiary education or that are relevant to the intended course of study.

To be considered for admission based on work and life experience, applicants must be at least 20 years old at 1 February in the year they intend to commence study at Macleay College.

Work/Life Experience Applicants must provide a written supporting statement outlining reasons for undertaking the intended course of study and addressing at least three of the following admission criteria:

- Tertiary Preparation
- Interpersonal & Communication Skills
- Achievement & Experience
- Knowledge & Skills
- Equity Access or Other Special Considerations (if applicable)

The aim of the supporting statement is to show how the knowledge, skills, and personal qualities gained through the individual's work and life experience will support their potential to succeed in their studies. The statement should be between 500-1000 words and supporting evidentiary documents such as a resume, portfolio of work, references etc. must be attached.

For more information on the criteria you may address in your supporting statement, please refer to the **Work & Life Experience Supporting Statement Guidelines** provided at Schedule A of this document.

D. Applicants with Work & Life Experience (cont'd)

Additional Criteria

All applicants are required to attend a short informal interview to assess the applicant's aptitude and understanding of their chosen course of study and the requirements of tertiary study.

Course Credit in Recognition of Prior Experience

Work/Life Experience Applicants may be eligible for unit exemption in recognition of prior experience. This could result in course credit via the grade of 'Advanced Standing' (AS).

Recognition of Prior Experience is an assessment process used to determine the extent to which a student has achieved the required learning outcomes of a unit of study. Where course credit is granted, the student is exempt from attending that particular unit in order to complete their qualification. The maximum number of units for which exemption may be granted is 50% of the total credit points for the course.

An 'Application for Course Credit' can be downloaded from the Enrolment Resources section of the college website. Applications should be submitted at the time of enrolment (or application to study) where possible. Failing this, applications should be lodged with the Office of the Registrar ten days prior to the trimester's Commencement Date, but no later than five working days before the trimester's Census Day.

For more information on how to make an application for course credit in recognition of prior experience, please refer to the college **Course Credit Policy**.

Additional Information

Indigenous Australian Entry Scheme

The Indigenous Australian Entry Scheme enables Aboriginal and Torres Strait Islander people to apply for entry to the Bachelor of Advertising and Media based on previous study, work and life experience and/or any other transferable skills that support their potential to succeed in their studies.

Applicants who identify as an Indigenous Australian must provide a written statement words outlining their reasons for undertaking the intended course of study. The statement should be 500 to 1000 words and attach supporting evidentiary documents such as completion of any senior secondary school certificates, school record statements, any other qualification(s), resume, references etc.

Applicants must also provide 'Confirmation of Aboriginality or Torres Strait Islander Heritage' at the time of their application (or at their interview).

Domestic Applicants with Overseas Qualifications

All overseas equivalent qualifications will be verified using the Australia Education International, National Office of Overseas Skills Recognition Database (Country Education Profiles Online known as CEP Online).

English Language Proficiency

All students are expected to have a reasonable level of English language proficiency to at least a NSW HSC Band 4 Standard English achievement (or equivalent). Permanent residents, whose first language is not English, should be able to speak and write English at the minimum English Language Proficiency Scores as shown in Table 4 below, with no individual band score below 5.0:

Minimum English Proficiency Assessment Scores				
Undergraduate Course	IELTS Band Score	Cambridge CAE Range	Pearson Academic Range	TOEFL iBT Range
Bachelor of Advertising & Media	6.0	52-57	48-52	60-78

Table 4: Minimum English Proficiency Scores for the Bachelor of Advertising & Media

How to Apply

1. Enquiry

Applicants who have questions about studying at Macleay College or seeking course advice prior to making an application, can contact the Admissions Team using one of the following methods:

Telephone: 1300 939 888

Online: <https://www.macleay.edu.au/apply-now>

In Person: Sydney Campus: Level 2, 28 Foveaux St, Surry Hills Melbourne Campus: Level 1, 55 Swanston St, Melbourne

All course enquiries are handled by the Admissions Team in consultation with the Head of Faculty who is available to provide any specific course advice.

2. Application

Via Direct Application

Applications to study can be made directly with Macleay College by completing the online form accessed via the 'Apply Now' button on the college website (or this link <https://www.macleay.edu.au/apply-now>).

Through a Tertiary Admissions Centre

Applications can also be made through the University Admissions Centre ([UAC](#)) to study at the Sydney Campus, and Victorian Tertiary Admissions Centre ([VTAC](#)) for the Melbourne Campus.

All written supporting statements, together with the relevant evidentiary documents, should be submitted at the time of application to admissions@macleay.edu.au, but if not possible then at the time of interview.

3. Informal Interview

All applications are processed by the Admissions Team who issue an acknowledgement of receipt and schedule a short informal interview to assess the applicant's aptitude and understanding of their chosen course of study and the requirements of tertiary study.

4. Evidence of Educational Qualifications

Applicants must present evidence of completion of an Australian Senior Secondary Certificate (or equivalent) and evidence of an ATAR where one has been obtained; and/or past qualifications and academic records as applicable.

Applicants must provide their evidence as either original documents; or certified copies of original documents. Original documents will be copied by Macleay College staff and the original returned to the applicant. Copies must be certified by persons authorised under the 1993 No. 156 Statutory Declarations Regulations (Schedule 2). All qualifications will be verified for authenticity:

- Senior Secondary Certificates are accepted from all Australian jurisdictions.
- International Baccalaureates will be checked against authorised schools in the Online Country Index.
- Australian qualifications will be checked against the [National Register of Higher Education Providers](#) and [National Register of VET](#)
- Overseas qualifications will be checked using the Australia Education International, National Office of Overseas Skills Recognition Database (Country Education Profiles Online known as CEP Online)

Applicants may also be asked to provide evidence of English Language Proficiency Scores.

5. 100 Point ID Check

As part of the admission process, applicants are required to provide evidence of identity by completing a 100-point ID check.

To complete the check, applicants must provide at least one primary document in combination with secondary documents to total 100 points. The combination of documents must include a date of birth, current residential address, photograph and signature.

Table 5 below lists the acceptable evidence of identity and points value allocated.

EVIDENCE OF IDENTITY TABLE		
Document Type	Document	Points
Primary Documents At least ONE primary document.	Australian Birth Certificate or Birth Card	70
	Passport (Australian or International)	70
	Citizenship Certificate	70
Secondary Documents Allowed to use a combination of secondary documents. If you want to use credit and savings account cards, these must be from different banks. If you want to use more than one utility bill, they must be from different utilities.	Current Australian Driver's Licence	40
	Current Australian Learner Driver's Licence	40
	Current Australian Boat Operator's Photo Licence	40
	Current Australian State or Territory Proof of Age Photo Card	40
	Department of Veterans Affairs Card	25
	Centrelink Card	25
	Property (Council) Rates Notice	25
	Property Lease Agreement	25
	Utility Bill (eg Water, Electricity, Gas)	25
	Telephone Account	25
	Credit Cards, Savings Accounts Cards or Bank Statements	25
	Medicare Card	25
Motor Vehicle Registration or Insurance Documents	25	

Table 5: Acceptable 100 Point ID Items for Evidence of Identity

6. Assessment

Completed applications are assessed against the relevant Admission Criteria as outlined in this policy and successful applicants are sent a formal Letter of Offer for a place in the Bachelor of Advertising and Media.

7. Letter of Offer

The Letter of Offer is a formal written agreement outlining the contractual arrangements between the student and Macleay College which confirms the course of enrolment, duration; campus location; course-related fees and identifies policies associated with the protection of their rights as a consumer.

Enrolment

Acceptance of Offer

The Letter of Offer requests that applicants carefully read through the document to ensure their personal and intended course of enrolment details are correct and that they understand the conditions of enrolment at Macleay College. If the applicants have any questions or concerns, they are encouraged to make contact with the Admissions Team to clarify before accepting their offer to study.

To formally accept their offered place, applicants are required complete, sign and return the *Agreement Acceptance Declaration* at Section D of the Letter of Offer.

Confirmation of Enrolment

On completion of the enrolment process, the Registrar will issue an Enrolment Confirmation with details of their Orientation Program. The Orientation Program is compulsory for all students to attend. It is held at the commencement of each trimester to welcome all new students and provide them with information to support their transition to tertiary studies.

Course Credit & Recognition of Prior Learning

Applicants may be eligible for unit exemption in recognition of prior learning completed at other providers. This could result in course credit via the grade of 'Advanced Standing' (AS).

Recognition of Prior Learning is an assessment process used to determine the extent to which a student has achieved the required learning outcomes of a unit of study. Where course credit is granted, the student is exempt from attending that particular unit in order to complete their qualification. The maximum number of units for which exemption may be granted is 50% of the total credit points for the course.

An '*Application for Course Credit*' can be downloaded from the Enrolment Resources section of the college website. Applications should be submitted at the time of enrolment (or application to study) where possible. Failing this, applications should be lodged with the Office of the Registrar ten days prior to the trimester's Commencement Date, but no later than five working days before the trimester's Census Day.

For more information on how to make an application for course credit in recognition of prior learning, please refer to the college **Course Credit Policy**.

Deferment

Where a student wishes to defer their enrolment and delay their commencement of study date, the student must lodge an '*Application to Defer the Commencement of Study*' form outlining the reasons for the request. An '*Application to Defer the Commencement of Study*' form can be downloaded from the Student Resources section of the college website and the myHandbook section of Moodle via <http://mymacleay.edu.au/>.

For more information on how to make an application to defer, please refer to the college **Deferral, Suspension or Cancellation of Enrolment Policy**.

Fees

The indicative tuition fees for each course of study at Macleay College can be found at the 'Fees' tab for the respective course under the Courses section of the college website (see link <https://macleay.edu.au/courses-at-macleay/>).

Students must meet the liability for tuition fees by Census Date each trimester, having either:

- a) paid in full all tuition fees upfront
- b) paid part of their tuition fees upfront and deferred the balance through FEE-HELP assistance
- c) deferred their entire tuition fee liability through FEE-HELP assistance

FEE-HELP Loan Assistance

Domestic students at Macleay College, who do not wish to pay their tuition fees upfront, have access to the Government FEE-HELP loan assistance plan to pay their fees. FEE-HELP is available to full-time and part-time domestic students enrolled in a course of study in at Macleay College.

Students who are, or would be entitled to FEE-HELP assistance have until Census Date to submit a '2018 FEE-HELP Form' which can be obtained by contacting registrar@macleay.edu.au. The '2018 FEE-HELP Information Booklet' and the '2018 FEE-HELP Student Brochure' provide additional information and can be downloaded from the college website.

For further information about the FEE-HELP Loan Scheme, please visit the [FAQs](#) section of our website.

Fee Refunds

The college fee refund policies outline the grounds by which a student may be eligible for a refund of course tuition fees. However, Macleay College may, in its absolute discretion, grant a partial or full refund where they determine there are extenuating or compassionate circumstances. Each student acknowledges and agrees to the terms of the college refund policy when signing the *Student Acceptance* document contained in their Letter of Offer to study at Macleay College.

If a student cancels (withdraws) or defers their enrolment they must do so before the relevant Census Date to avoid incurring academic and financial penalty. Refunds will not be made for trimester fees once the Census Date of that trimester has passed, unless there are deemed to be extenuating or compassionate circumstances.

For more information about tuition fee refunds and re-crediting a FEE-HELP balance, please refer to the **Tuition Fee Refund Policy for Domestic Students** and the **Deferral, Suspension and Cancellation of Enrolment Policy**. If you have any questions about tuition fee refunds or deferring your enrolment, please contact the Office of the Registrar on 1300 939 888 or by email at registrar@macleay.edu.au.

Grievance & Appeals

All students or prospective students seeking to enrol in the Bachelor of Advertising and Media are entitled to access the grievance procedures set out in the college **Grievance & Appeals Policy for Non-Academic Matters**, regardless of the campus location, their place of residence or the mode in which they intend to study. The policy establishes the principles and processes by which Macleay College will investigate, hear and determine grievances to ensure a fair and equitable outcome with regard for college rules, the TEQSA Threshold Standards 2015, and the *Education Services for Overseas Students (ESOS) Act 2000*.

Where to get further information

TEQSA National Register <http://www.teqsa.gov.au/national-register>)

QILT <https://www.qilt.edu.au/>

University Admissions Centre <http://www.uac.edu.au/>

Victorian Tertiary Admissions Centre <http://www.vtac.edu.au/>

Student Profile

Table 6 below gives an indication of the likely peer cohort for new students at Macleay College. It provides data on students that commenced undergraduate study and passed the Census Date in the most relevant recent intake period for which data is available, including those admitted through via direct application, all offer rounds through a Tertiary Admissions Centre, across both the Sydney and Melbourne Campuses, and international students studying in Australia.

STUDENT PROFILE 2017: TRIMESTERS 1 & 2 BACHELOR OF ADVERTISING & MEDIA		
Applicant Background	Number of Students	Percentage of All Students
A. Applicants with Recent Secondary Education <ul style="list-style-type: none"> • Admitted solely on the basis of ATAR <i>regardless of whether this includes the impact of adjustment factors such as equity or bonus points</i> • Admitted where both ATAR and additional criteria were considered <i>for example portfolio of work, audition, extra test, early offer conditional on minimum ATAR</i> • Admitted on the basis of other criteria only and ATAR was not a factor <i>for example special consideration, audition alone, school recommendation scheme with no minimum ATAR requirement</i> 	20	7%
B. Applicants with Vocational Education & Training (VET) Study	0	0%
C. Applicants with Higher Education Study <i>includes bridging courses, and internal articulation by credit transfer</i>	97	34%
D. Applicants with Work & Life Experience	21	7%
International Students	75	26%
All Students	64	22%
International Students	12	4%
All Students	289	100%

Table 6: Student Profile for 2017 YTD (Trimesters 1 & 2)

Approvals:

Next Policy Review Cycle: December 2017

As part of the college Policy Review Cycle, this policy was approved by the Teaching & Learning Committee at the meeting of 15 November 2016 and ratified by the Academic Board at the meeting of 6 December 2016. Updated 30 August 2017 as part of the Australian Government "Improving the transparency of higher education admissions" Initiative.

Work & Life Experience Supporting Statement Guidelines

Work/Life Experience Applicants must provide a written supporting statement outlining reasons for undertaking the intended course of study and addressing at least three of the following admission criteria detailed in this schedule:

- Tertiary Preparation
- Interpersonal & Communication Skills
- Achievement & Experience
- Knowledge & Skills
- Equity Access or Other Special Considerations (if applicable)

The aim of the supporting statement is to show how the knowledge, skills, and personal qualities gained through the individual's work and life experience will support their potential to succeed in their studies.

The specific requirements for each type of course is outlined below:

Diplomas: A written statement of 500 words outlining two year's professional or work experience and/or any non-formal courses that are relevant to the intended course of study, and how their experience and skills will support their potential to succeed in their studies.

Bachelor Degrees: A written statement of 1000 words outlining two year's professional or work experience and/or any non-formal courses that are relevant to the intended course of study, and how their experience and skills will support their potential to succeed in their studies.

Graduate Certificates: To gain entry to a Graduate Certificate course of study at Macleay College, Work/Life Applicants must provide a written statement of 1000 words outlining three year's professional or work experience and/or any non-formal courses that are relevant to the intended course of study, and how their experience and skills will support their potential to succeed in their studies.

Tertiary Preparation

Relates to what an applicant has done to ascertain they are ready for tertiary study. Components of tertiary preparation include tertiary awareness, tertiary planning, and the degree to which the applicant's case is well thought out in terms of personal circumstances. Tertiary preparation is linked to tertiary maturity.

- Evidence of knowledge of the course
- Evidence of knowledge of course outcomes
- Evidence of awareness of the workload inherent in tertiary study and the time required for tertiary study
- Evidence of steps taken to overcome knowledge or skills deficits
- Demonstrated knowledge of competencies required to function successfully in the tertiary environment
- Level of consideration given to the impact of tertiary study on lifestyle
- Level of consideration given to resources required to complete the course
- Completion of a tertiary preparation program

Interpersonal & Communication Skills

Relates to the ability to communicate clearly with others via written, spoken, and/or visual and non-verbal means. The ability to interact with others and work in teams.

- Demonstrated ability to write clearly and correctly
- Evidence of capacity to reason and express thoughts logically
- Evidence of oral communication skills
- Evidence of ability to interact effectively with others
- Evidence of ability to work effectively in a team

Achievement & Experience

Relates to the degree to which previous achievements and experiences are indicative of likely tertiary success.

- Level of attainment in previous formal and non-formal studies
- Degree of expertise or achievement demonstrated in technology, trades, crafts, arts, business, management, or administration
- Evidence of outstanding achievement in a particular field or endeavour
- Evidence of specialist knowledge developed through experience
- Nature and extent of experience in a particular field or endeavour
- Good quality references or other supporting information

Knowledge & Skills

Relates to knowledge, skills, abilities and aptitudes relevant to tertiary study and/or specifically relevant to your nominated course.

- Demonstrated ability to collect, analyse, and organise information
- Demonstrated ability to evaluate and interpret data, values, and issues
- Evidence of computer literacy
- Demonstrated problem solving skills
- Evidence of skills relevant to the nominated course or field
- Evidence of knowledge relevant to the nominated course or field
- Evidence of completion of an accredited study skills course
- Evidence of awareness of personally effective techniques for managing stress
- Demonstrated ability to work independently and monitor own performance
- Evidence of self-motivation
- Evidence of the application of personally effective learning strategies and/or awareness of learning strategies
- Demonstration of research and planning prior to undertaking a significant task or project
- Demonstration of a systematic approach in pursuing a significant task or project

Student Admissions Delegations & Levels of Authority Matrix

Where there is any doubt as to whether an applicant meets all admission requirements to the Bachelor of Advertising and Media, the final decision lies with the respective Head of Faculty.

Item	Authorisation Levels	Delegated Authority
Enquiry	Applicant Information Collation & Creation of a Student File	Admissions Coordinators
	Course Advice (General Advice)	Admissions Coordinators
	Course Advice (High-Level Admission or Course Specific Advice)	Head of Faculty (or nominee)
Application	Application Acknowledgement & Arrange Interview	Admissions Coordinators
	Assessment of Application against Admission Criteria	Admissions Coordinators
	Verification of Academic Qualifications & English Proficiency Scores	Admissions Coordinators, Registrar
	Conduct Interview Process	Admissions Coordinators (Head of Faculty)
	Final Decision to Offer Place (where any doubt)	Head of Faculty
	Issue Letter of Offer	Admissions Coordinators
Enrolment	Review Signed Acceptance Agreement & Student File (for completeness)	Registrar
	Mapping Recognition of Prior Learning for Course Credit (as applicable)	Head of Faculty
	Enrolment into Course & Units in the Student Management System	Registrar
	Issue 'Confirmation of Enrolment' Advice (Domestic Students)	Registrar
	Issue 'Confirmation of Enrolment' Advice and CoE (International Students)	Registrar
	File copy of Student Visa (International Students)	Registrar
Orientation	Set Orientation Dates	Registrar, Heads of Faculty
	Issue 'Confirmation of Orientation Dates' Advice	Registrar