

## 6. Develop a digital strategy to create a leading academic excellence, available to all

### 6.1 Increase our international student revenue.

#### Lead acquisition for diversity

A digital strategy aimed at improving UQ's acquisition of prospective international students through targeted digital marketing campaigns progressed through its second year of implementation in 2019. This three-year strategy will see increased campaign activity in key diversity markets and is aimed at raising brand awareness of UQ and its programs, particularly in Singapore and Canada in 2019 and Vietnam and Indonesia in 2020. It also aims to generate prospective student leads for nurturing through to enrolment, with a shorter lead time from enquiry to application. The campaigns promoted a diverse range of programs to young women from Asia, Africa and Latin America, and targeted digital marketing to USI agencies and Developing nations. International students from 150 countries were enrolled in 2019, an increase of 1.2% on 2018. The University's international student revenue increased by 1.2% to \$183.1 million in 2019, with a target of \$200 million in 2020.

Following the success of the 2019 Giving Day, the University will hold its second Giving Day in 2020 with a renewed focus towards building on our international network of alumni and community members.

#### Philanthropic support

Progress was made against all initiative targets for the *Not If, When – The Campaign to Create Change* philanthropic campaign, with \$108,526,467 raised over the course of the year. The target was \$60 million. Although the \$500 million threshold has now been met, the campaign will continue until the end of 2020 to support UQ's many important causes, particularly for needs-based scholarships. Significant gifts to the campaign in 2019 included the Ramsay Centre for Western Civilisation, and support for research into stroke, Motor Neurone Disease (MND) and scholarships.

▶ Related initiative for 6.4

4.6 Western Civilisation

### 6.5 Manage our resources through a capital asset plan and sustainable budgeting.

#### UQP Solar Farm

The University of Queensland (UQP) has completed the construction of the 150-hectare UQP Solar Farm, a milestone that represents the installation of all plant and equipment including trackers, panels and inverters. This included more than 21,000 piles across the 150-hectare site, as well as almost 2500 single-axis trackers (rows) and more than 204,000 solar panels, plus 220 kilometres of underground and 300 kilometres of above-ground electrical cabling. The project remains on track to begin generating power in the first quarter of 2020.

The project is a key component of UQP's strategy to reduce its carbon footprint and improve its environmental performance. The project is also a key component of UQP's strategy to improve its financial performance and reduce its operating costs.

#### UQP online sales platform

UQP developed a new website to connect diverse Australian communities with award-winning stories, including works from Aboriginal and Torres Strait Islander authors and emerging writers, across multiple genres. The website is due to be launched in the first quarter of 2020.

▶ Related initiatives for 6.5

2.1 Research infrastructure

Financial information