



**CALLING ALL STORM CHASERS:
Keeping in the eye of the storm through lead data creation**

AAIR SIG July 2019
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QTAC | CHOOSE
THE FUTURE

Cyclonic winds of change

Higher Education

- Value proposition of tertiary education
- Rise of the microcredential
- Government policy

Industry

- Technological disruption
- Job automation and augmentation
- New jobs and industries

Eye of the storm

Predicting market forces is now imperative to staying in the eye of the storm.

Stay in the eye of the storm with lead data

Analysing historical trends no longer provides sound predictive models for a market in fluctuation.

New perspectives and insights must be sought.

Chasing the storm

QTAC developed My Path, an online diagnostic tool that supports Year 10s to select senior school subjects with future study and careers in mind.



My Path lead data insights

Predict sector and industry fluctuations.

Understand market awareness of our higher education partners with a two-year lead.

Explore nuanced customer profiles.

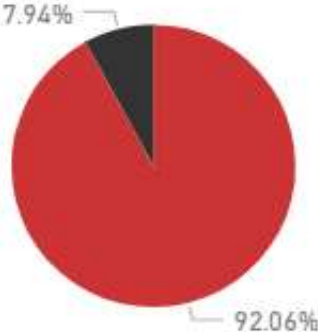
Identify recruitment opportunities.

Higher education and industry predictions

Tertiary Bound Students

18,891

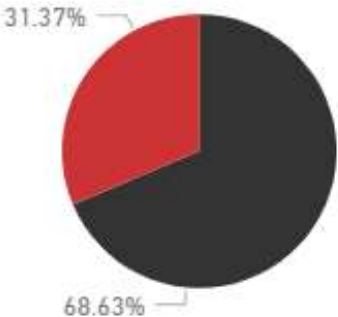
● Higher Education ● Other



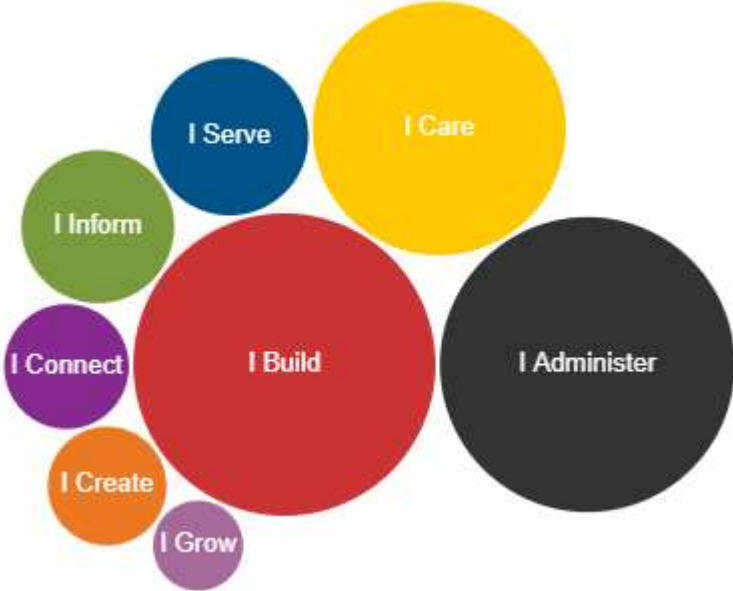
ATAR Eligible & Tertiary Bound

5,189

● Eligible ● Ineligible



Future Work Clusters



Institution brand, product and policy awareness

7,578

Students who selected your Institution

4,223

Students who selected a course at your Institution

3,355

Students choosing your Institution who didn't choose a Course

Selected Courses

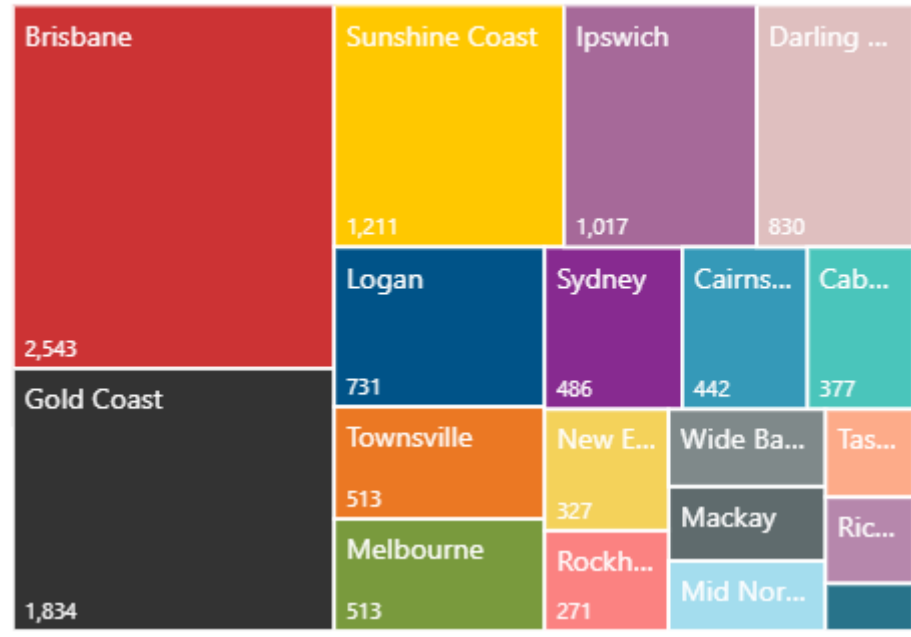


Subject Selection



Customer profiling

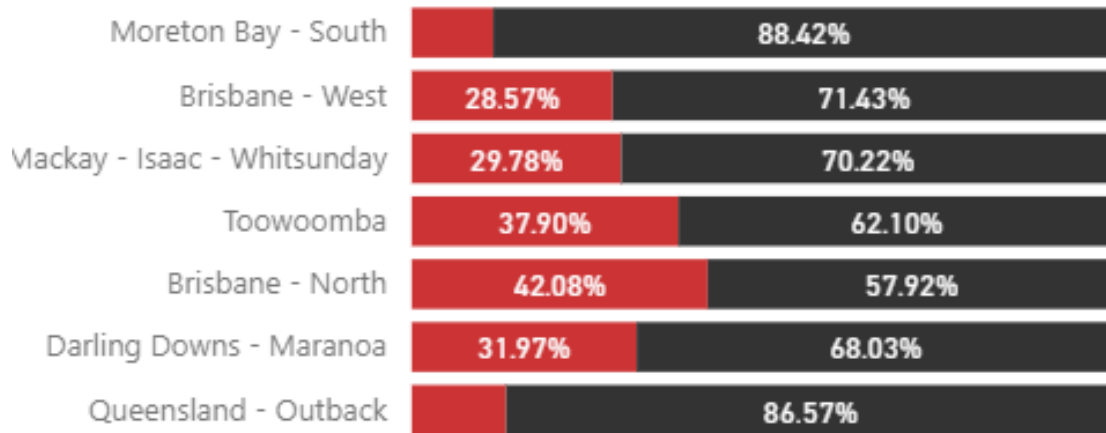
Localities Selected for Study



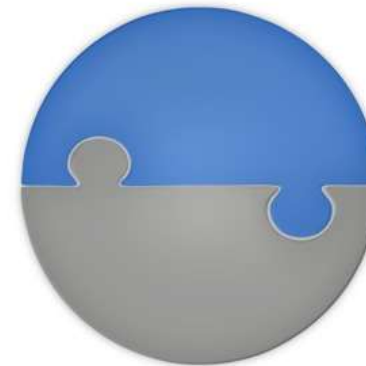
Potential for longitudinal research into the impact of Year 10 aspirations on tertiary study success.

Recruitment opportunities

Market penetration analysis



Alerts to Year 10s without subject prerequisites



Industry engagement opportunities

I'd love to hear your thoughts....



Thank you

Want to collaborate or stay in touch?

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