

# MEDIA RELEASE

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## **Deakin University rides high on student preferences**

Deakin University has continued its impressive rise in popularity according to the latest VTAC (Victorian Tertiary Admissions Centre) Change of Preference figures. The number of students who put Deakin as their first preference in 2009 for undergraduate studies has increased by 15 per cent compared to 2008. The new figures make Deakin University one of the most popular universities in Victoria.

High demand areas of study included engineering and related technologies (first preferences up 55 per cent), information technology (first preferences up 20 per cent), psychology (first preferences up 25 per cent), food science and nutrition (first preferences up 37 per cent) and biological science (first preferences up 27 per cent).

As well, each of Deakin's campuses experienced an increase in first preferences – Melbourne Campus at Burwood up 7 per cent; Geelong Campus at Waurn Ponds up 11 per cent; Geelong Waterfront Campus up 3 per cent; and the Warrnambool Campus up 21 per cent.

Deakin University's Acting Vice-Chancellor, Professor John Rosenberg, said that Deakin had worked hard to make its courses relevant to the needs of students and employers and to ensure that every student has a satisfying and successful experience.

"This is the fifth year in a row that new student preferences have increased at Deakin. Deakin University is recognised for being in touch with industry and for producing work-ready graduates, but we are not complacent. Indeed Deakin continues to demonstrate leadership by providing more choice and widening access to higher education, particularly for students in rural and regional Australia."

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