



MEDIA RELEASE

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Student preferences jump for Deakin again

For the fifth year in a row, more students are choosing Deakin, based on early 2009 VTAC preference data released today (24 October). Riding on the front of a new wave of timely applications for university education, Deakin's market share of first preferences leaped to 15.3% with a 14.9% increase in timely first preferences.

"This is yet another great result for Deakin University," said Professor Sally Walker, the Vice-Chancellor. "We have been on a consistent growth path since 2005 as a result of listening to what students want and responding to it. In particular, these outcomes reflect growing awareness of the advantages offered by Deakin's relevant, flexible and contemporary courses."

Once again, Deakin's expertise in education was a stand-out, with Teaching (Primary) moving to seventh in the top 10 courses across the State for first preferences. Deakin's strengths in health, business and law have also been recognised by the preference results. For example, there was a 35% increase in demand from school leavers for law and 31% for health sciences, while there was a 31% increase in demand for courses in the field of management and commerce.

First preference applications are up for every campus at Deakin – at the Melbourne Campus at Burwood (up 12.5%) the Geelong Campus at Wurn Ponds (up 15.5%), at Geelong Waterfront Campus (up 4.4%) and at Warrnambool Campus (up 18.2%). Overall, there is an increase of 14.4% in total preferences across all campuses.

The key results for 2005 to 2009 intakes are:

Overall results

Deakin increased its total preferences from 42,128 to 64,383, a 53% increase

First preferences

Deakin has increased its first preferences from 6,788 to 8,605, a 27% increase

First to Fourth preferences

Deakin has increased its first to fourth preferences from 24,680 to 32,127, a 30% increase

Ends

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