

A background graphic consisting of several colorful silhouettes of people in various dynamic poses, including jumping and running, in shades of orange, green, purple, and pink.

Predicting Enrolment Trends via *'The Enquiry Pipeline Model'*

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Hobsons Asia Pacific

AGENDA

- 1. *History of the 'Enquiry Pipeline Model'***
- 2. *Previous predictions***
- 3. *What do we think will happen in 2007?***

Outsourced enquiry management

- Monash
- Macquarie
- UniSA
- QUT
- La Trobe
- Deakin
- UTS
- Canberra
- Bond
- Newcastle
- Murdoch
- Sydney
- UQ
- Swinburne
- IBT Group
- Insearch
- ICMS



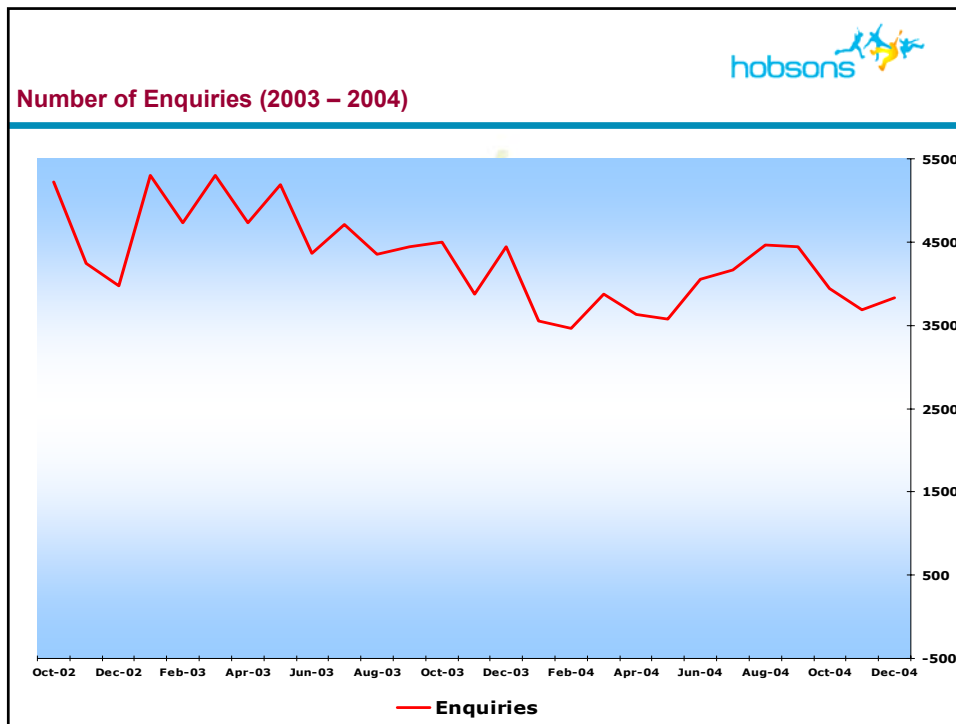
 **Queensland University of Technology**
Brisbane Australia



**Thanks to the following
universities for allowing
us to use their data.....**



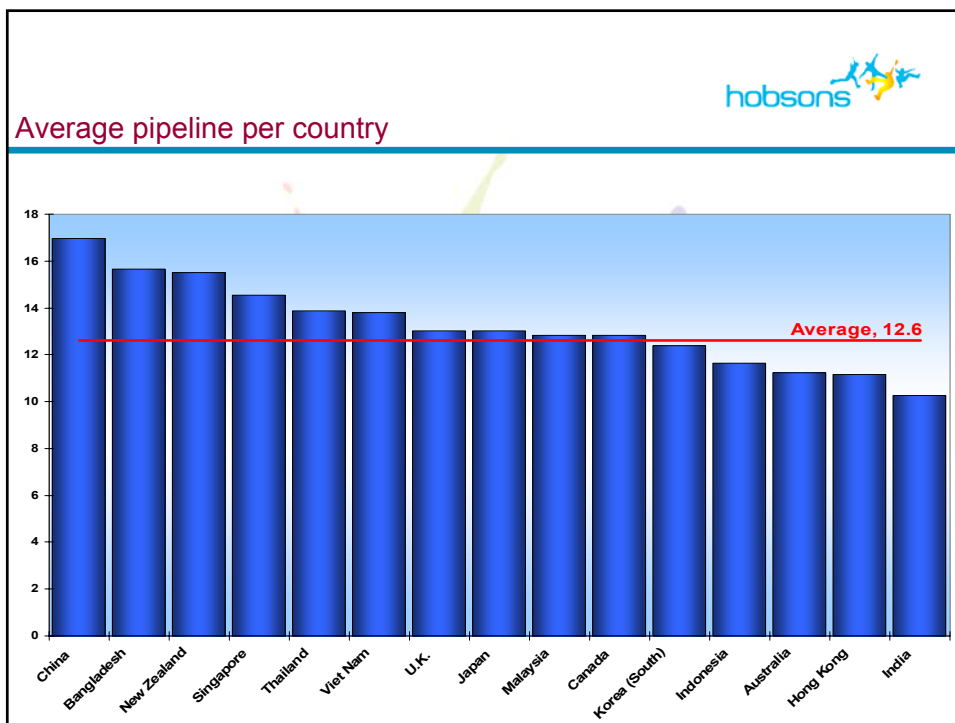
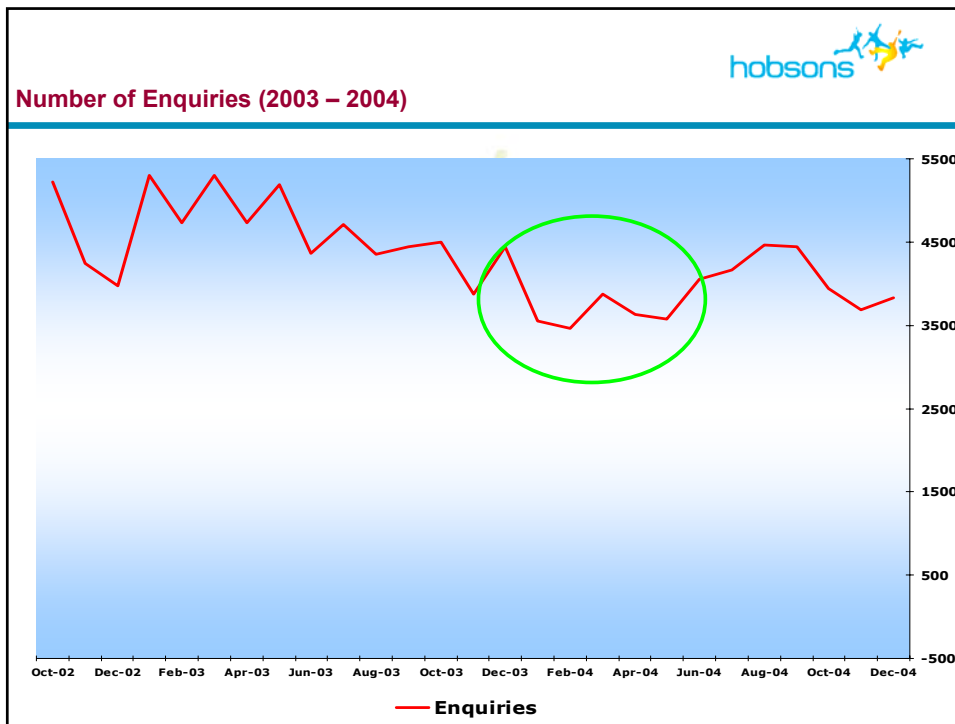
 **MONASH University**



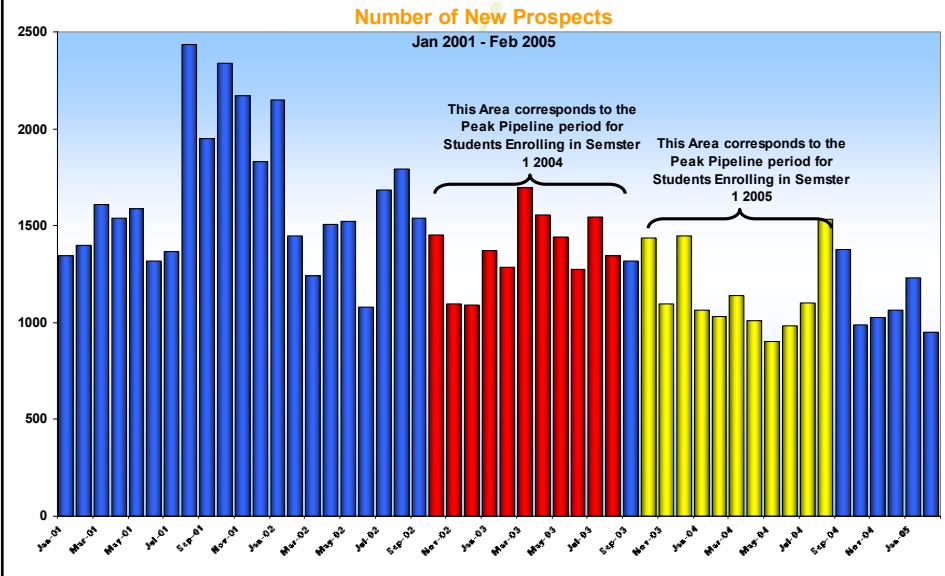
hobsons 

Semester 1 2005 saw the first enrolment downturn for 15 years!

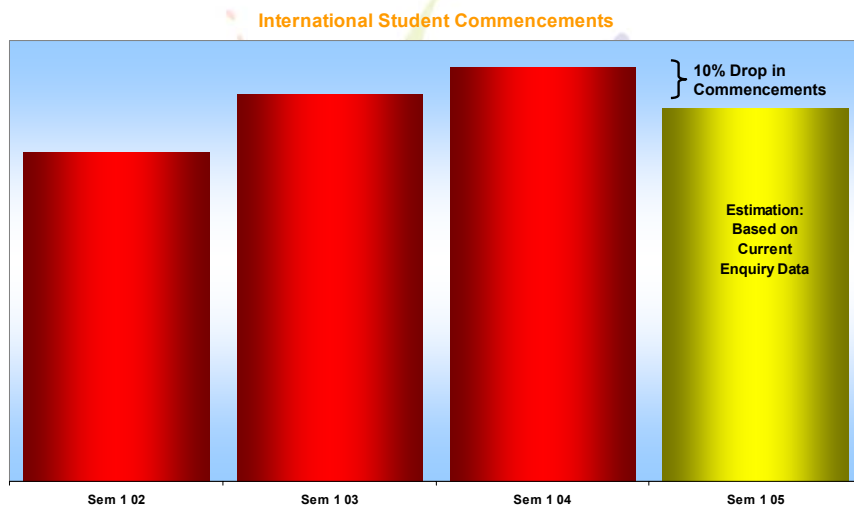




The Pipeline Model Applied



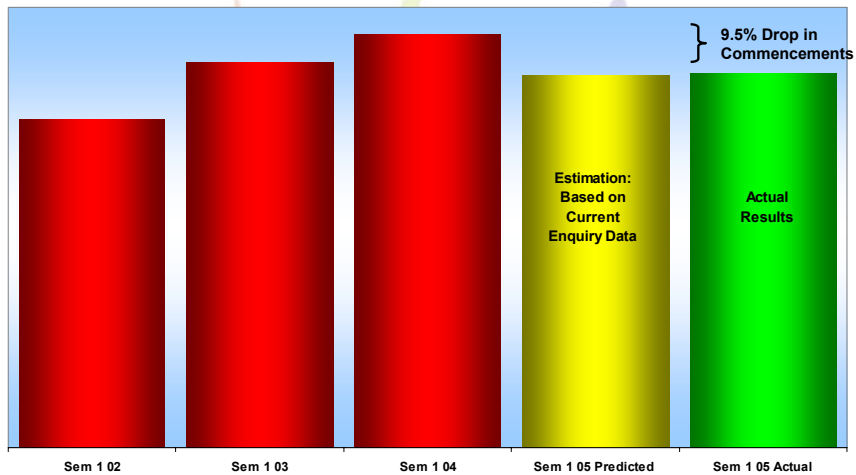
University A



University A



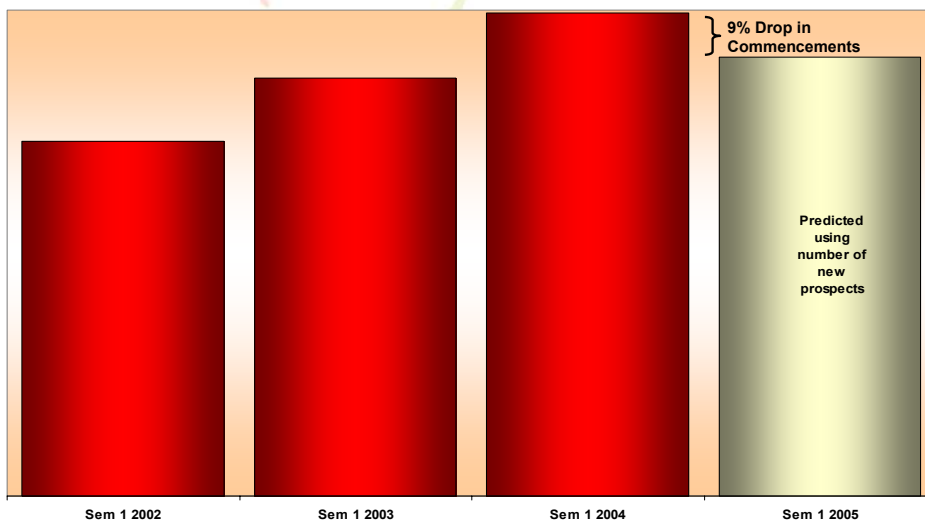
International Student Commencements



University B

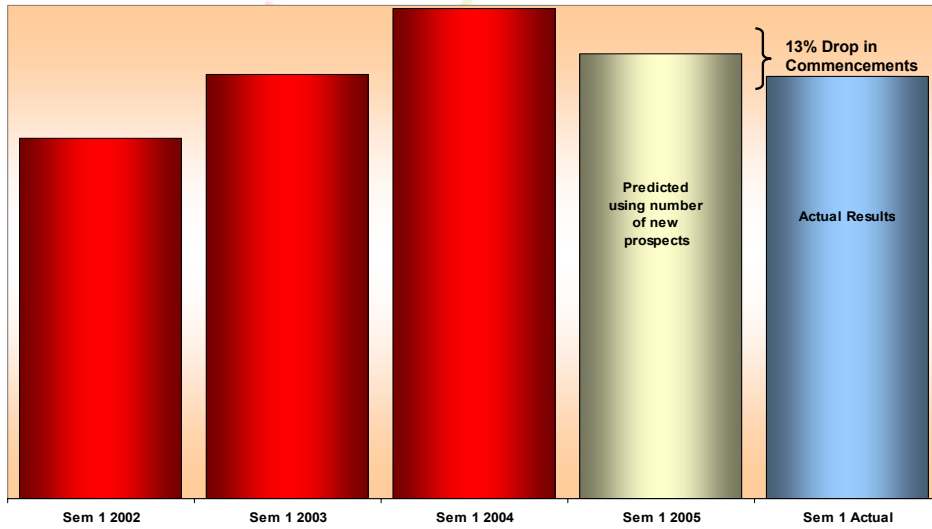


Number of International Commencements










University B

Number of International Commencements



Predictions in 2006

2006 projections and results

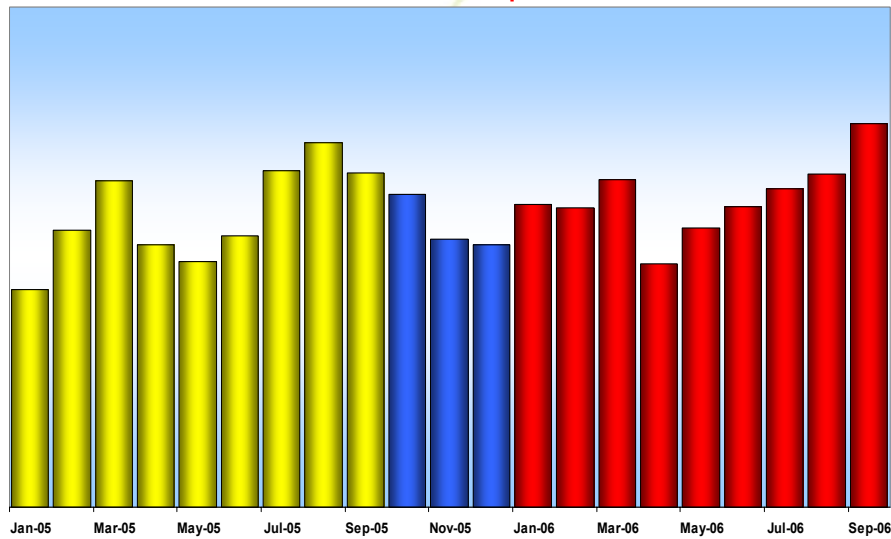
<u>Country</u>	Enquiries	Enrolments	Accurate Indication?
India	+ 12.0%	+6.6%	
Canada	+ 25.4%	+24.8%	
Malaysia	+ 18.5%	- 12.0%	
Indonesia	+ 4.6%	+2%	
United Kingdom	+ 23.7%	+23.3%	
China	- 25.4%	+8.2%	
Singapore	+ 25.4%	+11%	

79% of predictions were correct

So what about 2007?



International Enquiries



Prediction: An overall increase of
4.5%

Overall Increase for 2007 4.5%

Field of Study	Enquiries
Business Administration, Management	+ 9%
Computer Science, Information Systems	- 6%
Health, Community Services	+ 19%
Medical Science, Medicine	+ 10%
Nursing	+ 18%
Architecture, Building	+ 14%

Overall Increase for 2007 4.5%

Nationality	Enquiries
China	+ 5.5%
India	+ 4.3%
Malaysia	+ 2.0%
South Korea	+ 12.7%

India 4.3% increase

Field of Study	Enquiries
Postgraduate:	
Business Administration, Management	+8%
Computer Science, Information Systems	- 29%
Health, Community Services	+ 55%
Undergraduate:	
Business Administration, Management	+2%
Health, Community Services	+110%
Nursing	+ 140%