

## 6. Develop a digital strategy to lead a data-driven culture, enabling a scalable

### 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 (South East Asia) and young men (South East Asia) in 2019, including the new Bachelor of Science in Data Science (BSc) program. In 2020, we will focus on student scholarships, research programs and international students and learning. Following its success in 2020, the University celebrated its second Giving Day 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

Construction of the 64-megawatt UQP Solar Farm project progressed during the year with lead contractor Lendlease achieving mechanical completion in October 2019—a milestone that represents the installation of all plant and equipment including trackers, panels and inverters. This included more than 31,000 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. UQ's procurement strategy was revised during the year, with a Procurement Strategic Plan for 2019–2022 nearing completion and the Procurement Operating Model clearly articulated. The Procurement Policy framework was reviewed and enhanced to enable increased focus on strategic procurement and value for money, better governance and risk management, as well as process efficiency.

#### 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.

#### UQP art collection conservation

▶ Related initiatives for 6.5

#### 2.1 Research infrastructure

#### Financial information