

6. Develop a digital strategy to create a leading academic excellence, available to all

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 from Asia, Africa and Latin America, and targeted digital marketing to USI agencies and Developing nations. International students from 220 countries and 143 territories were enrolled in 2019, a 1.1% increase on 2018. The University's international student revenue increased by 1.1% to \$423.1 million in 2019, with a 1.1% increase on 2018. The University's international student revenue is expected to increase further in 2020.

Following the success of the Giving Day campaign, the University's Giving Day 2019 raised \$183.1 million, a 13% increase on 2018. The University's Giving Day 2019 was the most successful in its history, with 183.1% of the target raised. The University's Giving Day 2019 was the most successful in its history, with 183.1% of the target raised. The University's Giving Day 2019 was the most successful in its history, with 183.1% of the target raised.

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

The University of Queensland Procurement (UQP) has completed the procurement process for the UQP Solar Farm project, a 150-hectare solar farm in the south-western region of Queensland. The project is a joint venture between UQP and a consortium of local businesses. The project is expected to be completed by the end of 2020. The project will generate 250,000 solar panels, plus 220 kilometres of underground and 300 kilometres of above-ground electrical cabling. The project remains on track to begin generation in the first quarter of 2020.

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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.

▶ Related initiatives for 6.5
2.1 Research infrastructure
Financial information

UQP art collection conservation