

# Empowering Higher Education to Meet the Australian Universities Accord

With Anthology® Reach as the operational backbone of your student support strategy, you will be prepared not only to adapt to forthcoming guidance from the Australian Universities Accord, but also to deliver a personalised and transformative student experience.



The current higher education landscape is full of challenges, from declining enrolment to disruptive technology, compelling the Australian government to advocate for constituents. These motivations are embodied in the Australian Universities Accord (AUA) which, together with the Higher Education Support Act (HESA), shape the regulatory and funding framework for higher education in Australia.

As the AUA unfolds, tertiary education will need to quickly pivot to meet the reporting requirements the government outlines. Anthology Reach helps institutions align with the AUA by enhancing student engagement, personalisation, and data-driven decision-making—key priorities outlined in the AUA's focus on equity, lifelong learning, and improved student outcomes. With the ability to break down data silos and connect disparate systems across campus, Anthology Reach provides seamless collaboration and increased productivity by centralising data flow and enhancing operational efficiency.

## **Tertiary Education Attainment Goal:**

The Accord sets an ambitious target to increase the tertiary education attainment rate from the current 60% to at least 80% of working-age Australians (15 to 65 years) by 2050.

—Department of Education

## **Workforce Qualification Requirement:**

Per the Accord, in the coming years, 80% of the workforce will need to have completed not just high school but also TAFE or university education.

—Department of Education

## How Anthology Reach Supports Accord Priorities



**Enhanced reporting:** With the AUA emphasising new targets and reforms, Anthology Reach's robust data querying capabilities, including Microsoft Copilot's AI query assist natively available in the solution, and built-in admissions and retention dashboards, allow institutions to efficiently segment student populations and meet Support for Students Policy reporting requirements with ease.



**Compliance and flexibility:** As the AUA introduces new reporting standards, Anthology Reach provides the flexibility to adapt quickly, ensuring institutions can align their data structures with government reporting mandates even with short notice and helping institutions stay compliant with regulatory requirements under HESA and future AUA-driven reforms.



**Personalised support:** Anthology Reach enables institutions to deliver a personalised and transformative student experience through cross-functional collaboration and coordination, essential for guiding students from application to graduation. The platform supports flexible, ongoing engagement with students and alumni through robust omnichannel communication, ensuring institutions can nurture career pathways and lifelong learning opportunities in whichever communication style best meets each student's needs.



**Inclusive education:** The AUA's focus on greater access and participation for learners of underrepresented backgrounds is supported by Anthology Reach's ability to segment and analyse diverse student populations, aiding in the development of targeted support policies and enabling institutions to personalise outreach and engagement.



**Holistic student view:** Anthology Reach excels in synthesising data from disparate systems, providing a comprehensive view of each student; this holistic approach ensures no critical context is missed, enhancing the overall student experience. This includes data-driven insights to identify at-risk students early, allowing proactive interventions to improve retention and completion rates.



**User-friendly interface:** Anthology Reach's integration with Microsoft tools and business applications allows for a common experience and easy adoption, and AI assistance with Copilot simplifies daily CRM workflows for higher education practitioners. In addition, personalised dashboards can be created for each role, streamlining use of the platform.



**Alignment with industry needs:** By supporting the development of skills needed for workforce readiness, Anthology Reach helps institutions align their educational offerings with the evolving demands of the job market, as highlighted by the AUA.

Anthology Reach is your partner in navigating the complexities of the Australian Universities Accord, ensuring that your institution can deliver a personalised, data-informed, and compliant student experience. That's the Power of Together™.

Ready to explore Anthology Reach?  
Get in touch with us today.  
[anthology.com/contact-us](https://anthology.com/contact-us)

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