

EDITH COWAN UNIVERSITY

POCKET STATS 2014



★★★★★ TEACHING QUALITY
★★★★★ GRADUATE SATISFACTION
★★★★★ GRADUATE STARTING SALARY
The Good Universities Guide 2015

2014 POCKET STATS



About ECU

Edith Cowan University (ECU) provides the ideal learning environment for people who want to reach their potential.

Located in Western Australia, our industry-relevant teaching and research, supportive study environment and award-winning facilities enable ECU students to succeed in their chosen field of endeavor.

Established in 1991, ECU took the opportunity to reshape the way higher education is delivered in a distinctive and inspiring university environment.

ECU courses are developed in consultation with industry, and many teaching staff have extensive industry experience and networks. It's why ECU students can expect placement opportunities, fieldwork, practicums and networking events as part of their studies.

This approach has been rewarded with five star ratings for teaching quality, graduate satisfaction and generic skills six years in a row in the Good Universities Guide.

ECU's world-class research strives to make a difference to the community in Western Australia and beyond. ECU focuses on working with our communities, business and government organisations to solve real-world problems.

The University was named after Edith Dirksey Cowan, the first woman to be elected to an Australian Parliament. Her life was dedicated to the belief that education was the key to growth, change and improvement in society.

Her example informs ECU's values as we pride ourselves in developing capable graduates who lead engaged and productive lives in the communities in which they live and work.

At a glance

ECU has nearly 23,000 undergraduate and postgraduate students. We also annually welcome some 3,300 international students originating from more than 100 countries.

We have four faculties that collectively deliver more than 300 diverse courses – Health, Engineering and Science; Education and Arts; Business and Law; and Regional Professional Studies.

Our courses are offered on our three campuses – Joondalup and Mount Lawley in metropolitan Perth and the South West Campus at Bunbury, 200km south of the capital city. ECU also offers a comprehensive suite of online study options.

ECU incorporates the world-renowned Western Australian Academy of Performing Arts, the oldest and most popular School of Education in Western Australia, the largest Nursing program in the State and Kurongkurl Katitjin, ECU's Centre for Australian Indigenous Education and Research.

| | |
|---|-----------|
| Student Enrolments 2014 | 22,984 |
| Student Load 2014 (EFTSL) | 17,663 |
| Course Completions 2013 | 6,091 |
| Total Staff 2014 FTE | 1,772 |
| Research Income 2014 (\$'000) | 16,514 |
| Revenue 2013 (\$'000) | 389,597 |
| Expenditure 2013 (\$'000) | 356,774 |
| Operating Result 2013 (\$'000) | 32,823 |
| Capital Expenditure 2013 (Net) (\$'000) | 38,600 |
| Total Assets 2013 (\$'000) | 1,099,907 |
| Net Assets 2013 (\$'000) | 874,460 |
| Total University Land 2014 (ha) | 109.8 |

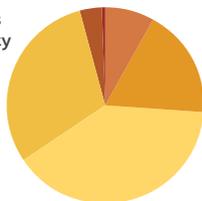
Student Enrolments¹

| | 2014 | 2013 |
|---------------------------------|---------------|---------------|
| By Gender | | |
| Female | 14,105 | 14,321 |
| Male | 8,879 | 8,984 |
| By Mode of Attendance | | |
| Full-time | 17,280 | 17,652 |
| Part-time | 5,704 | 5,653 |
| By Campus | | |
| Joondalup | 11,846 | 11,854 |
| Mount Lawley | 6,510 | 6,599 |
| South West (Bunbury) | 996 | 1,037 |
| Study Centres – International | 600 | 942 |
| Online | 3,032 | 2,873 |
| By Faculty | | |
| Business & Law | 4,526 | 4,482 |
| Education & Arts | 7,529 | 7,524 |
| Health, Engineering & Science | 9,888 | 10,176 |
| Regional Professional Studies | 946 | 1,037 |
| Other | 95 | 86 |
| By Course Level | | |
| Doctoral Degree (Research) | 458 | 471 |
| Doctoral Degree (Professional) | 5 | 9 |
| Masters Degree (Research) | 158 | 164 |
| Masters Degree (Coursework) | 2,318 | 2,303 |
| Graduate Diploma | 1,106 | 1,189 |
| Graduate Certificate | 859 | 695 |
| Bachelor Honours Degree | 139 | 149 |
| Bachelor Degree | 16,553 | 16,871 |
| Associate Degree | 39 | 58 |
| Diploma/Advanced Diploma (HE) | 18 | 22 |
| VET / Other Award | 440 | 488 |
| Enabling Course | 791 | 798 |
| Cross-Institutional / Non Award | 100 | 88 |
| Total Student Enrolments | 22,984 | 23,305 |

Notes:

1. Enrolments as at 31 March.

Students by Faculty 2014



Student Load (EFTSL)²⁺³

| | 2014 | 2013 |
|---|---------------|---------------|
| By Mode of Study | | |
| On-campus | 14,098 | 14,387 |
| Online | 3,565 | 3,429 |
| By Campus | | |
| Joondalup | 8,078 | 7,963 |
| Mount Lawley | 4,976 | 5,148 |
| South West (Bunbury) | 742 | 750 |
| Study Centres – International | 431 | 604 |
| Online | 3,436 | 3,351 |
| By Faculty | | |
| Business & Law | 3,100 | 3,211 |
| Education & Arts | 6,096 | 6,099 |
| Health, Engineering & Science | 7,740 | 7,849 |
| Regional Professional Studies | 727 | 657 |
| By Course Level | | |
| Doctoral Degree (Research) | 323 | 314 |
| Doctoral Degree (Professional) | 3 | 4 |
| Masters Degree (Research) | 86 | 95 |
| Masters Degree (Coursework) | 1,641 | 1,443 |
| Graduate Diploma | 765 | 813 |
| Graduate Certificate | 362 | 283 |
| Bachelor Honours Degree | 109 | 127 |
| Bachelor Degree | 13,202 | 13,620 |
| Associate Degree | 22 | 30 |
| Diploma/Advanced Diploma (HE) | 6 | 11 |
| VET / Other Award | 400 | 445 |
| Enabling Course | 705 | 591 |
| Cross-Institutional / Non Award | 39 | 40 |
| Total Student Load (EFTSL)⁴ | 17,663 | 17,816 |

Notes:

2. Equivalent Full-time Student Load (EFTSL): one EFTSL represents the workload of a student undertaking a full-time program of 120 credit points.

3. EFTSL is based on actual load up to 31 August and estimates thereafter.

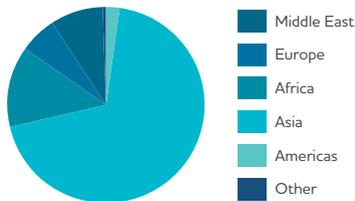
4. Due to rounding, total student load may not agree when summated.



International Students

| | 2014 | 2013 |
|--|-------|-------|
| Enrolments by Gender | | |
| Female | 1,375 | 1,632 |
| Male | 1,948 | 1,999 |
| Enrolments by Campus | | |
| Joondalup | 1,678 | 1,613 |
| Mount Lawley | 960 | 990 |
| South West (Bunbury) | 19 | 20 |
| Study Centres - International | 599 | 941 |
| Online | 67 | 67 |
| Enrolments by Faculty | | |
| Business & Law | 1,385 | 1,538 |
| Education & Arts | 309 | 483 |
| Health, Engineering & Science | 1,606 | 1,566 |
| Regional Professional Studies | 23 | 20 |
| Enrolments by Home Country Region | | |
| Americas | 83 | 105 |
| Asia | 2,292 | 2,524 |
| Africa | 448 | 545 |
| Europe | 204 | 230 |
| Middle East | 283 | 217 |
| Other | 13 | 10 |
| Total International Enrolments | 3,323 | 3,631 |
| Total International Load (EFTSL) | 2,853 | 2,948 |

International Students by Region 2014



Student Outcomes

| Course Completions | 2013 | 2012 |
|--------------------------------|--------------|--------------|
| By Course Level | | |
| Doctoral Degree (Research) | 85 | 61 |
| Doctoral Degree (Professional) | 8 | 4 |
| Masters Degree (Research) | 22 | 28 |
| Masters Degree (Coursework) | 837 | 989 |
| Graduate Diploma | 701 | 691 |
| Graduate Certificate | 406 | 511 |
| Bachelor Honours Degree | 122 | 88 |
| Bachelor Degree | 3,617 | 3,660 |
| Associate Degree | 19 | 14 |
| Diploma/Advanced Diploma (HE) | 15 | 0 |
| VET | 259 | 213 |
| Total | 6,091 | 6,259 |

| Australian Graduate Survey | Year Surveyed | | | |
|----------------------------|---------------|------|------|------|
| | 2013 | | 2012 | |
| CEQ (% Agreement) | ECU | Nat. | ECU | Nat. |
| Overall Satisfaction | 87 | 83 | 85 | 83 |
| Generic Skills Scale | 82 | 79 | 80 | 78 |
| Good Teaching Scale | 73 | 67 | 74 | 66 |
| GDS (% Respondents) | | | | |
| Further study | 23 | 27 | 24 | 27 |
| Full-time employment | 67 | 71 | 71 | 76 |

Explanation Notes for Australian Graduate Survey:

- The Course Experience Questionnaire (CEQ) and Graduate Destination Survey (GDS) are components of the national Australian Graduate Survey of all university graduates, conducted by Graduate Careers Australia (GCA).
- Graduates are surveyed 4 months after course completion, mainly around April for end-of-year completers.
- ECU has exceeded the GCA minimum Response Rate of 50%.
- The CEQ measures relate to bachelor-level graduates, both domestic and onshore international.
- The GDS Full-time employment and Further Full-time study measures relate to bachelor-level domestic graduates only.
- The CEQ measure is percent Agreement. This is the percentage of responses which score 4 or 5 on a 5-point Agreement scale.
- Full Time Employment is the percentage of domestic Bachelor course graduates in full-time employment as a proportion of all domestic Bachelor graduates in or seeking full-time work.
- Nat.: Australian National average.
- Further details on the survey and methodology can be viewed at the GCA website www.graduatecareers.com.au/.

Staff (FTE)⁵⁺⁶

| | 2014 | 2013 |
|--|--------------|--------------|
| Academic Staff by Organisational Area | | |
| Business & Law | 116 | 136 |
| Education & Arts | 263 | 258 |
| Health, Engineering & Science | 317 | 324 |
| Regional Professional Studies | 36 | 34 |
| Service Centre | 20 | 23 |
| Total | 750 | 776 |
| General Staff by Organisational Area | | |
| Business & Law | 39 | 42 |
| Education & Arts | 114 | 119 |
| Health, Engineering & Science | 151 | 158 |
| Regional Professional Studies | 11 | 14 |
| Service Centre | 707 | 747 |
| Total | 1,021 | 1,080 |
| Academic Staff by Function | | |
| Teaching and Research | 433 | 473 |
| Research only | 55 | 61 |
| Teaching only | 237 | 212 |
| Other | 26 | 30 |
| Academic Staff by Level | | |
| Professor | 54 | 53 |
| Associate Professor | 56 | 61 |
| Senior Lecturer | 157 | 169 |
| Lecturer | 484 | 493 |
| Staff by Gender | | |
| Female | 1,084 | 1,127 |
| Male | 688 | 729 |
| Total Staff⁷ | 1,772 | 1,856 |

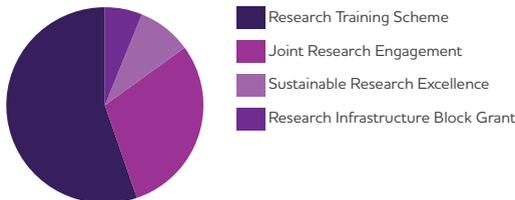
Notes:

- Academic staff include ongoing, fixed term and Sessional staff. General staff include ongoing and fixed term staff. Figures are as at last pay period of March and are actual worked FTE.
- Full-time Equivalent (FTE): a measure of staff resources expressed in terms of the number of full-time staff who would be required in a full year to perform equivalent duties.
- Due to rounding staff (FTE) may not agree when summated.

Research

| | 2013 | 2012 |
|---|---------------|---------------|
| Research Publications | | |
| Books | 9 | 8 |
| Book Chapters | 36 | 39 |
| Journal Articles | 343 | 310 |
| Refereed Conference Proceedings | 128 | 154 |
| Weighted Publications per 10 FTE | 11 | 11 |
| Research Income (\$'000) | | |
| Australian Competitive Grants | 3,372 | 2,991 |
| Cooperative Research Centres Income | 1,955 | 1,193 |
| Industry & Other Income | 5,369 | 4,920 |
| Other Public Sector Income | 5,818 | 6,324 |
| Total | 16,514 | 15,428 |
| Income per 10 FTE | 323 | 316 |
| Research Block Funding Allocation (\$'000) | | |
| Research Training Scheme | 4,583 | 4,481 |
| Research Infrastructure Block Grant | 441 | 509 |
| Joint Research Engagement | 2,579 | 2,417 |
| Sustainable Research Excellence | 709 | 710 |
| Total | 8,312 | 8,117 |

Research Block Funding Allocation



Financial (\$'000)

| Financials | 2013 | 2012 |
|--|------------------|------------------|
| Revenue | (\$'000) | |
| Commonwealth Government | 162,731 | 167,994 |
| WA Government | 13,580 | 11,796 |
| Student Tuition Fees (HECS & FEE-HELP) | 99,500 | 88,880 |
| Other Fees and Charges | 66,768 | 70,308 |
| Investment Income | 11,657 | 8,732 |
| Royalties, Trademarks and Licences | 4,588 | 7,018 |
| Consultancy and Contract Research | 5,528 | 6,251 |
| Other | 25,245 | 17,695 |
| Total Revenue | 389,597 | 378,674 |
| Expenditure | | |
| Academic Staff Salaries | 101,021 | 101,867 |
| General Staff Salaries | 115,944 | 112,676 |
| Depreciation Expenses | 23,600 | 22,267 |
| Other Expenses | 116,209 | 116,260 |
| Total Expenditure | 356,774 | 353,070 |
| Net Operating Result | 32,823 | 25,604 |
| Assets | | |
| Total Current | 202,887 | 186,215 |
| Total Non-Current | 897,020 | 915,614 |
| Total Assets | 1,099,907 | 1,101,829 |
| Liabilities | | |
| Total Current | 75,458 | 80,854 |
| Total Non-Current | 149,989 | 156,942 |
| Total Liabilities | 225,447 | 237,796 |
| Net Assets | 874,460 | 864,033 |

ECU's Purpose, Vision & Values

Purpose

To further develop valued citizens for the benefit of Western Australia and beyond, through teaching and research inspired by engagement and partnerships.

Vision

For our students, staff and graduates to be highly regarded internationally as ethical and engaged contributors to more inclusive, sustainable and prosperous communities.

Values

We value:

Integrity – behaving ethically and pursuing rigorous intellectual positions.

Respect – valuing individual differences and diversity.

Rational inquiry – motivated by evidence and reasoning.

Personal excellence – striving to realise potential.

Strategic Priorities

- To create positive outcomes in our communities through mutually beneficial engagement.
- To deliver accessible world-class education and an enriching student experience.
- To enhance the personal and professional outcomes of graduates.
- To strengthen research capability, capacity, translation and impact.
- To enhance organisational resilience, sustainability and reputation.





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