PhD opportunities – transforming Australia’s Food Science Industry

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Product

10 PhDs at UQ in the areas of food science and/or technology, health and nutrition, consumer and sensory science, food chemical engineering, agribusiness, supply and value chain logistics.

Aim

To produce industry engaged PhD students who can help the Australian food industry innovate and respond to a demand in Asia’s expanding market.

Key Messages

Long

The Australian food industry has outstanding opportunities to create, engineer and market healthier foods, and to respond to a surging demand from Asia’s expanding market. However, in order to achieve this it requires a highly skilled workforce who can link technological innovation to business. You can be part of the solution by researching innovative approaches to address these challenges.

The University of Queensland, in partnership with the Australian Food and Grocery Council, is offering 10 fully funded PhD scholarships to the value of $28,715 per year as part of the ARC Agents of Change Industry Transformation Training Centre program.

Students interested in pursuing research in the areas of food science and/or technology, health and nutrition, consumer and sensory science, food chemical engineering, agribusiness, supply and value chain, and business leadership are encouraged to apply. If you have an Australian Postgraduate Award, it will be topped up to $28,715 per year.

You will be part of a ground-breaking new PhD training program working collaboratively with industry and world-leading University of Queensland researchers on a project that will transform Australia’s food industry. As part of the program you will undertake at least 6 months of research experience within your partner company, receive additional training in commercialisation, and undertake studies in leadership with the UQ Business School.

For further details please contact please contact Prof Melissa Fitzgerald to submit an expression of interest m.fitzgerald2@uq.edu.au.

Short

The University of Queensland, in partnership with the Australian Food and Grocery Council, is offering 10 fully funded PhD scholarships to the value of $28,715 as part of the ARC Agents of Change Industry Transformation Training Centre program, and top-ups to holders of an Australian Postgraduate Award.

You will be part of an innovative new PhD training program working collaboratively with industry and world-leading University of Queensland researchers on a project that will transform Australia’s food industry. As part of the program you will undertake at least 6 months of research experience within your partner company, receive additional training in commercialisation, and undertake studies in leadership with the UQ Business School.

For further details please contact please contact Prof Melissa Fitzgerald to submit an expression of interest m.fitzgerald2@uq.edu.au.
Facebook
Transform Australia’s food industry with a PhD in food sciences at UQ, mentored by industry and world-leading researchers.

LinkedIn
Transform Australia’s food industry with a PhD in food sciences at UQ.

Target

Primary
Domestic students able to research in an area of interest to the Australian food industry.

Secondary
International students willing to research in an area of interest to the Australian food industry.

Design


## Media

<table>
<thead>
<tr>
<th>Channel</th>
<th>Period</th>
<th>Cost</th>
<th>Audience</th>
<th>Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grad School Website</td>
<td>Nov 13 – 17 Jan 14</td>
<td>$0</td>
<td>Prospective UQ PhD students</td>
<td>Google Analytics</td>
</tr>
<tr>
<td>Agents of Change Program Website</td>
<td>Nov 13 – 17 Jan 14</td>
<td>$0</td>
<td>Landing traffic</td>
<td>Google Analytics</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Nov 13 – 17 Jan 14</td>
<td>$2.30 per click Max spend $1,000</td>
<td>18 – 34 who have attended an Australian University (particular interests/skills?)</td>
<td>LinkedIn reporting</td>
</tr>
<tr>
<td>Facebook</td>
<td>Nov 13 – 17 Jan 14</td>
<td>$1.10 per click Max spend $750</td>
<td>Australian University students/graduates aged 21 ~ 35</td>
<td>Facebook Insights</td>
</tr>
<tr>
<td>PhDSeek.com Link</td>
<td>Nov 13 – 17 Jan 14</td>
<td>$0</td>
<td>Potential PhD candidates</td>
<td>Tracking Link - Bitly</td>
</tr>
<tr>
<td>PhDSeek.com Link</td>
<td>Nov 13 – 17 Jan 14</td>
<td>$0</td>
<td>Potential PhD candidates</td>
<td>Tracking Link - Bitly</td>
</tr>
<tr>
<td>JASON.edu</td>
<td>Nov 13 – 17 Jan 14</td>
<td>$0</td>
<td>Potential PhD candidates</td>
<td>Unable to track</td>
</tr>
<tr>
<td>UQ Jobs Website</td>
<td>TBA</td>
<td>$0</td>
<td>Potential UQ PhD candidates</td>
<td>UQ Jobs website</td>
</tr>
<tr>
<td>Seek.com</td>
<td>TBA</td>
<td>$0</td>
<td>Potential PhD candidates</td>
<td>TBA</td>
</tr>
<tr>
<td>Food Australia Magazine</td>
<td>December Issue</td>
<td>$0</td>
<td>Potential Domestic PhD candidates from industry</td>
<td></td>
</tr>
</tbody>
</table>
Evaluation

The key method of evaluation will be the number of completed Expressions of Interest. However, to assess the reach of each marketing channel a number of other metrics will be employed.

- Clicks through to website
- Simple online EOI’s completed
Results

The Graduate School worked with Prof Melissa Fitzgerald to use social media and the web as a method for advertising these PhD scholarships.

While a number of channels were used, paid advertising was targeted at a domestic (Australia/New Zealand) audience. The results of this can be seen in the large number of visits from those countries to the landing page. However, final applications were overwhelmingly from international candidates.

The Graduate School believes this indicates an interest from the domestic market in the scholarship opportunity, but that the timing of the campaign (falling after the largest domestic scholarship round) and the short time span between the start of the campaign and the closing of applications was in part responsible for the poor response rate from the domestic markets. A recent survey by the Graduate School indicates that students take around 3~6 months to decide upon undertaking a research higher degree.

Results of the various channels used during the campaign, where available, are detailed below.

Grad School Website
/grad-school/food-science-phd-scholarship

Unique page views: 1,236
Avg. time on page: 2:14 min
People who interacted with the site: 31.91% of visitors

There was an initial spike in visits to the page when the campaign launched. However, over the Christmas/new year period the number of visits fell. This was likely in part due to the holiday period and a result of the pause in the LinkedIn campaign, which reached maximum spend and had to manually be extended. See LinkedIn below.

Traffic to the page came from 46 different sites. The top five traffic source sites were:

1. LinkedIn.com
2. Facebook.com
3. Google
4. Direct link (landing on: /grad-school/food-science-phd-scholarship)
5. science.uq.edu.au
6. jason.edu.au
7. phdseek.com
8. Yahoo
9. scholarships.uq.edu.au
10. baidu
There were visitors from 59 countries in total. The majority of page views (65.68%) came from within Australia. The other most significant countries were:

<table>
<thead>
<tr>
<th>Country</th>
<th>Page views</th>
<th>Unique page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Australia</td>
<td>957 (65.68%)</td>
<td>139 (11.25%)</td>
</tr>
<tr>
<td>2. New Zealand</td>
<td>163 (11.19%)</td>
<td>139 (11.25%)</td>
</tr>
<tr>
<td>3. Vietnam</td>
<td>41 (2.81%)</td>
<td>29 (2.35%)</td>
</tr>
<tr>
<td>4. United States</td>
<td>29 (1.99%)</td>
<td>28 (2.27%)</td>
</tr>
<tr>
<td>5. China</td>
<td>25 (1.72%)</td>
<td>21 (1.70%)</td>
</tr>
<tr>
<td>6. India</td>
<td>25 (1.72%)</td>
<td>18 (1.46%)</td>
</tr>
<tr>
<td>7. Pakistan</td>
<td>21 (1.44%)</td>
<td>17 (1.38%)</td>
</tr>
<tr>
<td>8. Philippines</td>
<td>18 (1.24%)</td>
<td>17 (1.38%)</td>
</tr>
<tr>
<td>9. Nepal</td>
<td>14 (0.96%)</td>
<td>11 (0.89%)</td>
</tr>
<tr>
<td>10. United Kingdom</td>
<td>11 (0.75%)</td>
<td>9 (0.73%)</td>
</tr>
<tr>
<td>11. Indonesia</td>
<td>11 (0.75%)</td>
<td>7 (0.57%)</td>
</tr>
</tbody>
</table>

**Agents of Change Program Website**
No data available

**LinkedIn**
Impressions: 1,292,478 (Impressions = number of times the add was shown to LinkedIn users)
Clicks: 490
Click though rate: 0.038%
Avg. cost per click: $2.13
Daily budget: $50.00
Total cost of the LinkedIn campaign: $1,045.38

During the Christmas/New Year period there was an issue with the payments not going through. This is illustrated on the graph above.
Facebook
Campaign reach: 35,644
Clicks: 220
Website clicks: 147
Click though rate: 0.549%
Avg. cost per click: $0.84
Set budget: $300.00
Total cost of the Facebook campaign: $123.75

Advert version 1 that appeared in the news feed was significantly more effective than the other ad placements, reaching 26,546 people and with a CTR of almost 1%.

PhDSeek.com
Generated 0.82% of total page views. This low response may be explained by the fact that the campaign commenced post a major scholarship round. This applies to JASON.edu also.

JASON.edu
Generated 1.44% of total page views.

UQ Jobs Website
Not Available

Seek.com
Generated 0.07% of total page views on the Graduate School site. However, it was not necessary for students to visit the Graduate School Site to gain further information and apply.

Food Australia Magazine
No data available. It is recommended that print adds use a trackable link for accessment.

Outcome
Expressions of interest via vision6 web form: 106
Applications: 60 International, 9 Domestic