

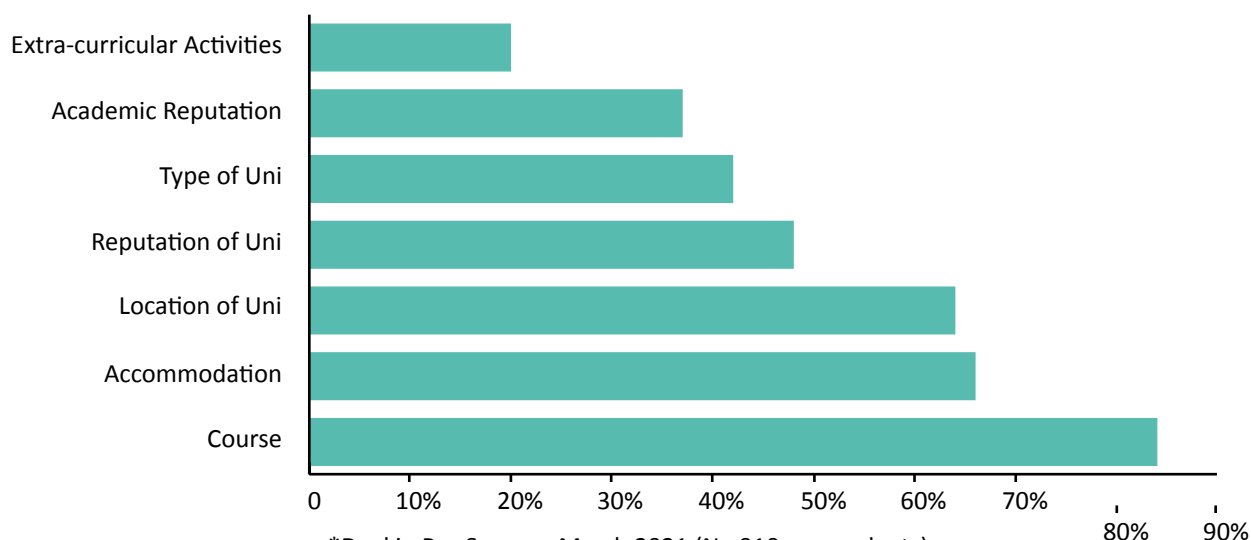
# Why Accommodation Matters

Deciding where to live whilst studying is a critical and influential part of students' decision making and a vital part of the student experience. Students are looking for safety, security, comfort and convenience - a second home where they can develop independence, thrive academically, and develop as individuals.

Recent research highlights that for international students, living environment is one of the biggest driving factors for studying in Australia. Similarly, for local students required to live away from home, accommodation was found to be "... more important in the decision about where to study than location and extra-curricular activities (Global Student Living Market Insight Report 2019)."

Research conducted internally by Deakin Res discovered similar findings. In a recent survey (March 2021), accommodation was indicated as participants' second highest consideration when deciding to attend university, immediately following course of study.

**"What factors were most important to you when deciding to attend university?"**



\*Deakin Res Survey - March 2021 (N= 910 respondents)  
Respondants selected all which applied.

## Accommodation remains such an important factor in students' decision making for four key reasons:

### 1. Convenience:

Students see great value in living within walking distance to university facilities and amenities. Such proximity enables students to access to the library and study spaces at off-peak times, make the most of university services (gyms, counselling, medical centres), and to avoid wasted travel time and costs.

### 2. Community and Culture:

Students continue to view moving away from home to study as an important rite of passage, and when considering accommodation choices, are keen to immerse themselves in the entire university experience. This includes electing to live within a student friendly location, feeling part of a community of learners, and being surrounded by others with shared experiences, whilst having access to a program of events and activities tailored to their interests and needs.

### 3. Comfort:

More so now than ever, safety and security have become an increasing priority for students, impacting heavily on their learning and overall university experience. Student accommodation offers many extra safety features – 24/7 service, specialist support staff, state-of-the-art security systems, individually lockable bedrooms, and a raft of other additional health and safety measures to ensure students wellbeing.

### 4. Cost:

Access to affordable housing is a key enabling factor in many students' ability to move away from home to attend university. Student accommodation presents excellent value for money compared to private rentals, with the inclusion of all furnishings, utilities, internet and other essential items. The simplicity of all-inclusive billing arrangements, preventing potential friction with flat mates, is also of immense value.

## Emily Brown, Deakin Resident, Waurin Ponds Campus



Emily Brown is a second year studying a Bachelor of Psychological Science at Deakin. Originally from Mount Gambier in South Australia, Emily notes that as someone from a regional area, and who had never lived alone and away from home before, accommodation was incredibly important in her decision making, and in her choice of university.

Having explored her options as part of Deakin's Open Day, Emily notes that "living on campus seemed like the best fit," and that positive reviews from others who had lived on residence also encouraged her to apply. She highlights, "... both my parents were involved in the decision-making process and my mum was a huge support. She not only came to Open Day, but also accompanied me to university information nights and collected research from several universities. In the end we both agreed on Deakin and now here I am!"

Emily notes that she took into account a number of factors when making the decision that on-campus accommodation was her preferred option.

"The main reasons were affordability and convenience."

"I could walk to classes and my rent covered all other expenses aside from food, which wouldn't have been the case if I'd gone through a private landlord. I also loved how beautiful the Geelong Waurin Ponds campus is and the minute we finished the tour of res my mum and I looked at each other and knew straight away this was the perfect choice. It felt very welcoming even before I was accepted and has lived up to that expectation tenfold!"



**If you or your students are interested to know more about the opportunities available to live on campus at Deakin in 2021, 2022 or beyond, please contact [www.deakin.edu.au/live](http://www.deakin.edu.au/live)**

## References

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Laura is responsible for the design, development, coordination and continual enhancement of the student experience at Deakin Res, throughout the journey from high school, pre-arrival, orientation and transition and on-campus experience through to alumni engagement. Laura is widely regarded as an industry expert in the theory, planning, and delivery of exceptional student experiences, having honed her skills over the course of a career spanning two decades and multiple higher education institutions.