

Statement of Purpose (SOP) - Some recommended content

Tips:

- All SOPs need to be **written by the applicant** in their own words and **signed, dated with their NAME** printed in capitals.
- Must be to the point and directly relevant information and **no longer than 3 pages**.
- SOPs must be written by the student, individually tailored without copying exact text from websites or marketing documentation, as this will cause them to be assessed as non-genuine.

SOP's should include, but not limited to, the following:

- 1. Reasons you are choosing to undertake the course of study specified in your application:**
 - a. Include how it relates to your career path, showing progression through programs
 - b. In most instances, applying for the same level program is not approved, so if this were the situation, a very strong case would need to be put forward, with practical examples of why this application should be allowed to have a special exemption.
- 2. Reasons you are choosing the education provider in Australia, specified in your admission and student visa applications:**
 - a. Research and explain at least three (3) other providers and courses, with comparative information (include financial and academic information) for coming to your decision to study at Southern Cross University (not just list).
- 3. Reasons you are choosing the specific campus:**
 - a. Explain why you have chosen a specific campus over another and the benefits of this choice to you.
- 4. Reasons you are choosing to study in Australia rather than in your home country:**
 - a. Need to explain three (3) other providers of these types of courses in the home country, fees, academic outcomes, including how long it takes for professional registration (e.g. accountant).
- 5. Reasons you are choosing Australia over other countries:**
 - a. Why Australia, consider at least two (2) other countries study options with reasons.
- 6. What is the relevance of your selected course of study in Australia to your previous academic and/or employment background:**
 - a. Why did you select this course considering your previous academic and/or employment?
- 7. Relevance of your selected course of study to your future educational and/or career plans:**
 - a. How will this Australian qualification benefit your future career? What are your future career goals over the next **5 years**, and future enhanced remuneration in your home country? Are there opportunities in Australia for legitimate post-study work, before returning home, to get relevant experience and extra money?
 - i. If significantly improved employment circumstances and remuneration is indicated in an SOP, then this needs to qualify by actual examples of the position, employer and remuneration. The return-on-investment, is how you will be able to gain potential increased income and any personal and professional rewards, after completing your course.
- 8. Explanation for any gaps in study history or work:**
 - a. All work history needs to be backed up by letters, on official company letterhead from employer attesting to the statements given, including position and dates worked. Note, that workplace letters must be authentic with all registered company details, phone numbers, emails and signed by a company executive or delegate, with their name printed. A detailed job description should also be attached.
- 9. Describing your ties to your home country:**
 - a. Why do you need to go home after studying your course in Australia?
 - b. Explain your family or business ties or responsibilities in your home country.