

AIEC 2015 Review

Panel: Is international education really global,
resilient and sustainable?
Dr. Thompson
NAFSA-Association of International Educators
Shahine Fahay, Ernst & Young
Dr. Rivzi, The University of Melbourne
Dr. Walk, Wageningen University



www.aiec.idp.com

AIEC 2015 Review

The Australian International Education Conference 2015 (AIEC), held in Adelaide from 6 to 9 October, attracted 1100 delegates from Australia and around the world. In total, 38 countries and 380 organisations were represented, with 18% of delegates coming from overseas.

About 37% of delegates were attending AIEC for the first time. Interestingly, 3% of delegates had one year or less of experience in international education, 20% of delegates indicated they had been involved for more than five years and 42% for more than 10 years. This wide range of experience and knowledge among delegates ensured that new ideas and expert advice flowed freely within conversations throughout the conference.

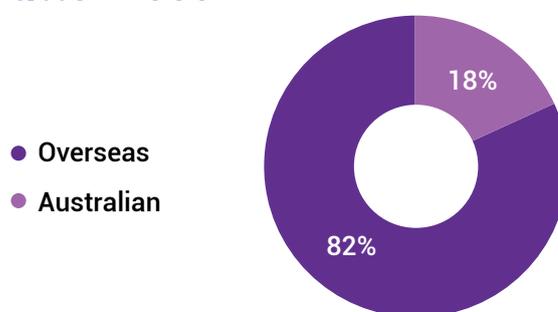
The program's 80 sessions comprised 10 workshops, one roundtable, five plenaries and 64 concurrent sessions. The world-class array of speakers included more than 200 people from 18 countries.

The conference theme, 'international education: global, responsible, sustainable', was explored in many of the sessions, including the high-level panel of experts on Wednesday morning. Diversity, unity, hope, responsible growth, quality of education, employability, and the social contribution of students were only some of the topics covered. Student employability and career outcomes, emerging markets and the importance of connecting personally with students were also top of mind. Through a range of different formats, such as panel presentations and discussions, expert presentations, interactive café sessions and posters, delegates listened, debated, shared and learnt about issues, trends and challenges facing international education today.

The professional development opportunities offered through the program were complemented by engaging and fun networking functions and a buzzing exhibition.

We look forward to building on the success of the 2015 conference and delivering another stimulating event to the international education industry when we all meet again in Melbourne in October 2016.

Australian vs. overseas attendees

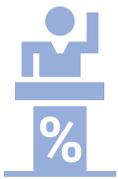
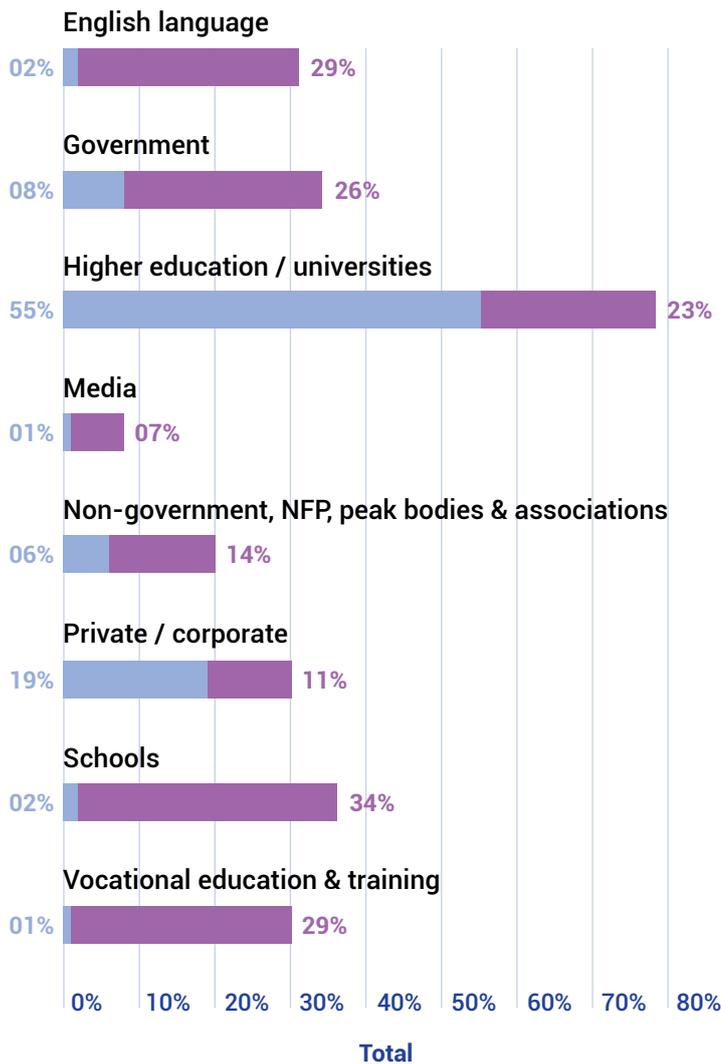


Top countries

- 1 Australia
- 2 New Zealand
- 3 United Kingdom
- 4 India
- 5 China
- 6 Malaysia
- 7 United States
- 8 Netherlands
- 9 Indonesia
- 10 Philippines



Delegates by type of organisation / sector interest

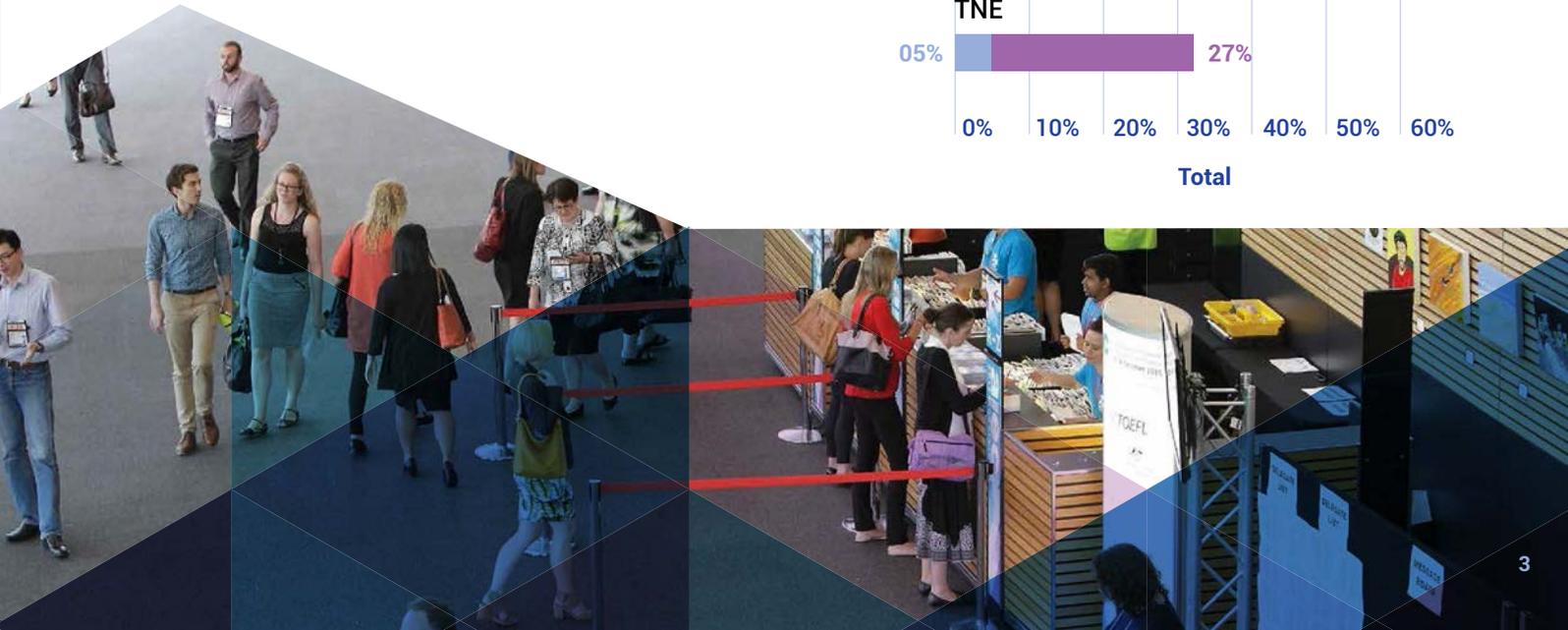
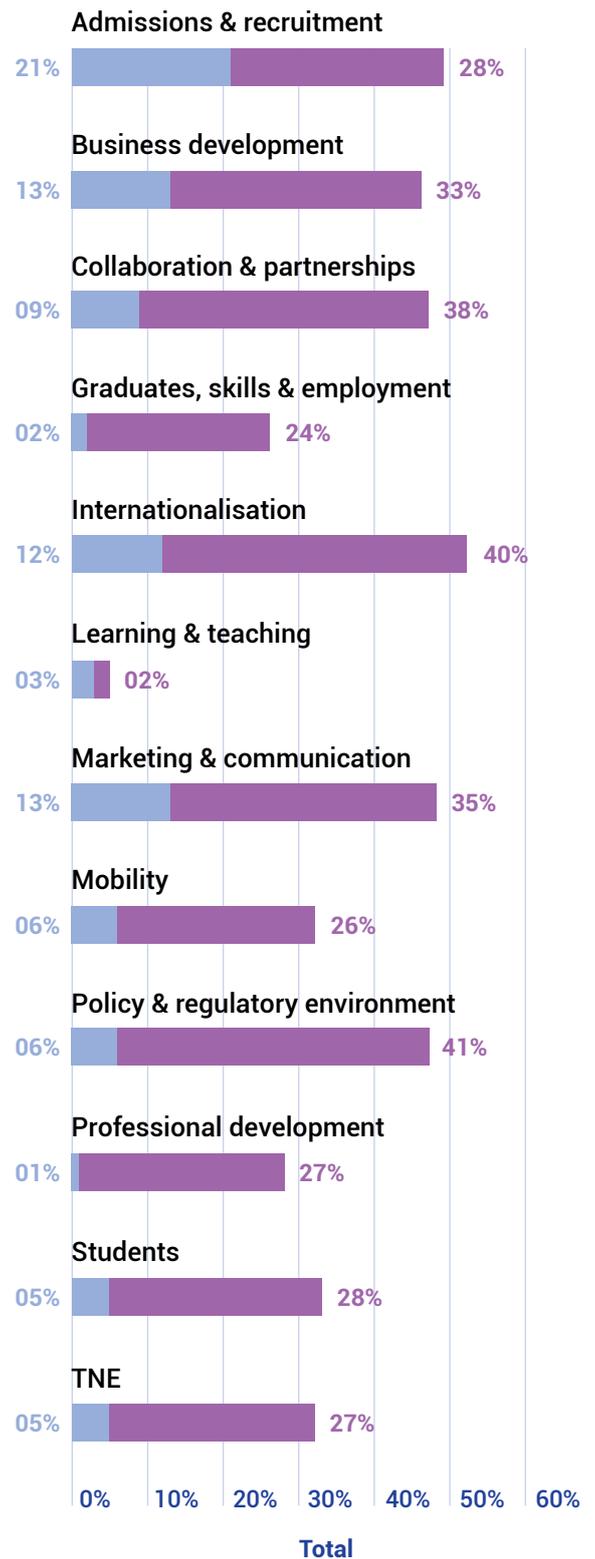


Primary



Other mentions

Delegates by key interest area



New at AIEC 2015

Improved conference app

Delegates loved the new and improved conference app, which allowed them to browse through session descriptions, view speaker profiles and photos, connect through social media and friend requests, rate sessions and pre-book their table at the conference dinner.

Environmentally sustainable initiatives

AIEC 2015 did away with the full print program and satchel in an effort to be more environmentally friendly. It was also an element of our response to delegate requests for a more interactive platform to explore the program and allow people to connect digitally as well as in person. The only printed material was a small, user-friendly pocket planner that fitted neatly into the delegates' pocket badge holders. The program was also available online for those who did not want to download the app. Instead of satchel inserts, we offered our sponsors and exhibitors the opportunity to place an electronic insert in our 'virtual satchel', hosted on the conference website.

The response was very positive and we will continue to explore other conference improvements that will enhance environmental sustainability without compromising the delegate experience.



'Ideas wall'

Many of the ideas, conversations and tweets at the conference made it onto the 'ideas wall' in the Exhibition Hall. A new initiative, the ideas wall provided an opportunity to express through words and images the essence of the conference.



Cultural Competence
@culture_comp



We shared some food for thought at the ideas wall #AIEC2015 studyaustraliaapp.com — feeling inspired at Adelaide...
fb.me/1SkZxNxUd

AIEC's 'first' First-timers Networking Function – sponsored by Bupa

Recognising that about 35% of delegates at AIEC 2015 were attending for the first time, we organised a special welcome and networking event for first-timers to kick-start their networking and make connections with other newcomers. The event was a huge success and will be repeated at AIEC 2016.





Mr Peter Thompson
Dr Fanta Aw, NAFSA: Association of In
Prof. Stephanie Fahey, Ernst & Young
Prof. Fazal Rizvi, The University of Me
Prof. Arjen Wals, Wageningen Univers
Dr Peter Ellyard, Futurist



Program highlights

AIEC 2015 focused on the challenges facing international education in its desire to contribute to a sustainable, harmonious, just and global community plus the sustainability of the industry itself. The program challenged our motivations and our practices as international education professionals and encouraged us to explore the role of international education in fostering responsibility and sustainability at the global, regional, national and institutional levels. How can we best sustain our industry to ensure the broader sustainability of the world and its communities in the 21st century.

Keynote speakers inspired delegates to think and engage in meaningful dialogues about the sustainability of international education and our responsibilities as professionals in this industry.

Q&A Panel

The opening plenary session on Wednesday, which discussed this year's theme 'Is international education really global, responsible and sustainable?', was moderated by Peter Thompson. Five distinguished panellists answered delegate questions on a range of thought-provoking topics that set the scene for the next three days.



Go to our AIEC YouTube channel @aiecvideos to watch this session and other highlights of the conference.



Phoebe Wynn-Pope

“The education task required by states fulfils a crucial role in building strong, stable, caring and compassionate societies.”

“Cynicism, it seems, may be a luxury available to those of us who have not experienced armed conflict, but that’s no excuse for complacency. [...] Education links directly to Australia’s role on the global stage.”

“None of us can say with certainty that we will not experience war in our lifetime.”



Governor of South Australia, His Excellency the Hon Hieu Van Le AO

“We fled Vietnam with little more than our lives, a shirt on our backs and an invisible suitcase filled with dreams.”

“I wholeheartedly support international education because of the people-to-people, cross-cultural linkages that are fostered. Even when these linkages are not retained, over the long period of time, what is retained is the enhanced cross-cultural understanding, and without doubts, much of the goodwill between Australia and the homeland of the visiting students.”

“Only through genuine mutual understanding and respect between people will there be a sustainable, peaceful, harmonious, inclusive and just world.”



Arjen Wals

“How can we create an education system that doesn’t just focus on accelerating the economy but can educate people with people and planet in mind? The world of business is responding to these challenges, but often this is not so much from an intrinsic motivation to do better things, but to optimise their business or growth. The drive to consume is infinitely greater than the drive to sustain in our society.”

“The time we live in is marinated in uncertainty, ambiguity, contested knowledge, erosion of truth. Science is no longer the authority of truth. It’s become an opinion in a public debate.”

“We need new forms of learning, we need to be bold and transcend our disciplinary way of thinking. Without social cohesion it’s very difficult to utilise diversity, in fact, it could get in the way. If you don’t have cohesion, but you have a diverse group of people, it could lead to conflict and actually undermine learning. A young child who is born doesn’t see the world in boxes, the world unfolds holistically. [...] We need disruptive capacity if we are going to change these stubborn routines.”

“When we talk about sustain-‘ability’, what is it that we are ‘sustaining’? And what is it that we are maybe weakening? What ‘abilities’?”

Signing of the London Statement

Senator Birmingham announced at AIEC that all the peak bodies representing the industry had signed the London Statement, which is the latest development in the Australian Government’s project with IEAA to create an agent quality framework.

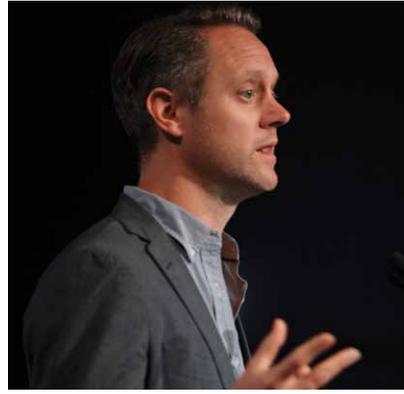




Kirsty Sword-Gusmao

“ We must be aware that one of the damaging consequences of an increasingly interconnected and globalised world is the tendency of peoples in small islands and developing states such as Timor-Leste to equate economic prosperity and job security with assimilation of the values of a global culture, including acquiring a dominant prestigious language such as English. [...] So much local cultural knowledge is encoded in the disappearing languages of the world.”

“It troubles me that students in Australia spend only half as much time on language learning as most students in other OECD countries. [...] Language learning is the key also to cross-cultural awareness and understanding.”



Stephen Oliver

“ It’s a very exciting time to be telling stories on screen. [...] People should never underestimate the power communities have as catalysts for positive social change. While storytelling and film and television can provoke the interest and raise the awareness, it’s up to communities and people with strong social networks, once they’ve seen these stories and heard the messages, to spread the word. Education and stories are an extremely powerful combination: let’s use them together to make the world a better place.”



Minister for Education, The Hon. Simon Birmingham

“ This is an esteemed gathering discussing how international education must be global in its outlook and reach, must be responsible in its approach, and must be sustainable in the way it engages with the world.”

“International education makes a massive contribution to Australian society, to our culture, to our international standing and to our economic prosperity. It provides huge benefits to all students and their communities. It must be sustainable in a two-way, mutually beneficial arrangement for it to succeed into the future.”

“I’m confident that by working together, by finalising the international education strategy, by ensuring its implementation, by keeping the lines of communication across education, industry and government open, we can maintain the strong community support we have in Australia for international education. We can enhance our positive global reputation as a world leader, [we can] continue to grow this \$18 billion industry, and [we can] continue to provide greater opportunities for the countries in our region and across the world to grow their own capabilities, to become more resourceful, more sustainable, more prosperous countries with whom we will continue to then enjoy even greater and stronger relations in the future.”

Café sessions

The program included six café sessions where delegates had the opportunity to discuss, share, compare and learn from their peers in a more informal setting. In particular, the session facilitated by the team from The PIE News allowed delegates to speak to international students who were present at each table and quiz them on a particular stage of their journey as international students. The feedback from this format has been very positive and we will continue to encourage more of these discussion-based sessions in future programs.



Closing Plenary – Annabel Crabb interviews Senator Penny Wong

In the Closing Plenary, Annabel Crabb interviewed Senator Penny Wong on a range of subjects, from racism she experienced growing up, her sense of Australian identity, her decision to become a politician, her views on international education, education reform and multiculturalism in Australia, to a funny but insightful 'behind the scenes' account of the filming of the kitchen cabinet episode where we learnt that Annabel had in fact dropped the now-famous mandarin-crème brulee.



Senator Penny Wong

“We shouldn't just think of international students as an economic benefit; we have to make sure we position ourselves as providing the best offering to them and to local students. That has to be one of the central agendas of any reform of post-secondary education.”

“International education is [...] important in terms of our own integration and engagement in the region. People who have come to Australia and studied here and then gone back to whichever part of the region they are from, they are an

enormously important potential resource for Australia; that is, people who have hopefully not only knowledge of us, but also reasonable goodwill towards us. Those partnerships are things we need to keep building on.”

“Globalisation of our economy will only continue. So, the more capability we can inculcate and foster in our own population, more capacity to work cross-culturally, more capacity for other language speaking, they are intrinsically important economic and social resources for us.”

“We are the most successful multicultural society in the world.”

Annabel Crabb

“One thing I now have to confess to Penny, face-to-face, is that I think I only passed the subject of evidence at law school because somebody gave me a photocopied set of her notes. The thing about Penny is that, apart from having a mind like a steel trap and a great ability to condense tricky legal concepts into comprehensible sentences, she also had really 'neat' handwriting!”

Poster sessions

Eleven posters were displayed in the Exhibition Hall for the duration of the conference. Posters were grouped by key interest areas into 'poster sessions', which were presented in the Speakers' Lounge and scheduled concurrently with other sessions on Wednesday and Thursday. This style of presentation allowed for meaningful and personal interactions between delegates and speakers.



Kate Moore
@KateMooreAIC

Follow

Terrific format to feature #AIEC2015 poster sessions. Wonderful start to this year's conference in Adelaide!

Countries 'in focus'

The 'in focus' series of panel sessions offered an overview of the landscape in six countries to help inform institutions' international education strategy. The program showcased emerging markets (Nigeria, Qatar and Kuwait) and more established markets where there have been new and recent developments (India, Japan and Brazil). These sessions were particularly valuable for delegates working in admissions and recruitment, marketing and communications, transnational education and collaborations and partnerships.



Anne Bright
@ac_brite

Follow

Kuwait wants a study on why their students fail in our pathways programs #AIEC2015



Arlene Griffiths
@ArleneGriffiths

Follow

Nigeria is forecasted to be in the top top onshore markets for Australia #aiec2015 @IDPEducationUK



Program for schools

Recognising that there is a small representation from the school sector at the conference, but also a significant interest from all delegates in school issues, the program featured a special 'schools stream'. Some sessions were built specifically to meet the needs of people working with international students in the schools sector, with topics such as global citizenship, quality and compliance and student case studies in Victoria and South Australia.

New to international education? The essentials of international education explained

This fun and interactive session focused on the origins and status of the international education industry, its regulatory environment and future opportunities and challenges in Australia. It gave attendees a holistic view of Australia's international education industry. Delegates familiarised themselves with terms such as the ESOS Act, national code, SVP and PSW, found out how to stay up-to-date with industry developments and, best of all, met other delegates from the industry.



Nadia Phillips
@mafiagr83

Follow

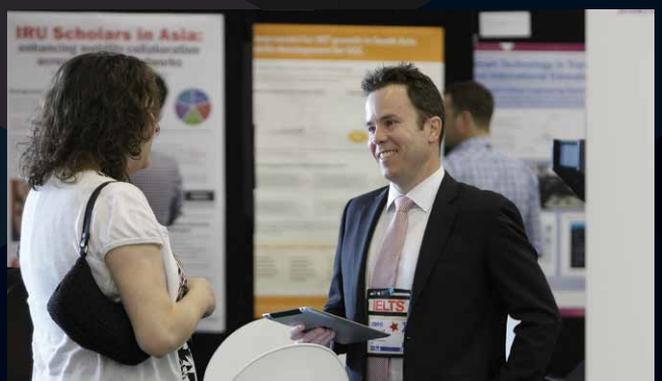
Rising school visa grants. Highlights ^importance of understanding regulation and compliance requirements #AIEC2015





Exhibition

Thirty-two organisations had stands in the Exhibition Hall, representing organisations in media, marketing and technology, and government, as well as embassies, language and testing providers and student service providers, among others.



Social events



Conference Dinner: 'A trip around the world' – sponsored by IDP Education

The Conference Dinner took delegates on a first-class trip around the world, courtesy of 'IDP Airlines', where they experienced colours, sounds, flavours and images from different places around the globe. The evening offered the opportunity to enjoy a delicious variety of world gastronomy, created from sustainable and locally sourced produce. It was complemented by a unique selection of inflight entertainment that took delegates on a virtual tour around the planet in a hot-air balloon. Following dinner, many rocked it out on the dance floor to the sounds of the Flaming Sambucas. Others took selfies in Tokyo, Moscow or Rio, or enjoyed a more relaxing time under the Turkish moonlight.



Welcome Reception – sponsored by Study Adelaide

The Welcome Reception was held on Tuesday 6 October in the Exhibition Hall, following the Welcome Plenary. Delegates were treated to a surprise act of Brazilian drummers, who closed the evening with great noise and applause!

Happy Hour – sponsored by IELTS

After wrapping up a long yet rewarding first day, delegates headed to the Peel-Leigh Street precinct. Five venues, all within a stone's throw of each other in this quaint new laneway and pedestrian-friendly precinct, offered the perfect opportunity for delegates to catch up with colleagues and unwind in a casual environment.





IEAA Excellence Awards

The 2015 IEAA Excellence Awards for International Education recognise good practice and celebrate the outstanding contribution of individuals and teams to Australia's reputation for quality and innovation in international education. The strength and diversity of the recipients are testimony to the excellent work being undertaken across Australia in international education.

Distinguished Contribution to International Education

Danielle Hartridge, Associate Director (International Student Experiences), Victoria University; Immediate Past President, ISANA

Professor Betty Leask, PVC Teaching and Learning, La Trobe University

Excellence in Leadership in International Education

Mike Ryan, Executive Director, Study Perth

Best Practice in International Education

Study Melbourne Student Centre

Diana Crvenkovic, Manager Student Experience

Alex Prentice, Manager Study Melbourne Student Centre

Andrea Brookes, Senior Case Worker

Li Chen, Case Worker

Wei Jiang, Case Worker

Adriana Mendiata, Administration and Project Officer

Kimberlea Cooper, Case Worker

Tammy Vu, Case Worker

Teaching Advantage Project

Dr Dominique Greer, Queensland University of Technology

Associate Professor Abby Cathcart, Queensland University of Technology

Professor Larry Neale, Queensland University of Technology

Innovation in International Education

Pioneering Engineering Educational Program, RMIT University in Vietnam

Professor Gael McDonald, President and General Director (2014–15)

Professor Peter Coloe, Pro Vice-Chancellor/Vice-President (2008–15)

Professor Serge Demidenko, Centre of Technology Head (2010–14)

Associate Professor Anthony Holland, Centre of Technology Head (2014–15)

Moi Tin Chew, Senior Lecturer, Head of Department Electronic and Computer Engineering, ME Program Manager, Vietnam (2010–14)

Professor Marilyn Liddell, President and General Director (2009–12)

Professor Joyce Kirk, President and General Director (2012–14)

Michael (Quach) Manh, Senior Lecturer, ME Program Manager, Melbourne (2010–14)

Professor Ian Burnett, Head of School of Electrical and Computer Engineering (2008–14)

Outstanding Postgraduate Thesis

Dr Agustian Sutrisno, PhD awarded by Queensland University of Technology

PhD title: Knowledge Transfer Through Dual Degree Programs: Perspectives from Indonesian Universities

#AIEC2015

AIEC 2015 recorded a big increase in social media engagement, especially through twitter. The number of tweets coming from the conference hashtag increased by 139% over AIEC 2014, and the number of accounts reached by the conference hashtag increased by 206%. A 'twitter wall' was displayed throughout the conference venue, with great prizes offered to 'the most active user', the 'best photo' and the 'best tweet'.



Adam Thorogood
@Adam_Thorogood

Follow

UOW College at #AIEC2015 #80deals. Best conference ever !



Arlene Griffiths
@ArleneGriffiths

Follow

#aiec2015 dinner spectacular star



SABA NABI
@nabi_saba

Follow

Didn't realise we have so many tools until I attended this Conference @MonashCollegeAu @AIEC #AIEC2015



Nadia Phillips
@mafiagr183

Follow

Education always costs, who pays? How much? How do we determine value for money? #AIEC2015



Cate Gribble
@CateGribble

Follow

IDP research highlights the importance of post study work opportunities for international students in many countries



Anton Crace
@AntonCrace

Follow

"Hands up everybody who learnt something in this session." *all hands go up* Rob Lawrence a standout at #AIEC2015



Anna Esaki-Smith
@esakismith

Follow

STEM students see UK as host country with quality ed, ZMalik @eduintelligence on comparative STEM study #AIEC2015



Sara Custer
@Sara_ThePIENews

Follow

Refugee crisis forces EU unis to review social responsblty & practice but it's a global issue not just European @MarkusJLaitinen #AIEC2015



Stacey Farraway
@StaceyFarraway

Follow

Best session of #aiec2015 thanks @DanielleDiMasi for an EPIC chat! @Griffith_Intl @heidipiper twitter.com/danielledimasi...



Phil Baty
@Phil_Baty

Follow

#AIEC2015 I'll be answering your questions about the world rankings & their role at 10.45 today. Join me (I'll be the one in body armour)



Danielle Di-Masi
@DanielleDiMasi

Follow

@olivespace hi Debbie. Thanks for sharing this with me. I'm so grateful to have spoken at the #aiec2015 conference and had helpful advice

Conference Advisory Committee

Joanne Barker, Board Member, IEAA, and Director International, The University of Adelaide, Australia

James Bennett, Key Account Manager, NSW/QLD/ACT/NT, IDP Education, Australia

Brett Blacker, President, IEAA, and Director, International Office, The University of Newcastle, Australia

Kim Dienhoff, External Affairs Manager, IDP Education, Australia

Phil Honeywood, Executive Director, IEAA, Australia

Lyndell Jacka, Head of Research, IDP Education, Australia

Josephine Williams, Conference and Events Leader, IDP Education, Australia

Helen Zimmerman, Past President, IEAA, and Group General Manager, Government and Stakeholder Relations, Navitas, Australia

Several people assisted the committee with the program, marketing and promotion, logistics and other aspects of the conference planning. We gratefully acknowledge the work of:

Louise Goold, Murray-Goold International (program)

Emily O'Callaghan, IEAA (workshop program, logistics)

Peter Muntz, IEAA (promotion and marketing)

Merlin Can, IDP Education (promotion and marketing).

Thank you

Major sponsors

Platinum



Gold



Silver



Social events sponsors

Welcome Reception



Happy Hour



Dinner



First-timers



Media partners



Other sponsors

Lanyards



Stationery



Business Lounge



Coffee



Wifi



Newcomer's Lounge



Conference crew

With a mix of IDP staff, international students, PhD candidates and schools students, the conference crew really represented the entire international education community. It was fantastic to see that despite the different backgrounds, ages, career paths and interests, the 13-member 'all-star' crew came together as a team, worked as a team, and made it all happen.



Conference organisers

thinkbusinesssevents
passionate about conferences

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2016 Melbourne

Australian International Education Conference

18 – 21 October 2016
Melbourne Convention and Exhibition Centre

Connectivity – at the heart of international education



Save the date!

aiec.idp.com #aiec2016