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Austrade

Australian Government Update on the International Marketing and Promotion of Australian Education and Training

AIEC, 13 October 2010

Pat Evans, Executive Director



austrade.gov.au
**Trade. Invest.
Prosper.**

Transfer of marketing and promotion responsibilities to Austrade

- Responsibilities transferred on 1 July 2010.
- MOU between Austrade and AEI clarifies roles and responsibilities:
 - <http://www.austrade.gov.au/education>
- **Austrade:** international marketing and promotion of Australian education and training.
- **AEI:** international education policy, regulation and government-to-government relations.
- Some shared responsibilities:
 - Agent engagement, contact with alumni, research, liaison with international media.



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Austrade's Education Network

- National Education Manager +
Global Education Network Leader

* Quentin Stevenson-Perks



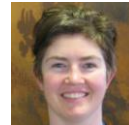
- Senior Education Manager

* Tracy Harris



- Senior Education Manager

* Marie Hill



Austrade's Education Network cont...

- Domestic Network Leader

* Adrian Weeks



- Export Advisers

- Qld
- NSW
- VIC

Vince Kelly

* Matthew Proft

Vacant

- Education Commissioners

- Americas
- Europe
- N.E.Asia
- SE.Asia, S.Asia + Pacific
- Middle East & Africa

Sofia Pereira

Flemming Larsen

* Eliza Chui

Peter Mackey

Lee Kennedy

*attending AIEC

Austrade's framework in 2010-2011

- To contribute to the:
 - stabilisation of demand for Australian education
 - repositioning Australia as a provider of high quality education services to international students
 - building of a sustainable Australian international education sector
- Supported by five key elements



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Five Key Elements of the Framework

1. Improving perceptions of Australia's international education
2. Implementing an effective communications and media strategy
3. Executing an effective engagement strategy with offshore education agents
4. Delivering high quality and timely market research, intelligence and services
5. Engaging effectively with stakeholders



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1. Improving perceptions of Australia's international education



2. Implementing an effective communications and media strategy

- Both onshore and offshore
- Develop communication tools for Austrade network to facilitate consistent messaging
- Work with the sector in Australia to develop relevant key messages, case studies and good news stories
- Target domestic and international media opportunities on a systematic and regular basis



3. Executing an effective engagement strategy with offshore education agents

- Education agents play a critical role
- Regular communication offshore with individual education agents and education agent associations
- Regular meetings between agents and Austrade, AEI and DIAC offshore
- Support for offshore training



4. Delivering high quality, and timely, market research, intelligence and services

- Market Information Package: provide newsworthy, timely market intelligence, which Austrade has analysed and interpreted, to assist in decision making
- **Re-subscription needed for MIP and e-Newsletter**
 - www.austrade.gov.au/mipsignup
- Free e-newsletter, *Global Education News*
- Evaluation of the MIP in first 12 months:
 - Tailored services delivered on shore + offshore



5. Engaging effectively with stakeholders

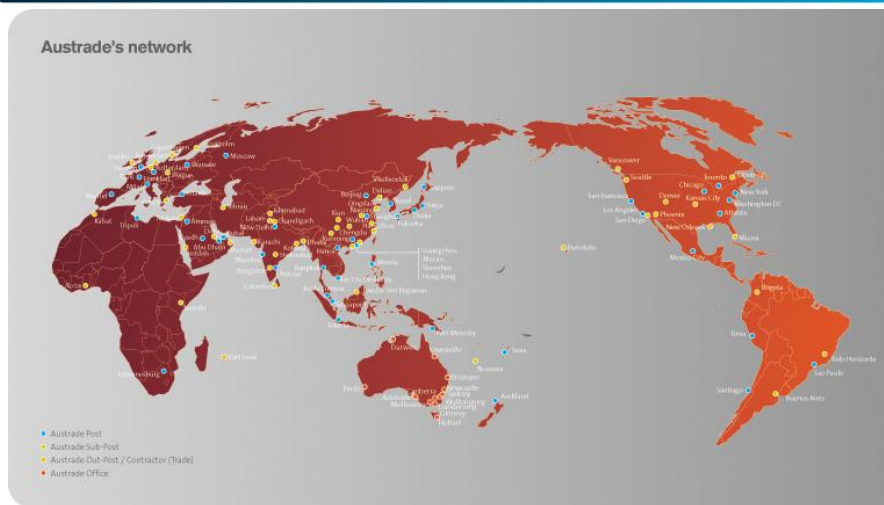


- Whole of government approach
 - Federal agencies
 - States and Territories
- Will convene regular meetings with the four education sectors and other key stakeholders
- Participate in key international education conferences, onshore and offshore
- Will also develop strategies offshore in key markets for regular engagement with key education stakeholders



A global network with offices in more than 55 countries

Austrade's network



Americas

- Sofia Pereira, Education Commissioner – Americas
 - Based in Santiago, Chile
- United States: “Repositioning Australia in the US Study Abroad Market”
- North America: student video contest
- Latin America: media mission to Australia
- North America: Australian student ambassador program



Europe, Middle East, Africa (EMEA)

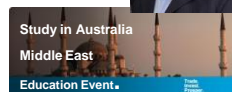
Europe

- Flemming Larsen, Trade Commissioner-Europe
- European Association for International Education (EAIE) 2010
- Visiting Researcher Program
- “Storytelling” project



Middle East

- Lee Kennedy, Trade Commissioner-Middle East
- Study in Australia Middle East education event – Oct 2010
- Facilitated visits to Australia by key government and industry representatives
- Qatar: access to scholarships



North East Asia (NEA)

- Eliza Chui, Education Commissioner – NEA
 - Will be based in Taipei, Taiwan (late Oct/early Nov)
- Taiwan: Working Holiday Maker Visa research project
- Japan: Globalisation of Japanese Human Capital Initiative
- Korea: Successful Study in Australia education event, Sept 2010



South East Asia, South Asia and the Pacific (SEASAP)

- Peter Mackey, Education Commissioner-SEASAP
 - Based in Hanoi, Vietnam
- India and Sri Lanka: Australian education mission 2011
- Thailand: Summer school program



- Vietnam: Tapping into growth centres, in addition to Hanoi and Ho Chi Minh City
- ASEAN and India: School principals visits – July and Sept 2010

Next Steps

- Focus on objectives
- Implement overall framework
- Redevelopment of SIA brand + website
- Co-ordinate + leverage Austrade network
- Contribute to whole of Government approach



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www.austrade.gov.au/education

www.studyinaustralia.gov.au



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