

FUTURECASTING INTERNATIONAL STUDENTS IN AUSTRALIA

Scenarios for the future

Speakers

Oliver Freeman
Tim Harcourt
Peter Kent
Rob Lawrence
Veena Sahajwalla

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ROB LAWRENCE

- Insights into the mind sets of current & potential students

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PETER KENT

- Thoughts & insights into the emerging media & PR landscape & how to position key messages with target markets

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VEENA SAHAJWALLA

- A former international student asks how do we position Australia as a quality provider of world leading courses eg engineering that will meet the needs of students in the future?

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TIM HARCOURT

- Interpreting key findings from Rob's research

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THE WISDOM OF CROWDS!

- What do you believe is the most important and unpredictable driver changing the external environment in which Australian International Education is taking place?

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ALTERNATIVE FUTURES

- What do we all see as the really important drivers of change?
- What worlds do they suggest?

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DRIVERS – Audience response

- Competition - 30
- O/S capacity - 15
- Policy uncertainty - 25
- Government - 5
- Social media - 20
- 9.5 billion people - 8
- Climate change - 0
- Retain graduates - 5
- Blogging - 4
- Health risks - 2
- Peak oil - 1
- Immigration - 100

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THE 'BRAND AUSTRALIA' SCENARIOS

Drafted by Oliver Freeman and
based on Rob Lawrence's Research

Comparative Cost

SPECTATOR SPORTS

LOW

THEATRE SPORTS

Scenario 2

"Rites of Passage"

Employment Prospects

Scenario 3

"Austral-Asia"

HIGH

LOW

Scenario 1

"Fortress Australia"

AUSSIE RULES

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HIGH

Scenario 4

"Join the Elite"

PREMIER LEAGUE

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THE AIEC DELEGATES' SCENARIOS

Service Competition from Countries of Student Origin

Drafted at the Conference 'on the fly'

LOW

Scenario 2

Scenario 3

Australian Immigration Policy

OPEN

CLOSED

Scenario 1

Scenario 4

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HIGH

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PANEL VISION

- Given this conversation about alternative futures – what do you now see as the things we **MUST** do to ensure success for Australian International Education in the future?

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CROWD WISDOM AGAIN

- What do you now see as the things we **MUST** do to ensure success for Australian International Education in the future?

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