



Keeping the Business Afloat: Practical Advice for Difficult Times

Box Hill Institute Perspective



Who are we?

- Well established government owned TAFE provider
- Located in Melbourne's eastern suburbs
- 35000 enrolments with 1500 international student enrolments
- Wide range of vocational courses offered
- Attracting international students for over 20 years
- International students from more than 60 countries
- One of first TAFE institutes to offer vocational degrees

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Revisit the SWOT Analysis

Strengths

- Location, facilities and support services at Box Hill Institute
- Wide range of courses available
- Solid relationships with agency networks in major markets
- Diversity of International Student origins
- Competitive tuition fee pricing policy

Weaknesses

- Capacity issues in key popular courses
- Insufficient flexibility with intake dates
- Outmoded database with limited reporting capability

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Revisit the SWOT Analysis

Opportunities

- New VET courses focused on market needs
- Pathways
- New and existing Box Hill Bachelor Degrees
- Established relationships with universities
- Box Hill Institute presence in offshore campuses and activities

Threats

- Changes to DIAC / DEEWR regulations
- Mobility of students transferring between education providers
- Currency exchange rates
- Increasing competition. Eg UK, USA, China, Singapore, Malaysia

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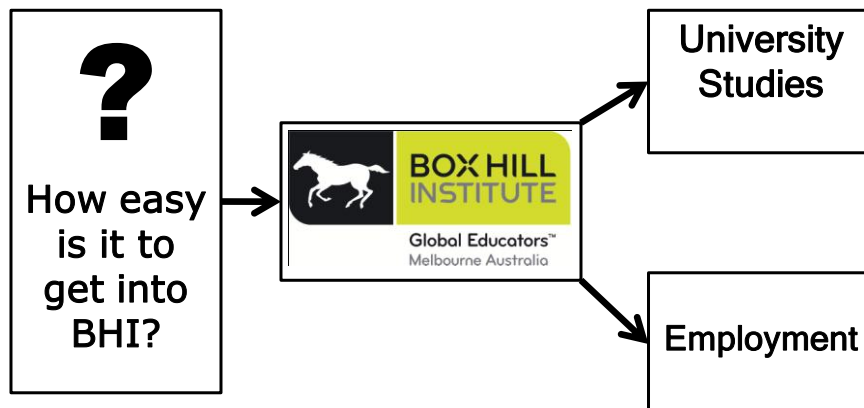
Product – the first “P”

- Are our courses still relevant today?
- What is the market saying?
- Do the outcomes of the courses meet the market requirements?
- Do we need to look at our entry requirements ?

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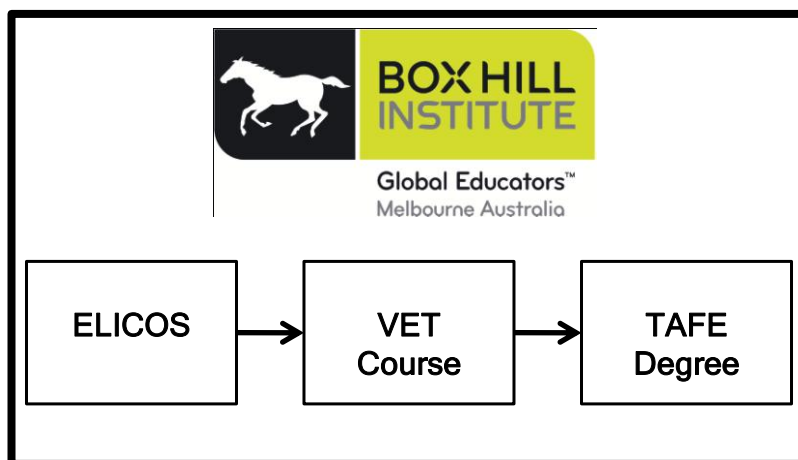
Pathways



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Pathways



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Student Support Services

Enhancing the student experience ...

- Better retention rates of existing students
- Improve reputation within industry and across student forums to attract new students
- Provide access for students to voice concerns
- ASSIST program for study skills tutorials, workshops, groups
- CONNECT program to build confidence in verbal communication skills for class presentations and interviews
- FRIENDSHIP program promotes social and community activities with local and international students

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KEEPING THE BUSINESS AFLOAT

1. Revisit and review the SWOT Analysis
2. Relevance of course offerings for today
3. Be easy to work with – remove hurdles
4. Maximise the student experience and opportunity to succeed



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INSTITUTE**
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Melbourne Australia