

## Managing Australian University Alumni Relations in China - A Fast Changing Landscape

By Edward Smith  
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ACAA Gold Partners

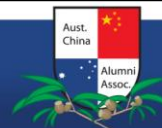


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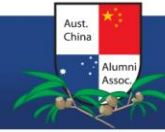
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## The Importance of Alumni in China

- China: rapidly modernising, increasingly wealthy
  - Australia's #1 trading partner
  - Australia's largest source of overseas tertiary students
- Essential to establish & support alumni networks in China
  - Minimal cost
  - Payoff is 3-fold
    - Donations: \$25 million UTS donation by China alumni (parent), Dr.Chau
    - Networking: China alumni include presidents of GM, Nankai Uni, Bosch, Mayor of Qingdao, Billionaires Shi Zhenrong & Xu Rongmao
    - Recruitment: word-of-mouth from enthusiastic alumni is free, persuasive and credible



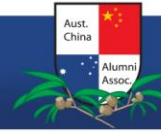
## China: Challenges for Universities

- Language
  - Data collection and communication with alumni
  - Media / PR work
- Cultural differences
  - Alumni interests / involvement
  - Event planning
- Geographic & demographic size
  - 600+ cities, 1.3b people, 9.6 mil sq km (!)
  - How to effectively engage alumni?
- Regulatory environment
  - Registering alumni groups, making/receiving payments etc
  - Lack of common online tools (Facebook, Twitter blocked)
- Managing personal relationships with key alumni
  - Political, corporate, research, philanthropic roles



## What Do Universities Want?

- Word-of-mouth promotion
- Positive media coverage
- Alumni ambassadors
- Alumni to send their children to study in Australia
- Alumni who become research partners, employers
- Philanthropy



## Alumni Philanthropy

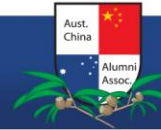
- Philanthropy in China gains momentum and exposure
  - Bill Gates & Warren Buffet campaign
  - China billionaire Chen Guangbiao donates entire fortune
  - Chinese couple donate RMB 30million to Remnin Uni, Beijing
  - China alumni parent, Dr Chau donates AU\$ 25million to UTS
- Asia Pacific Philanthropy Workshop in Shanghai
  - First of a kind
  - Brings together 60 practitioners from China and Australia to discuss current state of affairs, brainstorm opportunities/projects
  - Participants: academics, government, wealthy philanthropists, foundations, NGOs, corporations



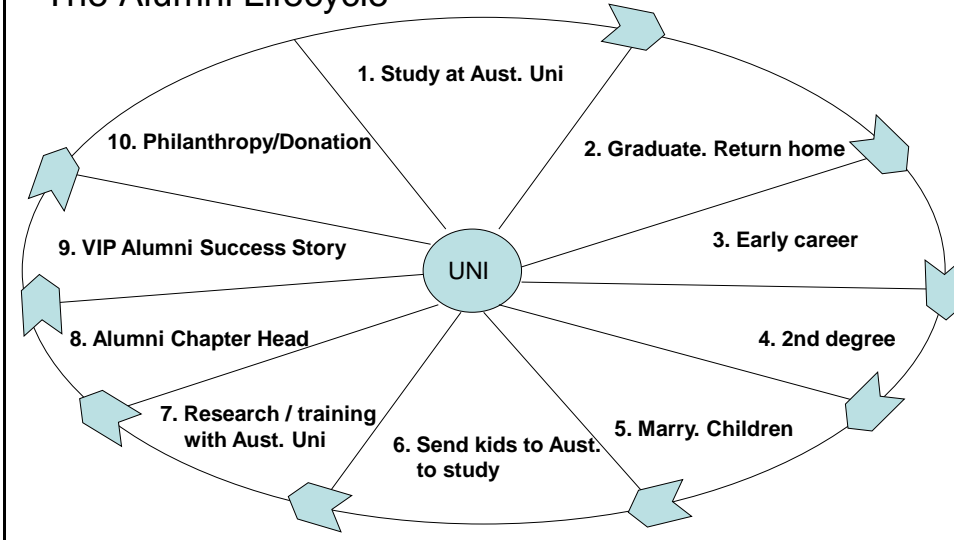
## What Do Alumni Want?

- Knowledge and degree
- Network
- Job
- Career
- Family
- Status
- To give back





## The Alumni Lifecycle

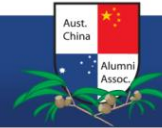


## Achievable Goals

- Identify alumni in China
- Engage alumni
  - Regular events, newsletters
- Raise profile of alumni
  - Awards, media coverage
- Promote philanthropy
- Give career advice



## Australia China Alumni Association 澳中同学联谊会



### The Australia China Alumni Association

- Not-for-profit organization
  - Registered in Australia in 2007 and locally in Shanghai.
- 22 partners universities which each contribute funding
- Staff and events every month
  - Beijing, Shanghai and Guangzhou

#### ACAA Gold Partners



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### The Australia China Alumni Awards

- Started in 2009 in China
- Grew to 9 awards, 280+ attendees in 2010
- Corporate sponsors
  - CPA Australia, ANZ Bank, Telstra / Sensis, IELTS, Mallesons Stephen Jaques, Business Events Sydney, AEI, Austrade, AusAID.

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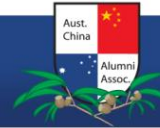
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# Thank you !

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