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## *Australia Unlimited – Rebranding Australian Education and Training*

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Prosper.**

## Rebranding Australian Education and Training

- Development of Study in Australia
- Impact to date
- The role of branding in repositioning Australian education & training internationally
- Where we are now
- And where to from here.....



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## Study in Australia

- Introduced in 2002
- To position & promote Australian education & training around the world
- Based on research conducted in 2000
  - Freedom
  - Challenge
  - Status



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## Study in Australia

- Refreshed in 2007
  - lifestyle & social benefits (**Live**)
  - intellectual & academic benefits (**Learn**) and
  - the personal, individual & aspirational benefits (**Grow**).



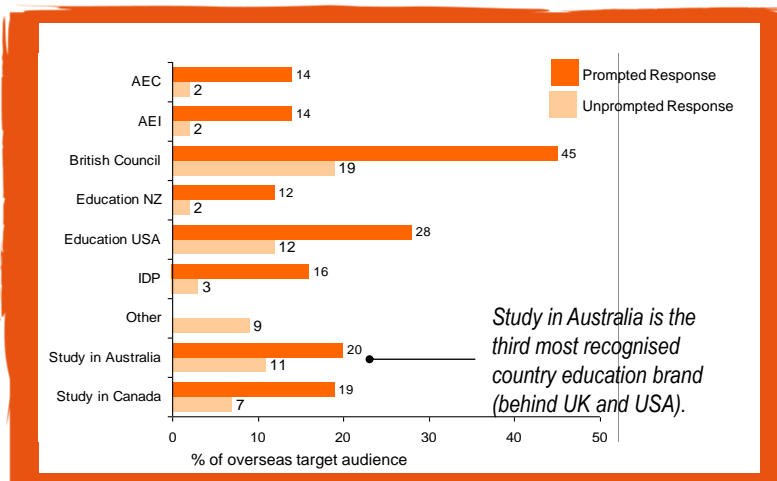
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## Leveraged by institutions & states

The collage features several key elements:

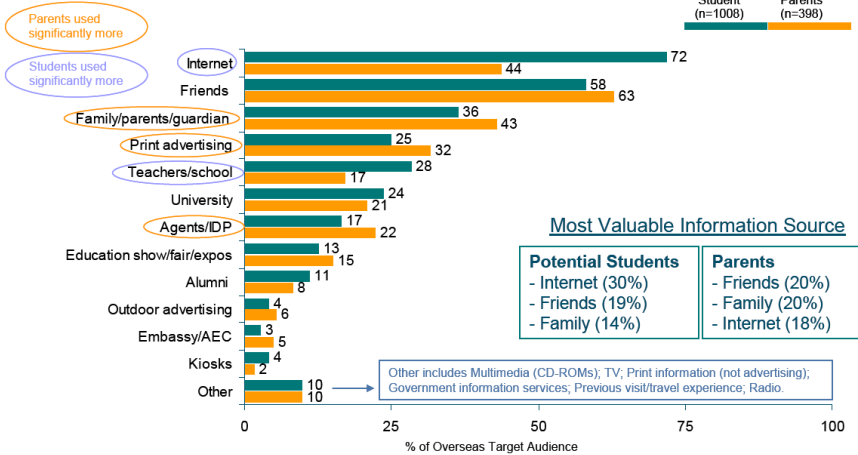
- Study Queensland:** A brochure titled "The smart choice for education" with the sub-heading "Education & Training". It includes text about Queensland's educational opportunities and a photo of a student.
- English Australia:** A website screenshot for "ENGLISH AUSTRALIA - ENGLISH CENTRAL" showing sections for "STUDENTS", "EMPLOYERS", and "AGENTS".
- Accommodation Guide:** A brochure from CIT (City of International Trade) titled "Accommodation Guide".
- International Postgraduate Prospectus 2010:** A yellow and blue brochure for Southern Cross University, with the tagline "It was easy for them".
- Graduation Photo:** A group of four graduates in caps and gowns.
- Logos:** Australian Government Austrade and Study in Australia logos.

## Study in Australia – achieving results



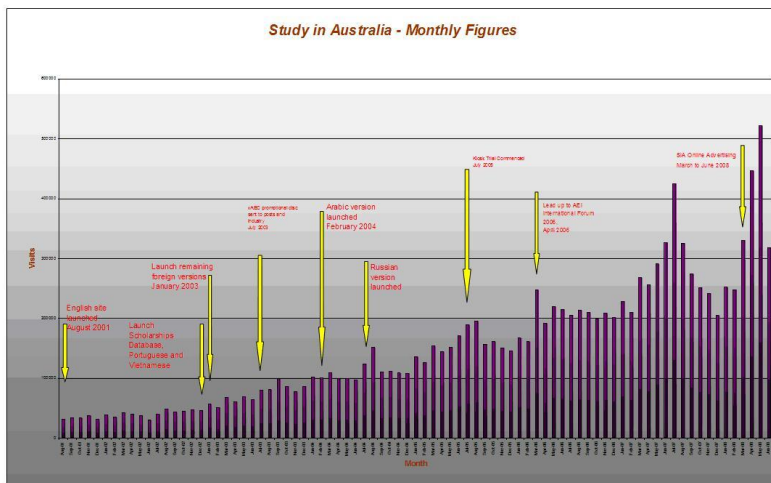
# Study in Australia – importance of the web

Q3a: Through what sources of information did you find our about educational opportunities overseas?



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# Study in Australia – achieving results



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## The role of branding in repositioning Australian education internationally

- Countering misperceptions is a strategic priority
- Requiring variety of actions including branding
- International education is a high values-based purchase
- A brand that underlines Australia's status as a welcoming, reliable and high quality provider of education services to international students ultimately strengthens our global profile, and helps to generate the advocacy and referral that is critical to our success



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## What's happened so far

- Sector consultations have included discussion of the SIA brand and website
- We have considerable brand research on which to draw
- We are rebuilding the SIA website in an Austrade-hosted environment by 30 June 2011
- Initial phase – retain all site functions, with modest improvements
- Plan for major site redevelopment for 2011/12 has commenced. Will seek stakeholder involvement.
- Any changes to brand will be reflected in the new site



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## Challenge

- Reconcile the Australia Unlimited framework with the values and heritage of Study in Australia
  - Based on research
  - With the involvement of stakeholders
- Resulting in brand that
  - represents our true nature,
  - reflects our points of difference,
  - is relevant to our target audiences (& can be modulated for particular audiences),
  - will be embraced by providers.



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## So what?

- A strong brand can give a greater sense of purpose to the experience of studying in Australia
- It can build loyalty, reduce promotional costs (through quicker & greater recognition) and help market development
- It can unite our sector in striving to deliver on the brand values
- It is a symbol of trust your organisation can leverage to position itself



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## Contact details

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