



Australian Government  
Schools International

## Marketing Government Schools: The Western Australian Experience – 10 Years on

### **HISTORIC OVERVIEW:**

- Canning College (1984)
- Tuart College (1985)
- 1999 program trialled in 6 Secondary Schools with “word of mouth” only promotion
- 2002 Primary Schools included
- 2002 Marketing approved
- 2008 Meet the 500+ student goal

## **LESSON 1: Things do not happen quickly.** **(particularly in the Schools Sector)**

- Decision makers are the parents and the extended family.
- Guardian visas – big decisions to be made by the family.
- School advise on acceptance or rejection – sometimes need time to consider a student especially if previous school reports identify a concern (behaviour or attendance).

## **LESSON 2: There are three key partners** **in this business.**

- Parents/Students – on current numbers approximately 4564 people would have been involved in the decision to send students to WA.
- Schools – there are 36 secondary schools & currently 72 primary schools on the program.
- Education Agents – ETI has formal agreements with 385 education agents (they represent TAFE, ELICOS & Schools).

These all need to be kept happy but also in balance.

- Registering Authority – Department of Education Services.

### **LESSON 3: Maintain an effective & efficient applications processing centre.**

- Key attributes:
  - timeliness – offers, welfare letters etc
  - accuracy – hard if applications are not received online.

Staff Qualities: tolerance

: patience

: diplomacy

- Moved from paper based to electronic filing
- Introduced a new enrolment database
- Embraced internet marketing.

### **LESSON 4: Choose markets wisely & know when to stop investing money & time.**

- Three years timeline for start up in a market
- Difficulty is when to pull out of an established market: Japan, Thailand
- Started with: Singapore, Malaysia, Hong Kong, Korea, China
- Considered: Thailand, Vietnam, Taiwan
- Rejected: South America, Indonesia

## **LESSON 5: Be seen, have a presence.**

- Parents need to see a representative
  - attend exhibitions & events & visit their country – be positive.
- Education Agents need full support
  - loyalty is key – works two ways.
- Schools need regular contact
  - the more they feel supported, the more they support the program.

## **LESSON 6: Ride the challenges: be strong**

### Internal:

- merging & de-merging of Departments
- changing Ministers & DG's
- restructuring, down sizing etc.
- WA mining boom

### External (Australian):

- AEI/Austrade
- IDP
- ESOS Act/National Code
- DIAC levels/Visa rejections
- Guardian visas
- English requirements (IELTS for School Students)

### External:

- SARS/H1N1
- GFC/\$AU

## **LESSON 7: Network like mad.**

- Initial support was provided by ASGI members (SIGG), AEI, private school providers.
- WA Trade Offices in Korea, Taiwan & China, Perth Education City Focus Groups
- Education Agents – very professional (good company)
- “Competitors”/Colleagues – public & private school sectors
- Parents

### **ACHIEVEMENT**

YEAR	SECONDARY	PRIMARY
1999	7	-
2000	22	-
2001	35	-
2002	56	- *
2003	80	23
2004	120	41
2005	178	85
2006	188	143
2007	298	142
2008	393	152
2009	417	151
2010	466	189



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Questions?

Thank you