Study in Tropical Australia
for International Students

CAIRNS • AUSTRALIA
International Students: The Choice of Cairns as a Regional Destination

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&
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James Cook University
Regional Destinations: Overview

• Domination of city destinations
• 90% Queensland’s international students in SE Queensland
• Cairns is successfully emerging as a regional international student destination
  – Feedback from students
  – Projections
• Need solid united marketing programs, promoting regional distinctiveness and differentiation
• State and Federal Governments → focusing on regional areas = rich sources of Foreign Direct Investment (FDI) into Australia. Initiating strategies to attract students to regional Australia – economic benefit to Cairns
Cairns & FNQ Region
International Flights... 9 cities
Language Spoken at Home (Cairns)

- Italian (1278)
- Japanese (1089)
- German (759)
- Tagalog – Philippines (542)
- Oceanic Pidgins and Creoles (447)
- French (347)
- Netherlandic (338)
- Cantonese (335)
- Torres Strait Creole (Broken) (276)
- Hmong (272)

Plus:
- Tok Pisin (256), Greek (203), Cook Island Maori (180), Spanish (179), Punjabi (150), Samoan (133), Torres Strait nfd, (133), Polish (132), Thai (131), Portuguese (120), Mandarin (102), Croatian (101), Papuan languages (96), Australian Indigenous languages (94), Indonesian (94), Korean (94), New Zealand Maori (84), Arabic (72), Hungarian (67), Kalaw Lagaw Ya (66), and Other Languages (1,687)

(2001 Census) Multicultural Affairs Queensland
Education Providers in Cairns

• James Cook University

• Secondary Schools
  – 13 Government High Schools
  – 2 P – 12 Government Colleges
  – 10 Catholic and Independent High Schools

• Vocational Education & Training Providers – including TNQ TAFE

• English Language Providers
  – High School Preparation Program (Accredited)
Regional Destinations: Ingredients for Success

- Solid University Presence
- Strong Academic Regional Schools, VET & ELICOS Sector
- Easily Accessible, Safe Friendly, Environmentally Appealing Locality

Regional Success - if and only if is well marketed

= FDI $$$ (economic and other benefits) for Australia and for regional destination
Regional Destinations: Ingredients for Success

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James Cook University

- Campuses in Cairns, Townsville, Brisbane, Melbourne, Sydney, Singapore, Hong Kong and Guangzhou (China). Kuala Lumpur (Malaysia) in 2006
- International Focus – Driven from the Pro Vice Chancellor level
- English Language Centre
- University Focus Areas:
  - Law, Business & Creative Arts
  - Health, Medicine & Molecular Sciences
  - Creative Arts
  - Science, Engineering & IT
  - Arts, Education & Social Sciences
  - Australian Tropical Rainforest Institute
TNQ TAFE

• Short specialist courses, Certificates, Diplomas, Advanced Diplomas
• International Focus – Driven by International Marketing Director
• Language Centre
• Courses in:
  – Tourism, Travel and Hospitality
  – Maritime studies including Super Yachts
  – Recreation Administration and Management
  – Environmental Management
  – Aviation
  – Business, Management, Marketing, Office Skills
  – Information Technology
  – Agriculture, Horticulture and Aqua-culture
  – English Language Teacher Training
  – Flexible modes of delivery - including on-line
Government Schools in Far North Queensland Region

TOTAL SCHOOLS IN 3 DISTRICTS

- 13 High Schools
- 97 Primary Schools
- 2 P – 12 State Colleges
- 7 P – 12 State School
- 4 Specialist Schools
  * 1 School of Distance Education
  * 3 Environmental Education Centres

TOTAL SCHOOLS IN INTERNATIONAL PROGRAMS

- 32 Schools with trained staff for Study Tours Programs
- 3 International Student Program Schools
School seeks world ranking

Roz Pulley
Education reporter


Cairns State High will next week come under the keen eye of a panel of 15 educators from around the world in a bid to gain international accreditation from the Council of International Schools.

If successful, it will stand alongside the world’s finest, including The International School of Geneva, UN International School in New York, the American School in London and the International School of Paris.

The 240 schools already accredited by CIS are said to be of the highest quality for children of international business people or diplomats.

TOP OF THE CLASS

• The Council of International Schools comprises 240 schools worldwide
• Three in Queensland
• Recognised for exceptionally high standards
• Must meet 130 international standards in curriculum, facilities, teaching and community involvement
• $20,000 spent so far by Cairns High School to help gain accreditation
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Regional Success - if and only if is well marketed = FDI $$$ (economic and other benefits) for Australia and for regional destination
Easy Access: Cairns International Airport
Natural Assets…World Heritage Wet Tropics Rainforests…
Diversity

The Outback

The Islands

The Highlands

The Green Way
Selection of Cairns as Place of Study

- Region’s Environment – key drawcard with European and many Asian students
- Adventure based attractions – white water rafting, scuba diving etc
- Availability of quality courses
- Safe and friendly place to study

Conclusion: quality education, courses = important. However, other influencers of students’ decisions are: the environment, climate, safety, cost, friendly homestay, easy transport etc.
### International Student Selection of Cairns as their Place of Study

<table>
<thead>
<tr>
<th>Why Cairns Selected As Place Of Study</th>
<th>Secondary (%)</th>
<th>Tertiary &amp; TAFE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location / Environment</td>
<td>41</td>
<td>33</td>
</tr>
<tr>
<td>Courses / Classes / Quality of Education</td>
<td>17</td>
<td>22</td>
</tr>
<tr>
<td>Safe Living Environment</td>
<td>17</td>
<td>9</td>
</tr>
<tr>
<td>Relations / Friends Live in Region</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Low Cost of Education</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Cheap Cost of Living</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>12</td>
<td>20</td>
</tr>
</tbody>
</table>

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Source: Combined Survey Data, JCU & Private and Government School Surveys, 2005
Cairns International Student Regional Education Information Sources

<table>
<thead>
<tr>
<th>How International Students Heard About Cairns Region Educational Offerings</th>
<th>Secondary (%)</th>
<th>University &amp; TAFE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friend/Family/Relative</td>
<td>46</td>
<td>14</td>
</tr>
<tr>
<td>Agent Recommendation</td>
<td>24</td>
<td>20</td>
</tr>
<tr>
<td>Internet</td>
<td>8</td>
<td>19</td>
</tr>
<tr>
<td>Brochure</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>College, Uni or Educational Event</td>
<td>2</td>
<td>38</td>
</tr>
<tr>
<td>Media Article</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Other (incl agent’s website)</td>
<td>12</td>
<td>3</td>
</tr>
</tbody>
</table>

© Linda Forbes 2005
Source: Combined Survey Data Private and Government School Surveys, 2005
Regional Success - if and only if is well marketed

Solid University Presence

Strong Academic Regional Schools, VET & ELICOS Sector

Easily Accessible, Safe Friendly, Environmentally Appealing Locality

FDI $$$ (economic and other benefits) for Australia and for regional destination
Regional Success: Smart Strategies

- Needs a whole of region approach
- All sectors are important – collaborate together to create educational pathways and greater longevity of stay for international students
- Quality agent relationships
- Strong support networks
- International Student Drawcards = targeted regional and educational packages, and pathways
- Matching of provider market deliverables to those of prospective student expectations – ‘customerise’ programs
International Student Enrolment – School Sector remains the most challenging sector

Source: AEI, 2005
International Students Perceptions of Cairns

Comments of secondary international students’ regional perceptions show:

– happy with choice of good schools & school facilities
– orientation programs give initial contact, and feeling of being ‘wanted’ and ‘accepted’ and ‘important’
– student peers were friendly and accepting
– teachers were helpful and demanding
– staff assistance & support networks (guidance & administration) were valued

Conclusion: Overall Cairns seen as accommodating, safe, and a destination that students would recommend highly to others
# International Secondary Student Perceptions - Cairns as a Regional Destination

<table>
<thead>
<tr>
<th>Facilities (%)</th>
<th>Companionship (%)</th>
<th>Infrastructure (%)</th>
<th>Experience (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schools Differentiated (70%)</td>
<td>Students friendly (50%)</td>
<td>Orientation programs (12%)</td>
<td>Enjoy locality (40%)</td>
</tr>
<tr>
<td>Good facilities (40%)</td>
<td>Teachers helpful (20%)</td>
<td>Guidance v. good (50%)</td>
<td>Feel welcome (50%)</td>
</tr>
<tr>
<td>Good computing (20%)</td>
<td>Homestay excellent (60%)</td>
<td></td>
<td>Academically not tough enough (10%)</td>
</tr>
<tr>
<td>Fun place to be (15%)</td>
<td></td>
<td></td>
<td>Would encourage others to attend (68%)</td>
</tr>
</tbody>
</table>

© Linda Forbes 2005  
Source: Combined Survey Data Private and Government School Surveys, 2005
Hi!

I am 16 years. I am from Cologne, Germany. My subjects are English, Geography, Biology, Maths, Marine and HPE. In my 7 months I have already been up to Cape York for 10 days, to New Zealand for 3 weeks and to Byron Bay for 1 week …..

…… Cairns High offers more subjects than my German school does, it is really good organised, very well equipped and students as well as teachers are generally very friendly and offer help…..

…… Staying at ……. High has also given me the opportunity to participate in several Marine activities like the fishing day in trinity inlet, boating……….), 4 days diving on the reef and seafood cooking…..

…… Up to now I can say that I had the best time of my life.
Hi

I'm ............... from Turin, an Italian city in the north of Italy.

At school you can choose your own subjects, I've chosen English, Dance, Economics, Marine Studies..... ..... I really enjoy these subjects and at ............High they are well done. While I'm in Australia I want to have fun and visit many places, I love the sea so I'd also like to go diving because here it should be fantastic with the Great Barrier Reef.

People in Queensland are friendly and also if the beginning is a bit hard, after a while you'll see that you already have many friends.

The homestay experience is also very different, I'm in a family which is very different compared to my real family, but they are fantastic people and they really take me as one of them. It's very nice because you become immediately an Aussie!
Natural Assets…The Great Barrier Reef
I am 18 years old and from Suzhou in China, a city near Shanghai.

Cairns is near the very famous Great Barrier Reef.

It is quiet and good for study. Cairns is a beautiful city and safe. Less Chinese living in Cairns means I can improve my English faster.

My Father’s friend in the US, visited Australia and said that Queensland is the best place to study.
Cairns International Secondary School Student Destinations

• Majority of secondary students target:
  – improving their English
  – experiencing a new culture
  – absorbing a unique environmentally sensitive lifestyle

• Chinese, Japanese and South Koreans (~ 35% secondary school market) target a higher education qualification (2004 - 2005 data)

• Asian students look for the best university options in Australia

• German & Italian students (short stays) want language skills, culture and pristine environmental experiences
Cairns Government Secondary School International Student Mix – International Student Program (ISP)

• Growth since 2003 from targeted countries – particularly China, Japan, South Korea, Germany and Italy. Reflects EQI strategies of:
  – targeted market diversification
  – working closely with high performance agents in relevant areas

• It is expected that on-going management and development strategies, word-of-mouth from satisfied students, parents and agents and regional promotion will help to grow these markets further in the future
Cairns Government Secondary School International Student Mix – ISP

Key Cairns EQI Targeted Countries

- Japan
- South Korea
- China
- Germany
- Italy

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Cairns Government Schools Strategic Business Plan Projections - ISP

- Two scenarios for actual and projected trend in International Student Program (ISP) students for the Cairns region - conservative outcome, and possible outcome.

- By 2007-8 ISP students in Cairns government secondary schools projected > 80. Independent schools are expected to have 120 to 200 international students. Throughout their secondary educational experience each international student lives in a supportive family homestay environment.
Cairns Government Schools Strategic Business Plan Projections – ISP Students

Number of FTE ISP Students

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Source: EQI Cairns & FNQ Strategic Business Plan (2005-2008)
Cairns Government Schools Strategic Business Plan Projections – Study Tours

• Student groups visit the region for short Study Tours of ½ day to 4 weeks.

• Two scenarios for government schools Study Tours’ trends are presented - conservative outcome, and possible outcome.
Cairns Government Schools Strategic Business Plan Projections

Number of Study Tour Days

Source: EOI Cairns & FNC Strategic Business Plan (2005-2008)
Study Tours

• Country markets for Cairns are Japan, South Korea, Hong Kong, Taiwan and newly emerging Chinese and European market

• Significant demand occurs during the northern hemisphere school vacation times. Schools’ capacity restricted by:
  – the number of schools trained and prepared to participate
  – school homestay capacities
  – acceptance of some disruption to the school timetable
  – perceived language and cultural differences
  – school location in relation to the desired destination

• To date, Group Study Tour students - not materialised into students returning as long-term ISP students – some potential for student capture here.
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Economic Benefits to the Region

- Projected revenue to government schools is estimated at over $1.5m by 2007-2008. Homestay revenues, visiting parents, tours, entertainment, transport, shopping, dining etc will generate an additional $3m.

- The region’s international education earnings have risen from $30m in 1999 to approximately $51m in 2004 and is estimated to increase to $140m over the next 10 years.

- $13m → educational services

- $38m → accommodation, tours, food, entertainment, shopping, travel expenses

Source: Cummings, 2005
Conclusions:

- University, VET, Schools and ELICOS sectors partner in international education drive
- Regional University focussed on international education
- Deliver quality education programs and courses (International accreditation, tertiary pathways etc)
- Market the entire region - > regional perspectives (safety, environment, attractions, extra curricular activities)
- Differentiate educational products and initiatives (robotics, diving, marine studies)
- Appropriately package educational programs to specifically target relevant markets
- Promote the region’s drawcards via educational agents, websites, and via the region’s own alliance partners

Growing international education markets in regional Australia is a challenge - slow but achievable – best achieved with a whole of region supportive approach.
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