

# Working with Japanese Partners





















# Deakin and Japan 2015

- Japan is our second largest ELICOS market and our second largest Study Abroad market
- We have received nearly 400 Japanese students this year (70+ on award and Study Abroad programs).
- We have active partnerships with over 30 Japanese universities
- Types of partnerships vary from Exchange, ELICOS, Study Abroad, Study Tours, Short Faculty programs, Staff Exchange, Research and
- We will send more than 60 students to Japan on 8 different programs in 2015 with a plan to send over 250-300 in 2018



# Japan

- Japan is a mature ELICOS market and an emerging Higher Education and rapidly growing Study Abroad market
- As the Study Abroad market matures, greater enrolments will occur in postgraduate programs
- Most universities will want (and need) their students to undertake an ELICOS pathway
- Universities are keen to have Australian partners but the process can take up to three- five years- (lots of patience is needed)





# Why is Japan Important

- Great students who want to study in an English speaking country
- Great opportunities for partnership for inbound recruitment and outbound mobility
- Japanese students receive significant funding from the government to Study Abroad
- Japan students add diversity to university programs and study across a wide range of disciplines



# Japanese Agents

- Agents generally charge students between \$500-\$8000 for their services
- The key agents work with everyone and do not have detailed knowledge about programs in Australia (they rely on questionnaires that they ask universities to complete)
- The large agents will send 1-5 students per year ( smaller agents that focus on only a few markets are far more effective for recruitment)
- Japanese agents can only work with universities if they are supported by an overseas university





# Japanese Universities

- Want to partner with Australian universities but are never sure who to contact
- Will know all about your programs before you visit and will ask questions to confirm what they have researched
- Want and need easy to understand pathways and programs that can be translated easily in Japanese (better to have the Information in Japanese)
- Will never send students to a prospective partner without doing a site visit ( usually in February or August/September)
- Do not like working with agents unless they have introduced the partner to them



# How to meet and work with Japanese Universities

- Be introduced - never cold call
- Listen, describe and follow up
- Be patient and make sure that the same person who can make decisions visits the potential partner 1-2 times a year
- Be patient and always provide information requested quickly and in simple formats that can be easily translated
- Address problems quickly and be prepared to write “letters of apology” when required





Dear Professor XXXXXX

**Re: Delay with the new Deakin University and XXXX University Memorandum of Understanding**

On behalf of Deakin University English Language Institute, I would like to offer my sincere and personal apologies to your staff for the delay and difficulties with finalising the most recent agreement between Deakin University and XXX University.

I take full responsibility for the delay and would like to offer my assurances that this will not happen in the future. I strongly value the relationship that has been developed and I look forward to continuing our strong partnership.

My staff and I will ensure that all your students will have a positive and enjoyable experience in Melbourne. I would like to again apologise for the inconvenience that has resulted from the delay and mistakes.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Ben Stubbs', with a stylized flourish extending to the right.

Mr Ben Stubbs  
Director,  
Deakin University English Language Institute  
Deakin University

- Dear Professor XXXX

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- **Re: Late Changes to the Homestay arrangements for XXXXX University students**

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- On behalf of Deakin University English Language Institute I would like to offer my sincere and personal apologies to yourself, your staff, xxxxx University students and parents of the students for the late last minute changes to the homestay arrangements for the students coming to Deakin University this February.

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- My staff and I will ensure that all the students will have a positive and enjoyable experience in Melbourne. I look forward to meeting all the students in person when they arrive at Deakin.

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- I would like again apologise for the inconvenience that has resulted from these late changes.

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- Yours Sincerely,

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- Mr Ben Stubbs

- Director,

- Deakin University English Language Institute

- Deakin University

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# Thank You

