

HOBSON'S
SOLUTIONS

ACQUISITION | STUDENT ENGAGEMENT & RETENTION | PERFORMANCE

PRICE IT RIGHT

Creating a sustainable sector

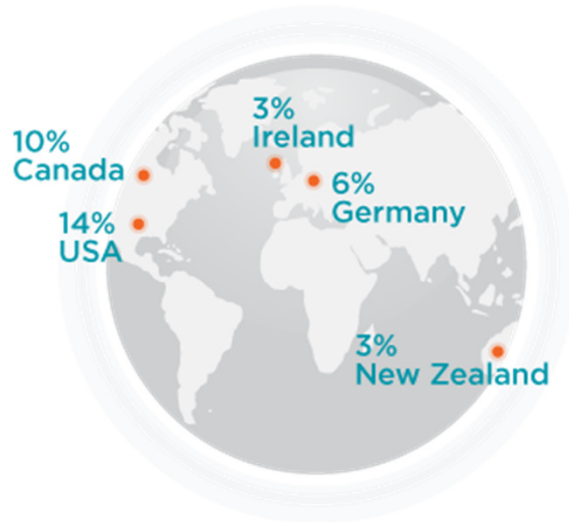


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We're trending up –
punching above our weight



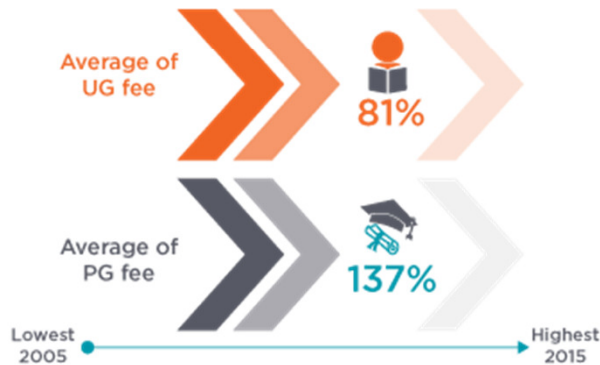
Where else do they want to study?



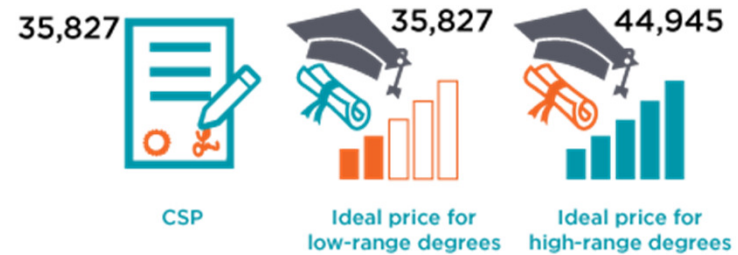
Number of enquiries



Average international fee



Average ideal price for most favourable and least favourable undergraduate degree



Does more value =
more money?



➤ What is value?

International students most value 'hard' metrics: getting a job after graduation and improved earning potential. The focus on the benefits of an Australian HE education rather than the features.

➤ What is added value?

*Anything above and beyond the determinate of value
– lifestyle, application of technology and global citizen*

➤ What is our brand value proposition?

Reputation =(identity + behaviour + performance)

However historically we've based this purely on rankings and ratings and how this aligns to pricing

Features Vs **benefits**



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Features	Benefits – differentiation and creation of a real BVP for Australian International Education
Internships, links with employers, real world work experience and 'soft-skills'	An Australian Degree makes you more employable
Application of technology	You will transformed into an innovator and true entrepreneur
Face to face time with academics and alumni engagement	You'll be a mentee and become a mentor
Diversity of student cohort	You will be a truly global citizen
Curriculum / content	You'll be subject to some of the worlds best teaching quality
Salary expectations	You will be worth more than your peers

HE sector positioning



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COMMON POSITIONING GROUND RANKINGS



POTENTIAL FOR DIFFERENTIATION

Tangible

Intangible



What you have
Infrastructure



What you do
Products & services



How you do it
Skills & approach



**who you are =
who they are or will
become**
People & values



Why you do it
Purpose & cause



Defining added value

I want a degree at the price
I can afford



What is the added value?

- Employability
- Innovation and entrepreneurship
- Mentorship
- Global citizen
- Teaching quality
- What will I be worth

I want that degree





Value works both ways

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- Australian HE institutions provide international students with a considerable advantages in a global employment and academic landscape
- Let's not forget what they provide our communities and social landscape
- Where do you sit in the pricing scale?



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Thank You
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