

## AIEC 2016 ABSTRACTS

All information contained in this document, including dates, times and rooms, is given in good faith and was correct at the time of printing (6 October 2016). Delegates attending AIEC 2016 should check the conference app, SMS alerts and notice boards, and listen for announcements for updates and last-minute changes to the program.

### Tuesday 18 October

IEAA International Research Roundtable

**Date:** Tuesday 18 October

**Time:** 9:00AM – 5:00PM

**Location:** CQUniversity

#### **The social impact of international education (1237)**

The International Research Roundtable is organised by IEAA and has been held annually since 2009 in conjunction with the Australian International Education Conference (AIEC). The roundtable aims to bring together leaders and researchers in the area of international education to discuss recent research findings, new directions for future research and the implications for institutions, governments, students and other stakeholders. As a model of using research to inform policy and practice, the IEAA Research Roundtable has become an essential event in the international education calendar. This year the roundtable will also provide an opportunity for emerging researchers to engage with professionals and academics through structured networking.

#### **This year's roundtable will feature:**

- Leading international and Australian experts
- A review of the state of current research in the area
- An expert panel addressing the key themes.

#### **Key themes include:**

- Community impact
- Public diplomacy
- Employment outcomes

#### **Audience:**

The Research Roundtable caters to the interests and needs of established and new researchers – including current research students – across a wide range of disciplines. It will also appeal to education industry practitioners and research users, government policy makers as well as research funding and commissioning agencies.

**Key interest area (KIA):** MULT

**Sector(s):** ELT, HE, SCH, VET

#### **Speakers:**

**Mrs Melissa Banks**

Director International, Swinburne University, Australia

**Mr Brett Berquist**

Director International, University of Auckland, New Zealand

**Dr Cate Gribble**

Research Fellow, RMIT University, Australia

**Prof. John Hudzik**

Professor, Michigan State University, United States

**Ms Janet Ilieva**

Founder and Director, Education Insight, United Kingdom

**Mr Rob Lawrence**

Principal, Prospect Marketing & Research, Australia

**Ms Zainab Malik**

Research Director, British Council Education Intelligence, Hong Kong SAR

**Prof. Hiroshi Ota**

Director, Global Education Program, Center for Global Education, Hitotsubashi University, Japan

**Dr Davina Potts**

Associate Director Global Mobility, The University of Melbourne, Australia

**Mr Douglas Proctor**

PhD candidate, The University of Melbourne, Australia

**Ms Nannette Ripmeester**

Director, Expertise in Labour Mobility, Netherlands

**Prof. Chris Zígyras**

President, IEAA/RMIT, Australia

Download the full program for this year's IEAA Research Roundtable at [www.ieaa.org.au/documents/item/836](http://www.ieaa.org.au/documents/item/836)

## W.01. Workshop

**Date:** Tuesday 18 October

**Time:** 9:00AM – 12:00PM

**Location:** 212

**Chair:**

**Ms Anna Kent**

Adviser, International Education, International Education Division, Austrade, Australia

### Make your mark in MENA (1213)

This workshop aims to provide unique insights into key developments in the Middle East and North Africa (MENA) and how these may affect institutional strategy. It will focus on: cultural and economic factors driving change in these regions; trends in education reform; and challenges for local education and training providers and offshore providers looking to invest in these regions. Participants will come away with a detailed understanding to inform their student recruitment and/or business development strategies.

#### Target audience:

This workshop is aimed at international directors, regional managers, recruitment staff and professionals working with sponsors/sponsored students from the MENA region.

#### Objectives:

Participants will discuss the drivers for internationalisation, opportunities for training providers to engage more effectively in the region and how to realise these opportunities.

Key interest area (KIA): BD&S

**Sector(s):** ELT, HE, SCH, VET

#### Speakers:

**Dr Nizar Farjou**

Associate President – MENA and Central Asia, Monash University, Australia

**Mrs Sarah Newton**

Deputy Dean, External Relations, Monash University, Faculty of Medicine, Australia

**Mr James Stafford**

Manager International Business Development, Box Hill Institute, Australia

**Ms Catherine Paterson**

International Education Adviser, Austrade, Australia

**Ms Felicity Lane**

Assistant Director | Alumni Engagement Unit, Australian Government Department of Foreign Affairs and Trade, Australia

## W.02. Workshop

**Date:** Tuesday 18 October

**Time:** 9:00AM - 12:00PM

**Location:** 213

**Chair:**

**Ms Nannette Ripmeester**

Director, Expertise in Labour Mobility, Netherlands

### Connecting the digital dots (1214)

In today's digital environment international marketing teams are investing more in online activities for recruitment, but are they measuring the outcomes properly? This workshop will focus on the digital skills needed to attract, nurture and convince students to enrol at your institution. This includes: well-structured websites, customer relationship management, marketing automation systems, tracking, analysis and ROI comparisons by channel. Topics to be covered include: optimised web design with essential conversion activities; establishing goals for measurement; marketing automation tools; nurturing and engaging potential students; the role of mobile; and how to use available analytical tools to measure success by channel.

#### Target audience:

This workshop is aimed at university and college staff with the following responsibilities: international marketing and recruitment; marketing and communications; web design and analytics; and international admissions.

#### Objectives:

On completion of this workshop you will be able to: understand the importance of the online marketing process; understand how to compare the effectiveness of traditional and online channels; and plan for the skills, tools and resources required for implementation at your institution.

**Key interest area (KIA):** M&C

**Sector(s):** ELT, HE, SCH, VET

#### Speakers:

**Ms Meltem Oktay**

Senior Analytics Consultant, StudyPortals, Netherlands

**Mr George Hernandez**

International Marketing Manager, University of Tasmania, Australia

**Ms Nannette Ripmeester**

Director, Expertise in Labour Mobility, Netherlands

## W.03. Workshop

**Date:** Tuesday 18 October

**Time:** 9:00AM – 12:00PM

**Location:** 216

**Chair:**

**Mr Geza Karacsony**

ESOS Officer, Western Sydney University, Australia

### Fraud busters: detecting fraud in international student admissions (1215)

Hundreds of international students are deported each year for breaching their student visa conditions. A number of these are found to have provided bogus documents or false information in support of their visa applications. Although the Genuine Temporary Entrant (GTE) test is designed to protect the integrity

of Australia's student visa program, a small number still slip through the cracks.

According to the NSW Independent Commission Against Corruption, "the risks associated with document fraud and false English-language proficiency test results are often seen as something that can be resolved during admission screening". In an age of increasingly sophisticated technology and rising identity crime, international admissions staff need to be more and more vigilant. This 'fraud busters' workshop will help you to identify the tell-tale signs of document fraud, including English language test results, academic achievement, demonstrating financial capacity and more.

**Target audience:**

This workshop is aimed at frontline international admissions and compliance staff who are responsible for processing student applications. It will also appeal to education agent representatives

who play a vital role in verifying the authenticity of international student documentation.

**Objectives:**

During the workshop, participants will: identify tell-tale signs of document fraud; learn traits of fraud common to particular countries or regions; recognise features of industrial printing versus desktop printing; understand document security terminology; and identify and appropriately assess the five key substrate security features.

**Key interest area (KIA):** ADM

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**Mr Justin Watts**

Lead Forensic Document Examiner, Forensic Document Analysis and Training, Forensic Document Analysis and Training, Australia

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## W.04. Workshop

**Date:** Tuesday 18 October

**Time:** 9:00AM – 12:00PM

**Location:** 217

**Chair:**

**Dr Wendy Green**

Senior Lecturer, Tasmanian Institute of Learning and Teaching, University of Tasmania, Australia

**From blockers to enablers: embedding student mobility into the curriculum (1216)**

Australia has experienced significant growth in student mobility – from 6000 in 2005 to more than 30,000 in 2014 (AUIDF 2014). Despite this growth, the number of internationally mobile students is limited to around 16%. What's stopping more students from experiencing the benefits of outbound mobility?

Degree structures, along with curriculum content and pedagogy, can block or enable students' participation in outbound mobility. This workshop offers practical insights for embedding student mobility into curricula. It will look at how we can encourage participation in outbound programs, enhance learning while students are away and ensure their experience enriches those who remain at home. It will explore frameworks used by various institutions and how different parts of the university can work together to develop innovative mobility models. There will be plenty of interactive discussion and participants are encouraged to invite academic and professional staff to facilitate genuine collaboration and action-oriented outcomes.

**Target audience:**

This workshop is aimed at academics, educators and professional practitioners involved in student mobility in schools, the VET sector and higher education. This includes leadership and strategic development positions, program coordinators, lecturers and teachers who are exploring effective approaches to embedding

student mobility into student learning experiences and curriculum.

**Objectives:**

During the workshop, participants will: explore innovative and practical approaches to embedding mobility into student learning experiences and curriculum; learn about administrative and academic structures that facilitate success in delivering outbound mobility experiences; examine a range of institutional blockers to, and enablers of, embedding student mobility into the curriculum; and discuss potential new initiatives and frameworks for building student mobility into the curriculum and develop a plan for further action.

**Key interest area (KIA):** MOB

**Sector(s):** HE, SCH, VET

**Speakers:**

**A. Prof. Pamela Allen**

PhD, Associate Dean (International), Faculty of Arts, University of Tasmania, Australia

**Ms Sonia Chan**

Associate Director, Strategic International Development, Swinburne University of Technology, Australia

**Ms Clare Hardie**

Acting Manager, Department of Education and Training, Victoria, Australia

**Mr Christopher Hoffmann**

MA, Global Study Manager, The University of Adelaide, Australia

**Dr Ricardo Flores**

Lecturer, UNSW Australia, Australia

**Mrs Sally Parrott**

Program Manager, RMIT University, Australia

**Mrs Marianne Lee**

Assistant Principal, East Doncaster Secondary College, Australia

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## W.05. Workshop

**Date:** Tuesday 18 October

**Time:** 9:00AM – 12:00PM

**Location:** 218

**Chair:****Prof. Nigel Healey**

Vice-Chancellor, Fiji National University, Fiji

**The ties that bind: leveraging home and branch campus relationships for mutual benefit (1217)**

Australia is one the strongest developers of international branch campuses. Behind the United States (82), United Kingdom (38), Russia (20) and France (16), Australia has a total of 15 offshore locations operated by 11 institutions.\* Yet international branch campuses are one of the riskiest ventures an institution can undertake. According to the Cross-Border Education Research Team (C-BERT), at least 31 have failed. They are often established in unfamiliar environments, reap little financial reward and rarely result in the desired pipeline of students to the home institution. This workshop will explore the critical factors for the longevity and sustainability of branch campuses from the perspective of home and branch campus institutions. What are the secrets to long-term success? To what extent do home and branch institutions need to achieve alignment and harmonisation of strategy, academic governance and management, and quality goals? How do they balance the compliance requirements for equivalence with home programs with the increasing need for local adaptation to market demand, student ability and host country regulators?

\*Cross-Border Education Research Team (C-BERT)

**Target audience:**

This workshop is aimed at professional and academic staff involved in the development of offshore branch campuses and joint centres.

**Objectives:**

This workshop will cover: the components of a successful international branch campus; aligning strategy and management between institutions; adapting a global curriculum to meet local needs; and balancing home and in-country quality imperatives and regulatory requirements.

**Key interest area (KIA):** TNE**Sector(s):** HE**Speakers:****Prof. Nigel Healey**

Vice-Chancellor, Fiji National University, Fiji

**Prof. Janet Gregory**

Deputy Vice-Chancellor and CEO, Swinburne University of Technology Sarawak Campus, Malaysia

**Dr Nicholas Dwyer**

BEc, LLB, MBA, DEd, Director, Haileybury International School, China

**Prof. Andrew MacIntyre**

Deputy Vice-Chancellor Global Development, RMIT University, Australia

**W.06. Workshop****Date:** Tuesday 18 October**Time:** 1:00PM – 4:00PM**Location:** 212**Chair:****Ms Anna Kent**

Adviser, International Education, International Education Division, Austrade, Australia

**Scholarships and alumni: evaluating the impact of international education (1218)**

Evaluation is an important step in the development of international education. Understanding patterns, common experiences, successful approaches and using the correct tools are important for practitioners, policymakers and academics alike. Scholarship programs in the UK, the US and Australia are routinely evaluated – by sponsors and independent bodies – to ensure funding is being spent appropriately and the program's goals are being met. This provides governments and sponsors with useful tools when promoting programs or seeking additional funding. Alumni professionals are also interested in evaluation. Australian providers are fast realising the value of an engaged alumni. Understanding the impact of their experience allows institutions to better support current students and, in turn, develop stronger advocates. This workshop will focus on connections between scholarships and alumni and how they can gain from formal evaluation.

Topics that will be covered include: are sponsored students more likely to mentor, help promotions, provide internships and otherwise be more engaged than other alumni cohorts?; is there a correlation between the leadership qualities sought

after in sponsored students and their capacity as leaders once they become alumni?; what can the experience of academics and evaluation professionals in scholarships offer alumni professionals?; and what can alumni professionals teach scholarship counterparts about understanding the value of alumni?

**Target audience:**

The workshop is aimed at: sponsored student professionals; alumni, development and engagement staff; monitoring and evaluation professionals; and academics interested in measuring the impact of international education at a policy and institutional level.

**Objectives:**

This workshop aims to enable participants to: learn about the tools used by scholarship evaluators in program, policy and academic roles; identify commonalities between evaluating alumni and scholarship programs; learn new approaches to evaluation of international education and enhance understanding of why these evaluations are important; and develop professional connections with professionals across disciplines that will lead to more integrated evaluations.

**Key interest area (KIA):** MULT**Sector(s):** HE**Speakers:****Dr Daniel Edwards**

Principal Research Fellow ACER Higher Education, ACER, Australia

**Dr Ritesh Shah**

Senior Lecturer Education, University of Auckland, New Zealand

**Rachel Parker**

Senior Research Fellow, Education and Development, ACER, Australia

**Prof. Emeritus Trevor Grigg**

Executive Director, Carisgold Pty Ltd, Australia

**Ms Anna Kent**

Adviser, International Education, International Education Division, Austrade, Australia

**Ms Beng Hwee Chua**

Executive Director for Asia-Pacific, Council for Advancement and Support of Education, Singapore

**Mr Jimmy Buck**

Director, Alumni Relations, University of Sydney, Australia

**Ms Felicity Lane**

Assistant Director | Alumni Engagement Unit, Australian Government Department of Foreign Affairs and Trade, Australia

## W.07. Workshop

**Date:** Tuesday 18 October

**Time:** 1:00PM – 4:00PM

**Location:** 213

**Chair:****Ms Heidi Reid**

Principal, Australian International College of English, Australia

**A marriage that works: VET pathways into higher education (1219)**

Vocational education and training (VET) and higher education (HE) have long been seen as the educational equivalent of The Odd Couple: two vastly different sectors, completely at odds in style and delivery. So how can we bring two seemingly irreconcilable sectors together into a marriage that works? VET/HE pathways not only provide an important means for international students to enhance their practical skills and build on existing knowledge, they also provide HE providers with a ready pipeline of future students.

This workshop will explore the ins and outs of developing and enhancing VET/HE pathways, including: identifying gaps in the market; what to look for in a VET or HE partner; aligning VET competencies with HE programs; how VET packages are perceived by international students; and embedding international qualifications into VET studies.

**Target audience:**

This workshop will appeal to staff across the pathways, higher education and VET sectors who are interested in enhancing their provision of VET/HE pathways.

**Objectives:**

The workshop will focus on: what's new in the VET pathways sector; shaping VET pathways for international students; embedding international qualifications within VET pathways; and research on international student perceptions about the value of VET pathways.

**Key interest area (KIA):** PATH

**Sector(s):** ELT, HE, VET

**Speakers:****Mr Keith Cowlshaw**

Executive Director Vocational Education, RMIT University, Australia

**Dr Michael Milgate**

PhD, Director of Academic Affairs, Le Cordon Bleu Australia, Australia

**Dr Ly Tran**

Senior Lecturer, School of Education, Deakin University, Australia

**Mr Timothy Gilbert**

Manager Transnational Programs, Melbourne Polytechnic, Australia

## W.08. Workshop

**Date:** Tuesday 18 October

**Time:** 1:00PM – 4:00PM

**Location:** 216

**Chair:****Ms Justine Morris**

Deputy Director, International Relations, Swinburne University of Technology, Australia

**Beyond exhibitions: the changing landscape of international recruitment (1220)**

Life in international recruitment once meant exhaustive travel and exhibition after exhibition. The tyranny of distance, decreasing budgets and the rising cost of recruiting international students, however, means that we can't physically be everywhere at the same time. In short, the relentless circuit of student fairs as we know it is coming to an end.

So what does life hold beyond the old 'road warrior' days? This workshop will explore the changing landscape of international

recruitment. It will cover: setting up in-country offices; effective use of in-country representatives; use of technology in student recruitment (e.g. virtual chat); and utilising in-country alumni in recruitment efforts.

**Target audience:**

This workshop is aimed at international recruiters, regional recruitment managers and international directors.

**Objectives:**

This workshop will look beyond the traditional framework of international student recruitment (e.g. fairs and exhibitions) to examine how universities are using alternative means and channels to recruit students.

**Key interest area (KIA):** ADM

**Sector(s):** ELT, HE, SCH, VET

**Speakers:****Ms Jo Argent**

**Mr David Harrison**

Director for Global Engagement and Business Development,  
Macquarie University, Australia

**Mr Greg Slatcher**

Director, International Marketing and Recruitment, Deakin  
University, Australia

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## W.09. Workshop

**Date:** Tuesday 18 October

**Time:** 1:00PM – 4:00PM

**Location:** 217

**Chair:**

**Mr Michael Holder**

Manager, International Scholarships, UQ Global Engagement, The  
University of Queensland, Australia

**Six perspectives to build Asia cross-cultural intelligence (1221)**

Can cultural intelligence be learnt? Can we define a culture or do we run the risk of stereotyping? And how can cultural literacy help us better communicate with in-country colleagues and students from the Asian region? Run in partnership with Asialink Business, this interactive workshop will share first-hand insights and examples from different Asian societies – including China,

North Asia and South-East Asia – to enhance your cross-cultural intelligence and understanding of the region.

It will appeal to professional and academic staff from across the international education sector who work in recruitment, student mobility, alumni, advancement, student services or transnational education. Over the past 18 months, Asialink Business has conducted workshops with more than 1000 people to help develop its business and cultural intelligence to effectively engage with Asian stakeholders.

**Key interest area (KIA):** PD

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**Mr Patrick Un**

Manager, Asialink Business, Australia

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## W.10. Workshop

**Date:** Tuesday 18 October

**Time:** 1:00PM – 4:00PM

**Location:** 218

**The rise of the selfie: leveraging user-generated content in marketing and recruitment (1222)**

The process of attracting, engaging and acquiring students is becoming increasingly complex: attention spans are getting shorter, technology is changing faster and global competition is intensifying. But a strong content marketing plan can make your institution stand out.

Discover the secrets behind a powerful content marketing approach. Learn how to design your own strategy and get tips to create and distribute valuable, relevant and consistent content

across your marketing channels. The presenter will also give solutions around the challenges of generating and managing content – particularly with limited resources – as well as engaging colleagues in marketing efforts. This workshop will weave in plenty of opportunities for discussions around practical implementation techniques and give you templates to put into use back at work.

**Key interest area (KIA):** M&C

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**Ms Jackie Kassteen**

Owner and Managing Director, Transformative Marketing  
Solutions, United Kingdom

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## 0.1.A. Opening Plenary

**Date:** Tuesday 18 October

**Time:** 5:30PM – 7:00PM

**Location:** PH3

IDP and IEAA Welcome

Welcome to Country

IEAA Excellence Awards Presentations

**Keynote address: With one voice – building inclusive, connected communities (1246)**

**Speaker:**

**Ms Tania de Jong**

Leading Australian soprano, social entrepreneur, creative innovation catalyst and spiritual journeywoman, Australia

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## Wednesday 19 October

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### 1.1.A. Plenary

**Date:** Wednesday 19 October

**Time:** 8:45AM – 10:00AM

**Location:** PH3

**Chair:**

**Ms Kim Dienhoff**

Manager, External Affairs Group, IDP Education, Australia

### Creating opportunities within disruption: the power of connectivity in a brave new world (1210)

This plenary session kicks off with a rapid-fire review of the latest international student recruitment trends and forecasts, spotlighting the most important implications that present threats and opportunities for today's education providers. These developments set the tone for how we might adapt to changing market conditions and innovate in the months and years ahead in order to overcome disruption, remain competitive, and differentiate our marketing techniques, our programs and the student experience.

Jacqueline Kassteen will take us on a whirlwind tour of the latest advances in technology, marketing and customer service,

which are a response to the demands of an instant gratification generation and are pushing consumer expectations ever higher. Join us for an inspiring talk that will spark new ideas to help you break away from a traditional marketing mentality and activate new strategies that put hyper-connected students at the heart of your value proposition.

**Key interest area (KIA):** MULT

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**Ms Jackie Kassteen**

Owner and Managing Director, Transformative Marketing Solutions, United Kingdom

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## 1.2.A. International education 101: what you should know (1176)

**Date:** Wednesday 19 October

**Time:** 10:30AM – 11:45AM

**Location:** 212-213

**Chairs:**

**Mr Oliver Fortescue**

International Director, CQUniversity, Australia

**Ms Bronte Neyland**

Director, Victoria University International, Victoria University, Australia

If you are new to international education, or new to the industry in Australia, join us for this informative panel presentation. Whether you are from admissions, student support, recruitment, marketing, mobility or transnational education, this session will provide you with a holistic view of Australia's international education industry. Learn about: the origins and current status of the industry globally; the regulatory environment in Australia; the key ministers and peak bodies; and the challenges and opportunities

for international education in Australia. The session will introduce you to valuable tools and resources that will assist you in keeping your knowledge current, as well as ensure that the conference won't be a blur of unfamiliar acronyms and terminology. It will also be a great opportunity for you to meet other newcomers to the industry.

**Key interest area (KIA):** PD

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Ms Bronte Neyland**

Director, Victoria University International, Victoria University, Australia

**Ms Lyndell Jacka**

Head of Research, IDP Education, Australia

**Mr Oliver Fortescue**

International Director, CQUniversity, Australia

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## 1.2.B. VET | Aged care in China: where are the opportunities for VET? (1239)

**Date:** Wednesday 19 October

**Time:** 10:30AM – 11:45AM

**Location:** 216

**Chair:**

**Ms Jen Bahen (Tyrell)**

Director, International Education, TAFE Directors Australia, Australia

China is investing heavily to create and enhance services that will support China's rapidly ageing population. China is looking to Australia, amongst others, as a model for aged care provision, and equally, Australian providers are looking for opportunities to support China. There are challenges – finding the right opportunity with the right delivery model in the right part of China is not easy, especially in the vocational education and training system. Having said this, the Australian Government, selected state governments and peak bodies such as TAFE Directors

Australia are developing or implementing strategies to support Australian providers seek out the best opportunities.

This session will provide a frank assessment of the opportunities available in China, give examples of successful partnership models and highlight existing activity in the space.

**Key interest area (KIA):** BD&S

**Sector(s):** VET

**Speakers:**

**Ms Jen Bahen (Tyrell)**

Director, International Education, TAFE Directors Australia, Australia

**Mr John Paolacci**

Partner, Business and Private Client Advisory, ShineWing Australia

**Dr Chuyang Liu**

China Adviser, International Operations Group, Austrade, Australia

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## 1.2.C. Prepared for success – ELICOS (1208)

**Date:** Wednesday 19 October

**Time:** 10:30AM – 11:45AM

**Location:** 217

**Chair:****Mr Marc Weedon-Newstead**

Chair of English Australia Board / Group Executive, UNSW Global Education, Australia

A Deloitte Access Economics report, The value of international education to Australia, released in April 2016, notes that the benefits of ELICOS students are multifaceted: as English-only students or on pathways through to further study, with the flow-on enrolments into higher education and VET at 29% and 36% respectively. ELICOS commencements account for an average of 30% of annual student visa commencements, with an additional 60,000+ non-student visa ELICOS enrolments in 2015. It is therefore imperative that institutions are aware of market dynamics for recruitment success and that students are well prepared for the transition to further studies to ensure successful outcomes.

This presentation will provide data and highlight findings from the annual Major Regional Survey of ELICOS markets to inform future marketing opportunities, and will also highlight findings and case studies from the revised English Australia Guide to Best Practice in 'Direct Entry' Programs, to support students on pathways from ELICOS into further study.

**Key interest area (KIA):** PATH

**Sector(s):** ELT, HE, VET

**Speakers:****Mr Brett Blacker**

CEO, English Australia, Australia

**Ms Juliana Kendi**

Director of Studies, La Trobe Melbourne, Australia

## 1.2.D. Internationalisation of international education: connecting people and ideas and exploring possibilities (1172)

**Date:** Wednesday 19 October

**Time:** 10:30AM – 11:45AM

**Location:** 218

**Chair:****Prof. Betty Leask**

Pro Vice-Chancellor Teaching and Learning, La Trobe University, Australia

This panel session brings together editors, authors and practitioners who will share their knowledge and experience of current and emerging themes and issues in international education and the internationalisation of higher education. Editors and authors will provide a meta-narrative and critique of what is being published in the field. Practitioner perspectives will also be presented and lessons learnt from their experiences related to these themes and issues will be discussed, using a combination of short presentations and audience engagement. The entire session will be structured to engage the audience, connect people with each other and ideas, and explore the possibilities of themes such as comprehensive internationalisation, the internationalisation of

learning outcomes, the globalisation of internationalisation, and online international learning.

**Key interest area (KIA):** L&T

**Sector(s):** HE

**Speakers:****Prof. Betty Leask**

Pro Vice-Chancellor Teaching and Learning, La Trobe University, Australia

**Elspeth Jones**

Consultant, Elspeth Jones, United Kingdom

**Prof. John Hudzik**

Professor, Michigan State University, United States

**Dr Wendy Green**

Senior Lecturer, Tasmanian Institute of Learning and Teaching, University of Tasmania, Australia

**Dr Jean-Bernard Adrey**

Director of Global Engagement, Coventry University, United Kingdom

## 1.2.E. Innovative approaches to student recruitment

**Date:** Wednesday 19 October

**Time:** 10:30AM – 11:45AM

**Location:** 219

**Chair:****Mr Duncan Bentley**

Pro Vice-Chancellor International, Swinburne University, Australia

### Why and how faculties should take a lead role in student recruitment (1020)

Most students are looking for a degree that helps them follow their interests alongside those who share the same passions. Faculty are best placed to answer the critical 'buying proposition' questions: "What do we believe in?"; "Who are our innovative teachers?"; and "What is different about the experience of studying here?" Recruiting students should be a process that begins and ends within the faculty, using centralised recruitment and marketing departments for their specialised expertise.

This presentation will provide advice and practical tools, based on proven results, on how faculties can lead recruitment efforts. How should messages to students be framed? How do you build and communicate a unique student experience? How do you engage valued alumni as part of your recruitment process? There will also be other tips for recruitment process improvements from inside the faculty as well as offering solutions on how to overcome the inevitable challenges and obstacles.

**Key interest area (KIA):** ADM

**Sector(s):** HE

**Speaker:****Mr David Wright**

Managing Director, HECG, Australia

### Virtual reality – connecting prospective students with institutions worldwide (1130)

Emerging technologies are significantly affecting and altering marketing and recruitment techniques used in the international education sector. With the changing needs and expectations of mobile-savvy students around the world, education providers need to adapt by using more sophisticated experiences when targeting prospects making their overseas study choices. Virtual reality (VR) is presenting opportunities for institutions to offer highly immersive environments and more engaging experiences than existing tools such as brochures, photos or videos. Giving a real-world experience without actually being present, VR allows education providers to showcase their facilities and campus environment to prospective students, agents and parents anywhere in the world.

This presentation will explore how VR can be used as a successful marketing, recruitment and conversion tool by sharing learnings from case studies in the US and Australia. It will also highlight how to integrate and embed VR into relevant digital social media channels.

**Key interest area (KIA):** M&C

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**Ms Marlena Mende**

Marketing Manager, Faculty of Medicine, Nursing Health Sciences, Monash University, Australia

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## 1.2.F. Making it all count: connecting Australia's international education data (1070)

**Date:** Wednesday 19 October

**Time:** 10:30AM – 11:45AM

**Location:** 220

**Chair:**

**Mr Steve Nerlich**

Director, International Research and Analysis Unit, Australian Government Department of Education and Training, Australia

Australia is admired for its international education data and its willingness to make that data available publicly. The various data sources available assist Australian education providers in planning and policy-setting, as well as giving students around the world a source of reliable information to guide decisions about their international education journey. Australia aims to maintain its position as one of the world's most popular study destinations by closely monitoring the study and living experiences of all incoming students. Australia is also seeking to expand its education services to more students offshore and online. This creates new challenges to establish an evidence base that will inform our progress in these educational frontiers. Finally, international education and tourism are Australia's two largest service industries, with common themes of welcoming international visitors and ensuring their stay is memorable, safe and rewarding.

Representatives from the Australian Government departments of Education and Training and Immigration and Border Protection and Tourism Research Australia (in Austrade) will provide a panel session on education data, visa data and tourism data to identify trends and future directions in Australian international education. They will describe the evidence base underlying many important themes and directions that have been established under the pending National Strategy for International Education.

**Key interest area (KIA):** BD&S

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Mr Steve Nerlich**

Director, International Research and Analysis Unit, Australian Government Department of Education and Training, Australia

**Mr Rod Battye**

Manager National Surveys, Tourism Research Australia, Australia

**Ms Alice Maclean**

Acting Director, Student and Graduate Visas, Temporary Visa Program, Visa and Citizenship Management, Australian Government Department of Immigration and Border Protection, Australia

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## 1.2.P. IEAA Excellence Award Winners' poster presentations

**Date:** Wednesday 19 October

**Time:** 10:30AM – 11:45AM

**Location:** PZ

**Chair:**

**Ms Rebecca Hall**

Executive Director, International Education and Training Unit, Trade & Investment Queensland, Australia

### **English language proficiency in higher education: student conceptualisations and outcomes (1247)**

Pamela Humphreys is the winner of the IEAA Excellence Award for 'Outstanding Postgraduate Thesis'.

The number of students with English as an additional language (EAL) in higher education has led to a national focus on their English language proficiency (ELP) in recent years. In this thesis, undergraduate EAL students' conceptualisations of the construct

of ELP were explored via focus groups (n = 37) and a survey (n = 281), and then analysed for any systematic variability based on identified variables. The graduating language proficiency test scores and academic outcomes (as measured by Grade Point Average and IELTS Academic) of EAL undergraduates were also analysed for any systematic variability (n = 564). The findings were subsequently integrated to investigate the extent to which there was convergence between the findings, policy discourse and theoretical models.

This poster focuses on the key findings of the thesis. In terms of student conceptualisations, it was found that students value English for their studies and beyond graduation, are motivated to improve, and report the responsibility for developing it to be largely theirs. Importantly, first and penultimate semesters were identified as critical periods for increased motivation levels. First

language was also found to be key. Students from language backgrounds more typologically distant from English reported greater challenges. These same language groups obtained lower language test scores than other groups, although this pattern was not repeated in the academic outcomes. Recommendations in the thesis include developing academic language and learning when students report being particularly motivated to do so, and targeting those most likely to experience challenges whilst avoiding negative stereotyping of specific language groups.

Key interest area (KIA): GS&E

**Sector(s):** HE

**Speaker:**

**Dr Pamela Humphreys**

Deputy Director, Griffith English Language Institute (GELI), Australia

**The Australia-Asia BRIDGE School Partnerships Project (1248)**

Kurt Mullane is the winner of the IEAA Excellence Award for 'Best Practice in International Education'.

In this poster, Asialink will present their IEAA Excellence Award for Best Practice in International Education, award winning project 'The Australia-Asia BRIDGE School Partnerships Project'. This

project recognises that intercultural understanding is core to equipping young people to live and work successfully in today's increasingly diverse and interconnected world. BRIDGE School Partnerships Project connects teachers, students and school communities with their counterparts across Asia to develop intercultural understanding, improve Asian language skills and increase understanding of Australia's place in the world.

Kurt Mullane will outline how learning about each other's country and culture, and collaborating on mutual topics of interest, provides students with the chance to develop language skills, establish life-long friendships and learn more about life in their partner school's nation. Through BRIDGE, partnered school communities develop the capacity to explore areas and issues of mutual interest and become catalysts for change in local, regional and global contexts. Based on people-to-people links, BRIDGE provides the next generation of leaders with innovative ways to share ideas and learn from each other.

**Key interest area (KIA):** STU

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**Mr Kurt Mullane**

Executive Director, Asia Education Foundation, Australia

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### 1.3.A. International education in Australia: come and test your proficiency! (1177)

**Date:** Wednesday 19 October

**Time:** 12:00PM – 1:15PM

**Location:** 212-213

**Facilitators:**

**Mr Oliver Fortescue**

International Director, CQUniversity, Australia

**Ms Lyndell Jacka**

Head of Research, IDP Education, Australia

**Ms Bronte Neyland**

Director, Victoria University International, Victoria University, Australia

Whether you are new to international education, recently joined the industry in Australia, or are looking for a refresh, join us for this fun and interactive café session where your knowledge of international education will be tested. You will hear from industry

peers who will share their experience in applying a practical approach to an industry or work problem. And most important of all, you will have the opportunity to meet your peers and share your experiences through this networking-focused session.

Key interest area (KIA): PD

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Ms Bronte Neyland**

Director, Victoria University International, Victoria University, Australia

**Ms Lyndell Jacka**

Head of Research, IDP Education, Australia

**Mr Oliver Fortescue**

International Director, CQUniversity, Australia

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### 1.3.B. VET | Reporting student experience in the VET sector – the national profile (1134)

**Date:** Wednesday 19 October

**Time:** 12:00PM – 1:15PM

**Location:** 216

**Chair:**

**Mr Kevin Brett**

Director, Australia, i-graduate, Australia

This panel presentation will highlight the results of the 2016 VET international student survey. Australian TAFE systems and private providers benchmark the international student experience in a biennial cycle. The data is compared with an equivalent international dataset that shows the success of Australian VET providers in their continuing commitment to the international student experience.

Each benchmarking cycle is initiated by the International Education Association of Australia in a project supported by the Australian Government Department of Education and Training. The national data includes insights into why Australia is attractive both as a VET provider in its own right and as a pathway provider as students negotiate their journey from foundation program to degree completion. The recommendation to prospective students by current students of their institute or college is important to marketing. This presentation will emphasise those factors that contribute to word-of-mouth recommendations.

**Key interest area (KIA):** STU

**Sector(s):** VET

**Speakers:****Mr Kevin Brett**

Director, Australia, i-graduate, Australia

**Ms Janelle Chapman**

Director, TAFE Queensland International, TAFE Queensland, Australia

**Ms Helen Zimmerman**

Government and Stakeholder Relations, Navitas Ltd, Australia

**Mr Steve Nerlich**

Director, International Research and Analysis Unit, Australian Government Department of Education and Training, Australia

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### 1.3.C. Strategies for success in pathway programs

**Date:** Wednesday 19 October**Time:** 12:00PM – 1:15PM**Location:** 217**Chair:****Ms Heidi Reid**

Principal, Australian International College of English, Australia

**Targeting retention for student success (1042)**

What gets students to stay enrolled in their programs and make a successful transition to further study or the workforce? The University Programs Division of Navitas, a global private education provider, identified retention as a significant opportunity to improve student outcomes and progression rates to the universities with which they partner. Along with this opportunity came the challenge of addressing what is seen as an increasing gap between the academic capabilities of an increasingly diverse student cohort coming into pathway programs and the requirements to successfully graduate and meet university entrance requirements. This presentation will outline a three-year data analytics project that was undertaken in three Australian Navitas colleges to explore the issue, along with the strategies that led to a 10–20% increase in retention in two years and revenue growth for both the college and partner university.

**Key interest area (KIA):** PATH**Sector(s):** ELT, HE, VET**Speaker:****Mr Malcolm Baigent**

College Director and Principal, Navitas, Australia

**Trinity College Foundation Studies: a study of pedagogy, practice and student experiences (1054)**

Since 1989, Trinity College Foundation Studies (TCFS) has provided international students with a pathway into Australian universities upon meeting specified study scores and prerequisites. In particular, this program presents students with a rigorous and unique curriculum overseen by academic staff from The University of Melbourne and, annually, sees approximately 80% of its students offered places within this institution. For more than 25 years, this pathways program has played a vital role in preparing international students for entry into both The University of Melbourne and the wider Australian higher education sector. This presentation will discuss how the TCFS curriculum has been used to prepare students for entry into university. Drawing from quantitative and qualitative data, the speakers will address how e-learning has been used to support teaching and learning outcomes for students, the role of drama studies within the curriculum, and the importance of the social dimension within education.

**Key interest area (KIA):** PATH**Sector(s):** HE**Speakers:****Dr Ian Teo**

Research Coordinator, Trinity College, The University of Melbourne, Australia

**Dr Jennifer Mitchell**

TCFS eLearning Coordinator, Trinity College, The University of Melbourne, Australia

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### 1.3.D. Migration and international education

**Date:** Wednesday 19 October**Time:** 12:00PM – 1:15PM**Location:** 218**The skilled migration/international education nexus: accountants' case study (1030)**

The trajectory of international accounting student commencements with Australia's higher education providers is evidence of the nexus between skilled migration policies and international education. The post-2009 downturn and subsequent upturn witnessed since 2014 are respectively associated with a tightening and subsequent loosening of skilled migration policy settings. While other factors are at play, the nexus cannot be denied.

The implication is that blunt policy instruments can create vulnerability and volatility in the international education sector. The 'on' versus 'off' the list approach to independent skilled migration is creating uncertainties and has the potential to

weaken future growth in the sector. This presentation will demonstrate the nexus through a case study of the experience of accounting. It will recommend a reformed approach, where the flow of independent skilled migrants for occupational groupings is governed by adjusting a points threshold up or down based on labour market conditions and other relevant considerations.

**Key interest area (KIA):** P&RE**Sector(s):** HE, VET**Speaker:****Mr Rob Thomason**

Executive General Manager Education, CPA Australia, Australia

**Migration and international education in Australia – a disconnected landscape (1094)**

There have always been strong connections between Australian migration and international education, but policy settings often seem in conflict. This can lead to undesirable outcomes and

even to exploitation of students. For example, after completing study, a post-study work visa and skilled visa may wait as a reward. However, when applying for their visa, the student must demonstrate he or she “genuinely intends to stay in Australia temporarily”, or they won’t be eligible for a visa.

The success of international education is linked to migration policy. Institutions attract students on the basis of obtaining a post-study work visa and the possibility of permanent residency. However, many institutions disassociate education and migration and won’t render any migration assistance to students in need. As a result, international students are vulnerable

to exploitation from disreputable migration agents. How do we ensure that international students are properly cared for in these circumstances?**Key interest area (KIA):** P&RE

**Sector(s):** ELT, HE, VET

**Speakers:**

**Mr Daniel McKinnon**

BA, BCom, Grad Dip Bus, Grad Cert Mig Law, MARA, CPA, Managing Director, Top Class International Pty Ltd, Australia

**Ms Danielle Hartridge**

Consultant, Australia

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### 1.3.E. The best university in the world? What ranking can and can't tell us (1206)

**Date:** Wednesday 19 October

**Time:** 12:00PM – 1:15PM

**Location:** 219

**Chair:**

**Ms Arlene Griffiths**

Director Client Relations & Business Development UK & USA, IDP Education, United Kingdom

Times Higher Education has been publishing the World University Rankings since 2004. With more than 800 universities from 70 countries now represented, the rankings provide a unique insight into the state of higher education across the globe. Looking

at data from the Times Higher Education World University Rankings, the presenter will explore what distinguishes the best universities from the rest and identify the strengths and weaknesses that rankings can show us. Alongside a discussion on the methodology of rankings, he will highlight how Australian institutions compare with their peers elsewhere.

**Key interest area (KIA):** BD&S

**Sector(s):** HE

**Speaker:**

**Mr Duncan Ross**

Data and Analytics Director, TES Global, United Kingdom

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### 1.3.F. In focus: Iran (1187)

**Date:** Wednesday 19 October

**Time:** 12:00PM – 1:15PM

**Location:** 220

**Chair:**

**Mr Dennis Murray**

Director, Murray Goold International, Australia

Iran is a significant regional economy with a large population (78 million in 2014), GDP of around US\$400 billion, and some of the world’s largest oil and gas reserves. The lifting of UN sanctions on Iran in January 2016 paved the way for other nations, including Australia, to remove trade sanctions, thereby opening up new opportunities for international business. Early indications are that education and skills training will be one of the key international services in demand and many Australian organisations and institutions are beginning to re-engage with Iran. This panel session will provide an overview of contemporary Iran and the social changes occurring within the nation. Iran’s policy position on national and international education will be explored and the opportunities and associated challenges for Australian education

and training providers will be discussed.

**Key interest area (KIA):** BD&S

**Sector(s):** ELT, HE, VET

**Speakers:**

**Mr Dennis Murray**

Director, Murray Goold International, Australia

**Mr Maher El Bakry**

Regional Director, Middle East, IDP Education, United Arab Emirates

**Mr Chris Bandy**

Executive Officer for Growth and Emerging Markets, International Operations Branch, Austrade, Australia

**Dr Mammad Aidani**

Research Fellow, School of Historical and Philosophical Studies, The University of Melbourne, Australia

**Mr Stephen Trengove-Jones**

Director, Americas, Middle East, Africa and APEC, Department of Education and Training, Australia

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### 1.3.P. Poster session: Connecting with students (1)

**Date:** Wednesday 19 October

**Time:** 12:00PM – 1:15PM

**Location:** PZ

**Chair:**

**Mr Peter Mackey**

Director, StudyNSW, Australia

#### Using the walking interview as a tool to connect with internationally mobile students (1039)

It is suggested that more work needs to be done to appreciate the wider social practices of internationally mobile students and to explore how they connect with the local area, not only so that universities can move towards a more holistic understanding of

their experience, but also for the benefit of local businesses and community groups. International students possess the skills to navigate diverse milieu, thus universities and local organisations should take advantage of their symbolic 'intercultural' capital. But how can this be done? This poster will focus on some of the key insights that can be gained by interviewing international students while walking through the streets of their university town or city. The 'walking interview' will be presented as a valuable method for increasing the voice of international students, and will be demonstrated using findings and practical examples from an ongoing PhD study.

**Key interest area (KIA):** STU

**Sector(s):** HE

**Speaker:**

**Ms Jodi Gregory**

Doctoral Researcher, University of Huddersfield, United Kingdom

**Speaking the same language: how to engage students through new communication channels (1089)**

This poster will provide insights into how institutions can employ new communication patterns to connect and engage student cohorts. By establishing a communication interface focused on mobility and instantaneous notifications, the needs of both students and staff within an institution can be satisfied. The poster will describe how mobile messaging platforms can deliver situation and context-relevant communication to students through a variety of channels that traditional electronic communication is unable to do. It will detail some of the common challenges an institution experiences deploying new technology as well as the outcomes and best practice learnings the project has delivered.

**Key interest area (KIA):** STU

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Mr Luke Latimer**

Director of Digital Operations, International Education Services, Australia

**Mr Anton Crace**

BJ, Communications Officer, International Education Services, Australia

**Connecting where the students are: transforming communication with the FISC app (1138)**

The Flinders International Study Centre (FISC) app transformed connection and communication with students and orientation procedures and reduced many common queries and difficulties throughout program delivery. This poster will share the presenters' experiences and open up discussion about how a small provider, with a limited budget and staff with heavy time commitments, can use existing technological solutions, plus a bit of IT savvy, to develop a solution to several common and recurring problems. The FISC app has allowed the centre to connect with students using technology appropriate to their skills, their particular language usage and levels, and their access to communication technology, and to do so in a way that is efficient, accurate, in-time and responsive.

**Key interest area (KIA):** STU

**Sector(s):** ELT, HE

**Speaker:**

**Mr Richard Stevenson**

AEP Coordinator, Flinders International Study Centre, Australia

**Digital discussion: hot topics among international students in social media (1167)**

Everyone is interested in the 'international perspective', but there are challenges that prevent institutions and the international education sector from engaging in meaningful discussion on student issues. This poster will summarise the hot topics in international education that international students discuss within the online space. Delegates will gain a deeper understanding of the particular articles, news or issues that generate the most buzz or discussion in English and non-English speaking student forums and why these discussions matter to your organisations and initiatives.

**Key interest area (KIA):** STU

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Ms Mustika Indah (Nina) Khairina**

President, Council of International Students Australia, Australia

**Mrs Saba Nabi**

Former Equity Officer and Acting Education Officer, Council of International Students Australia, Australia

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#### 1.4.A. Making the connection: Australia's global alumni engagement (1198)

**Date:** Wednesday 19 October

**Time:** 2:30PM – 3:45PM

**Location:** 212-213

**Chair:**

**Ms Rebecca Hall**

Executive Director, International Education and Training Unit, Trade & Investment Queensland, Australia

Today's world is characterised by the global mobility and flow of people, knowledge and ideas beyond and across national and regional boundaries. International students and alumni are central to these global flows and emerging networks of influence. For Australia, a nation with a long-standing commitment to international education and an estimated 2.5 million alumni

around the world, this presents new and exciting opportunities. Alumni engagement is nothing new. Many Australian universities have established strong and positive relationships with their alumni, in Australia and abroad. Increasingly, institutions are prioritising their investment in alumni engagement, advancement and philanthropy. Similarly, Australia's diplomatic network has actively engaged and embraced alumni as an important constituency abroad. The Australian Government's Department of Foreign Affairs and Trade is now working to engage Australia's global alumni as a public diplomacy priority – amplifying diplomatic, trade and investment opportunities as well as promoting Australia and its capabilities on the global stage. However, as the global environment becomes more competitive

and crowded the case for building more meaningful, enduring relationships with alumni becomes more compelling. In this panel presentation the speakers will bring a combined approach that spans government, institution, industry body and alumni to reflect on questions such as: can governments, institutions and industry work better together to improve global alumni engagement? What are some best practice approaches to grow trade, investment and business linkages through global alumni engagement? How can we best meet the needs and interests of Australia's diverse global alumni? How can we better support alumni practitioners at the forefront of engagement? How do we know if we are successful and how should we evaluate success? Is strengthening people-to-people links enough? What more could be done?

**Key interest area (KIA):** MULT

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Ms Tricia King**

Vice-President, Global Engagement, Council for Advancement and Support for Education, United Kingdom

**Ms Cheryl Johnson**

Assistant Secretary of the Australia Awards and Alumni Branch, Australian Government Department of Foreign Affairs and Trade, Australia

**Mr Ron Fairchild**

CFRE, Vice-President and Chief Advancement Officer, Deakin University, Australia

**Dr Peng Tao**

Australian Alumni Ambassador and CEO and Founder, Breadtrip.com

**Ms Rebecca Hall**

Executive Director, International Education and Training Unit, Trade & Investment Queensland, Australia

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### 1.4.B. Using data to improve admissions and recruitment strategies

**Date:** Wednesday 19 October

**Time:** 2:30PM – 3:45PM

**Location:** 217

**Chair:**

**Mrs Melissa Banks**

Director International, Swinburne University, Australia

**State of play: using data to develop state and province-level strategies (1076)**

International student recruitment requires a country-specific approach, tailored to match an education provider's market position and program offerings with individual economies and industry needs. Such approaches, however, may not be suitable for large-scale student markets such as China and India. What is the practical difference between recruiting students from Vietnam, a country with 94 million citizens, and China's Guangdong province, with 104 million? Or Thailand and India's Rajasthan province, both with 68 million citizens? With a combined youth population of 415 million people (aged 15 to 24 years), China and India are simply too large to sustain a general approach. A more segmented and nuanced state and province-based strategy may be more suitable, particularly when it also comes to assessing student visa risk. What data is available for education providers to better target state-based markets within large countries? How can the use of regional data better inform a marketing and recruitment strategy?

**Key interest area (KIA):** BD&S

**Sector(s):** HE, VET

**Speakers:**

**Mr Grant Watson**

Coordinator Business Intelligence, RMIT University, Australia

**Mr Thomas Eastwood**

Director, International Recruitment, RMIT University, Australia

**Connecting people and data for improved admissions results (1084)**

In 2015 Macquarie University International College was established to deliver pathway programs in-house. Simultaneously, the university sought to connect admissions processes for a student's complete package of programs, from English to foundation/diploma to degree. To achieve timely and successful outcomes for students, education agents and the university, a complete review and upgrade of admissions processes, systems and interfaces was required. To date, the university has implemented an admissions system that integrates with its agent and student application portals and conversion CRM, provides electronic workflows to faculty, enables configuration of entry requirements and manages student articulation to subsequent courses. It has also developed extraction of accurate and timely data to reporting systems for admissions analysis and modelling, turnaround performance and workload management. This presentation will feature practical examples of how connecting different data sources improves service, efficiency, conversion and risk management in admissions and outlines future ambitions for further integration.

**Key interest area (KIA):** ADM

**Sector(s):** HE

**Speaker:**

**Ms Kathryn Humphrey**

Associate Director, International Administration, Macquarie University, Australia

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### 1.4.C. What does it really mean to internationalise the curriculum? Theoretical and practical perspectives from the coalface of teaching and learning (1228)

**Date:** Wednesday 19 October

**Time:** 2:30PM – 3:45PM

**Location:** 218

**Chair:**

**Dr Wendy Green**

Senior Lecturer, Tasmanian Institute of Learning and Teaching, University of Tasmania, Australia

While many universities have embraced internationalisation at the policy level, there exists a commonly observed gap between rhetoric and practice. In particular, there is confusion about what internationalisation means for teaching, learning and curriculum design. This panel will address the question of how 'internationalisation of the curriculum' (IoC) can be conceived, implemented and assessed within specific disciplines and across degree programs. It will present three examples of good IoC practice from different disciplines and locales. These examples will be framed by a critical analysis of the opportunities and challenges of doing IoC. Blending theory and practice, this panel will draw out similarities and differences across and within disciplines in different institutional, national and regional contexts, and will point to future directions for research. The presenters will engage the audience in discussion and debate.

**Key interest area (KIA):** L&T

**Sector(s):** HE

**Speakers:**

**Dr Wendy Green**

Senior Lecturer, Tasmanian Institute of Learning and Teaching, University of Tasmania, Australia

**Dr Craig Whitsed**

Senior Lecturer, Centre for Student Learning, Murdoch University, Australia

**Dr Ricardo Flores**

Lecturer, UNSW Australia, Australia

**Dr Megan Paul**

Director, Postgraduate Research, and Senior Lecturer, School of Business and Governance, Murdoch University, Australia

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#### 1.4.D. The graduates of 2025: their expectations, needs and aspirations (1207)

**Date:** Wednesday 19 October

**Time:** 2:30PM – 3:45PM

**Location:** 219

**Chair:**

**Ms Helen Zimmerman**

Government and Stakeholder Relations, Navitas Ltd, Australia

The Australian International Education Strategy for 2025 forecasts that in a high market share scenario the number of onshore students in Australia could almost double to 990,000. To achieve this number, the entire shape and composition of the international education industry will need to change. And in changing, the industry will still need to meet the needs and expectations of students and their families.

So how does an international student achieve individual differentiation within a crowded market, where the acquisition of a portfolio of attributes will be even more important than it is today? What will be the market drivers for these students? Indeed, will

there still be graduate entry schemes as we know them today?

As a response to the launch of the 2025 strategy, Rob Lawrence will present entirely new research that embraces students across all sectors and is informed by employers, commentators and opinion leaders. This research anticipates the type of world that will accompany the graduate of 2025. In presenting this research, opinions and information will be sought from the university, VET, language and secondary sectors and will incorporate information collected from the public and private sectors. The research will examine how delivery patterns will need to change to meet demand and will identify the types of programs and services that providers across all sectors will need to offer.

**Key interest area (KIA):** GS&E

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**Mr Rob Lawrence**

Principal, Prospect Marketing & Research, Australia

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#### 1.4.E. In focus: Philippines (1189)

**Date:** Wednesday 19 October

**Time:** 2:30PM – 3:45PM

**Location:** 220

**Chair:**

**Ms Maria Aurora (Ria) Dela Vina**

Country Director – Philippines, IDP Education, Philippines

The Philippines is one of the fastest growing student markets for Australia, with significant and uninterrupted growth over the past five years. It is also one of the fastest growing economies in Asia. Around 55% of Filipino students coming to Australia are enrolling in the VET sector and 35% in the higher education sector. Career opportunities and the presence of family and friends in

Australia are key drivers behind the growth. Significant potential also exists for transnational and other education partnerships and collaborative ventures. In May 2016 a new and somewhat controversial president was elected in the Philippines. As one observer noted, "the Philippines has nervously entered a new period of hope and uncertainty". A panel of experts will discuss the situation in the Philippines with a particular focus on education and internationalisation. Developments, opportunities and examples of successful initiatives will be presented.

**Key interest area (KIA):** BD&S

**Sector(s):** ELT, HE, VET

**Speakers:****Mr Edilberto C de Jesus**

Professor Emeritus, Asian Institute of Management, Philippines

**Mrs Tracy Harris**

ASEAN Education Commissioner and Trade Commissioner,

Singapore, Austrade, Singapore

**Mr Vernon Wills**

CEO and Managing Director, Site Skills Australia, Australia

**Ms Maria Aurora (Ria) Dela Vina**

Country Director – Philippines, IDP Education, Philippines

### 1.4.P. Poster session: Enhancing the marketing experience

**Date:** Wednesday 19 October**Time:** 2:30PM – 3:45PM**Location:** PZ**Chair:****Mrs Ruth Hyland**

Digital Marketing Manager, IDP Education, Australia

**Quick wins to kickstart your marketing automation success (1009)**

Marketing automation is hot on the agenda for most Australian higher education providers and many organisations that have paid a hefty price for the software are now scratching their head and thinking “What now”? This poster will outline the quick wins that are available to gain buy-in from critical stakeholders and generate momentum within your organisation so you can begin realising the substantial benefits the technology can offer. Real-life examples of Australian universities’ pilot programs will be provided to illustrate what success looks like.

**Key interest area (KIA):** M&C**Sector(s):** HE, VET**Speakers:****Mr Michael Bird**

CEO, Social Garden, Australia

**Ms Sharyn Maskell**

Director, Social Garden, Australia

**Power of social connection: personalising the online marketing experience (1164)**

The recruitment process for international students tends to finish once the student has signed on the dotted line and landed at the airport. But what if they feel lonely after a few months and drop out? What will they tell their family and friends when they return? How can we better support them and what can we do to turn them into advocates in an authentic way?

This poster will present case studies on two personalised marketing tools – MyStory and What’s Your Melbourne Style – as ways to engage with and showcase international students while they are here and provide support throughout the student lifecycle. The tools have collectively engaged more than 60,000 users from more than 90 countries, and each offers examples of providing a superior digital experience with students at the centre.

**Key interest area (KIA):** M&C**Sector(s):** ELT, HE, VET**Speakers:****Ms Jane Favaloro**

Manager, Study Melbourne, Department of Economic Development, Australia

**Mr Mark Buttigieg**

Digital Campaign Coordinator, RMIT University, Australia

### 1.5.A. The great debate: is continued growth in international enrolments sustainable? (1205)

**Date:** Wednesday 19 October**Time:** 4:15PM – 5:30PM**Location:** PH3**Chair:****Prof. Nick Bisley**

Executive Director, La Trobe Asia, La Trobe University, Australia

This session brings together a panel of high-profile international education experts from across Australia to debate the proposition that we should stabilise the number of international students in Australia rather than continue to grow. The international education sector is well-versed in the many benefits of internationalisation and we have rarely questioned the wisdom of growth in international student numbers in Australia. But are there limits? Are there unintended consequences of growth that need to be considered? Should we be more focused on the quality of student experience rather than the quantity of students?

**Key interest area (KIA):** MULT**Sector(s):** ELT, HE, SCH, VET**Speakers:****Prof. Nick Bisley**

Executive Director, La Trobe Asia, La Trobe University, Australia

**Hon. Phil Honeywood**

CEO, International Education Association of Australia, Australia

**Ms Kerrin Benson**

Chief Executive Officer, MDA Ltd, formerly the Multicultural Development Association, Australia

**Prof. Kent Anderson**

Deputy Vice-Chancellor (Community and Engagement), The University of Western Australia, Australia

**A. Prof. Sophia Arkoudis**

Associate Director, Centre for the Study of Higher Education (CSHE), The University of Melbourne, Australia

**Ms Jeannie Rea**

National President, National Tertiary Education Union, Australia

**Ms Renata Bernarde**

Chief Executive Officer, General Sir John Monash Foundation, Australia

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## 1.5.B. Three megatrends shaping the future of international student mobility (1191)

**Date:** Wednesday 19 October

**Time:** 4:15PM – 5:30PM

**Location:** 212-213

**Chair:**

**Prof. Stephanie Fahey**

Lead Partner for Education, Oceania, Ernst & Young, Australia

Every year, the number of students seeking global educational experiences continues to increase. However, the singular focus on aggregate growth numbers misses the underlying shift in the profiles, needs and expectations of international students in an increasingly connected world. This presentation will provide an overview of the three megatrends shaping the future of international student mobility from the underlying principle of connectivity through technology, people, and partnerships. These megatrends are: 1. What is the impact of demographic

and economic shifts on the diverse needs and expectations of students? 2. How is technology affecting the decision-making process and the mobility of international students? 3. How are innovative models of institutional partnerships expanding choices for international students? This presentation will illustrate the evolution and importance of these three trends related to international student mobility and their implications for institutional strategies.

**Key interest area (KIA):** MULT

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**Dr Rahul Choudaha**

PhD, Principal Researcher and CEO, DrEducation, LLC, United States

## Thursday 20 October

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### 2.1.A. World in focus: café session with Australian Government overseas representatives (1194)

**Date:** Thursday 20 October

**Time:** 8:45AM – 10:00AM

**Location:** 212

This café session provides an opportunity to discuss emerging trends in global education and training. Australian Government representatives, based in our diplomatic missions overseas, and policy experts from here in Australia will facilitate discussions. The session will inform the development of country strategies as part of the implementation of the Australian Government's National Strategy for International Education 2025 released on 30 April 2016. The format will comprise small group discussions focusing

on a range of regions including South and South-East Asia, Latin America and North Asia as well as the role Australia is playing in multilateral fora such as APEC and the East Asia Summit. Participants will be able to move between groups. The main issues arising from each group discussion will be reported back to the whole group before the conclusion of the session.

**Key interest area (KIA):** BD&S

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

Representatives from the Department of Education, Department of Foreign Affairs and Trade and Austrade

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### 2.1.B. More than a roof over their heads? (1196)

**Date:** Thursday 20 October

**Time:** 8:45AM – 10:00AM

**Location:** 213

**Chair:**

**Hon. Phil Honeywood**

CEO, International Education Association of Australia, Australia

With the increasing focus on the need to develop more and better residential accommodation options for international students, are we at risk of settling for models that provide little more than a roof over their heads? This panel session will explore key elements required to imagine and create a meaningful residential community outside the classroom. Best practice examples will be explored that have potential to ensure the living and learning experience meets the social and academic requirements for student success and satisfaction. The panellists will include a representative from i-graduate, a university representative, an

accommodation provider and a student.

**Key interest area (KIA):** STU

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Mr William Archer**

CEO, i-graduate, United Kingdom

**Hon. Phil Honeywood**

CEO, International Education Association of Australia, Australia

**Dr Jennifer McDonald**

Head of University College, The University of Melbourne, Australia

**Ms Rebecca Bendall**

Partnerships Manager, Urbanest Australia, Australia

**Ms Mustika Indah (Nina) Khairina**

President, Council of International Students Australia, Australia

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### 2.1.C. Schools | Internationalising Victorian schools

**Date:** Thursday 20 October

**Time:** 8:45AM – 10:00AM

**Location:** 216

**Chair:****Ms Caroline Miller**

Director, Policy and Research, Independent Schools Council of Australia, Australia

**Learning by doing: how to establish a school in China (1007)**

In 2013, a large independent school in Melbourne, Haileybury, established a K-12 school outside Beijing for Chinese students ultimately intending to study overseas. Haileybury International School Tianjin is now flourishing, with its first graduates heading to (mainly Australian) universities in February. As a campus of Haileybury, the school promotes Haileybury's internationalist mission, facilitating the exchange of staff and students and the delivery of rich international experiences for all students. The school also contributes to the marketing of Australian education and to institutional development in China. This presentation will outline the steps that were involved in an Australian school setting up a profitable international school in China, with a discussion of what was learnt along the way.

**Key interest area (KIA):** BD&S**Sector(s):** SCH**Speaker:****Dr Nicholas Dwyer**

BEc, LLB, MBA, DEd, Director, Haileybury International School, China

**Connecting to the world – how Victoria is internationalising its schools (1171)**

Internationalising education in Victorian schools is an integral part of the Education State vision championed by the Victorian Government. The Department of Education and Training (DET) has developed 'Internationalising Schooling – A how to guide for schools' to tackle the challenge of putting global thinking at the heart of teaching and ensuring students are well prepared for the challenges and opportunities of the 21st century. This complements a range of initiatives and programs led by DET to support principals, teachers and students to think more globally and help prepare students for living and working in a globalised world. This presentation will also showcase a range of programs, such as Victorian Young Leaders to China, the International Student Program and Sister School Partnerships, and identify how these connect and contribute to internationalising Victorian schools and the development of global citizenship attributes, knowledge and skills.

**Key interest area (KIA):** MOB**Sector(s):** SCH**Speaker:****Mrs Concetta Andreana**

Manager, Internationalising Education Unit, Victorian Government Department of Education and Training, Australia

**2.1.D. Industry collaboration models and work integrated learning****Date:** Thursday 20 October**Time:** 8:45AM – 10:00AM**Location:** 217**Chair:****Ms Judie Kay**

Associate Director, Career Development and Employment, RMIT University, Australia

**Scan of overseas models of university/industry collaboration and analysis of implications for Australia (1027)**

Links between university and industry have steadily been gaining attention and importance in recent years. University–industry collaboration (UIC) can foster connectivity within local and international communities, advance university strategy and produce meaningful and useful innovation for the higher education sector. However, countries such as Australia have not developed their UIC strategies and policies fully within their institutions. This affects institutions in a multitude of ways, including their ability to attract industry leaders to partner with in the future and their ability to recruit students who desire hands-on industry experiences. This presentation will offer a review and assessment of overseas examples of UIC and consider transferable aspects to the Australian context.

**Key interest area (KIA):** BD&S**Sector(s):** HE**Speaker:****Ms Mollie Dollinger**

PhD candidate, Centre for the Study of Higher Education, Australia

**The NSW Government offered 200 international students work integrated learning experience – what did we learn? (1173)**

Access to work integrated learning (WIL) and work experience are

key concerns for international students, influencing their decisions about study destinations. The NSW Government partnered with education technology start-up Intersective in 2016 to pilot a project to offer 200 international students WIL experience across nine government bodies. Students were drawn from five NSW higher education and VET providers (both public and private) and mentored by Ernst and Young.

This presentation will bring together a panel of project participants to share the learnings from the pilot from different perspectives: a student who participated, a government agency that provided the WIL and the start-up that coordinated the project. The session will also explain how the pilot can be scaled to include thousands of students across more employers with benefits for students, employers and the broader international education sector in Australia.

**Key interest area (KIA):** GS&E**Sector(s):** HE, VET**Speakers:****Mr Peter Mackey**

Director, StudyNSW, Australia

**Mr Ritwick Priyadarshi**

Student, University of New South Wales, Australia

**Detective Chief Inspector Darren Newman**

Cabramatta Crime Manager, Detective Inspector, NSW Police Force, Australia

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## 2.1.E. Working with partners: how collaboration helped build one of the world's greatest international student cities (1123)

**Date:** Thursday 20 October

**Time:** 8:45AM – 10:00AM

**Location:** 218

### Chair:

**Ms Amanda Pickrell**

Director (A/g) International Education, Victorian Government Department of Economic Development, Jobs, Transport and Resources, Australia

Like any industry, it is imperative to protect the identity and differentiation of a brand to maintain relevance and distinguish core offerings from competitors. However, unlike other sectors where competitive differentiation is predominantly driven by financial incentive, education brands have the unique ability to work towards a streamlined goal – positioning their location as the ultimate education destination. But how do these conversations start and how do you decide if it is appropriate to collaborate? How do you divide roles? How do you keep your own brand identity intact?

This panel session will discuss successful collaborations between government, institutions and embedding international students in a major trade event. It will showcase two industry firsts by bringing to life the Victorian Government's Study Melbourne 'Four Seasons In One Night: Virgin Australia Melbourne Fashion Festival Cultural Program', and its very successful education and tourism campaign 'Ultimate Day Out'.

**Key interest area (KIA):** M&C

**Sector(s):** ELT, HE, SCH, VET

### Speakers:

**Ms Amanda Pickrell**

Director (A/g) International Education, Victorian Government Department of Economic Development, Jobs, Transport and Resources, Australia

**Ms Jane Favaloro**

Manager, Study Melbourne, Department of Economic Development, Australia

**Ms Joanna McEwan**

Acting General Manager, International Marketing, Visit Victoria, Australia

**Mr Jirayut Prompen**

International Student, Monash College, Australia

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## 2.1.F. International collaboration in quality assurance for higher education – Quality Beyond Boundaries Group (1050)

**Date:** Thursday 20 October

**Time:** 8:45AM – 10:00AM

**Location:** 219

### Chair:

**Dr Warren Fox**

Chief of Higher Education, Knowledge and Human Development Authority, United Arab Emirates

This panel presentation will discuss a recent global initiative called Quality Beyond Boundaries Group (QBBG). QBBG is a network of international quality assurance agencies that has been formed to address the growing quality assurance challenges and opportunities associated with cross-border higher education. QBBG was established to increase collaboration, communication and connectivity between its member agencies and the higher education institutions that are quality assured/accredited through these agencies. QBBG has focused its early initiatives on transnational education in order to address challenges of student

mobility, recognition of degrees, reducing duplication of work for agencies and institutions and building the next best practice for quality assurance of transnational higher education. QBBG has commissioned a comparative study of quality assurance policies among the member agencies and two case studies on global campuses.

**Key interest area (KIA):** PR&E

**Sector(s):** HE

### Speakers:

**Dr Warren Fox**

Chief of Higher Education, Knowledge and Human Development Authority, United Arab Emirates

**Mr Anthony McClaran**

Chief Executive Officer, Tertiary Education Quality and Standards Agency, Australia

**Ms Dorte Kristoffersen**

Executive Director, HKCAAVQ, Hong Kong SAR

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## 2.1.G. Big data? It's not the size; it's what you do with it! (1178)

**Date:** Thursday 20 October

**Time:** 8:45AM – 10:00AM

**Location:** 220

### Chair:

**Mr Paul Wappett**

Chief Executive Officer, Open Universities Australia, Australia

The age of 'big data' promises to revolutionise business decision making. Given the raft of data collected on international students by education institutions – via social media, online application processes and in other places – the international education industry is well positioned to take advantage and improve institutional decision-making. However, it's not about how much data you have but rather what you do with it to better inform the recruitment process and beyond and to identify opportunities. This panel of experts will discuss and demonstrate via practical and real-life case studies how data analytics can drive efficiency and productivity in the areas of international marketing and recruitment as well as international admissions.

**Key interest area (KIA):** BD&S

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Mr Paul Wappett**

Chief Executive Officer, Open Universities Australia, Australia

**Mr Duncan Ross**

Data and Analytics Director, TES Global, United Kingdom

**Mr Ian Wong**

Partner, Strategy and Design Lead, A/NZ, IBM, Australia

**Mr Darragh Murray**

Senior Business Intelligence Analyst, The University of Queensland, Australia

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## 2.1.P. Poster session: Improving graduate outcomes using technology

**Date:** Thursday 20 October

**Time:** 8:45AM – 10:00AM

**Location:** PZ

**Chair:**

**Mr Gordon Scott**

Managing Director, successfulgraduate.com, Australia

### **E-employability: training intercultural competencies with the help of gamification (1036)**

Intercultural competencies are in high demand by employers. Although only a small number of students can travel abroad to broaden their horizons, most of them use modern technologies daily. This poster will show how online gamification of cultural scenarios can train and develop intercultural competencies wherever the students are located. Attendees at the poster session will receive an infotainment app, the elements of which engage users similarly to real-life interactions and make them assess the information and learn quicker. They will also see an example of how linking cultural game questions to social, business and job hunting situations across different countries makes a connection between cultural knowledge and students' employability.

**Key interest area (KIA):** GS&E

**Sector(s):** HE, VET

**Speakers:**

**Ms Veronika Norvaisaite**

Researcher and Social Media Strategist, Expertise in Labour Mobility, Netherlands

**Ms Nannette Ripmeester**

Director, Expertise in Labour Mobility, Netherlands

### **Putting your international experiences to work: an online program that enhances the professional benefits of outbound mobility in a digitally connected world (1063)**

This poster will outline a multimedia online program for students who undertake outbound mobility experiences (OMEs). The program supports students' career development at each OME phase: preparing, being there, and coming back. It harnesses digital technologies to engage students in personal/professional learning, regardless of their geographic location. The program's design and content were informed by new research, which included interviews with OME students, recent OME graduates and employers of recent graduates. The following themes drawn from this study feature in the program's design: challenges of articulating and applying OME's benefits in the workplace; importance of online and face-to-face networking at each OME phase; and the importance of extending one's international capabilities after returning home. The program's evaluation by university staff, recent OME graduates and OME students showed 100% agreement/strong agreement that it is visually appealing, easy to navigate, and that the online activities enable students to unpack and apply their international experience.

**Key interest area (KIA):** MOB

**Sector(s):** HE

**Speakers:**

**Dr Jessica Gallagher**

Deputy Director (Global Engagement), The University of Queensland, Australia

**Dr Douglas Colbeck**

PhD, Senior Academic Developer/Adjunct Lecturer, University of Tasmania, Australia

## 2.2.A. Future-proofing an international education career: professional development plans for yourself and/or your team (1065)

**Date:** Thursday 20 October

**Time:** 10:30AM – 11:45AM

**Location:** 212

### **Chairs:**

**Dr Gretchen Dobson**

Global Strategist, Gretchen Dobson, LLC, United States

**Mr Gordon Scott**

Managing Director, successfulgraduate.com, Australia

We believe a career for life is no longer viable. What will international education careers look like in 2020? What are the emerging niches that international education professionals must know about? Which priorities and trends require specialisation and new skills? Do you have the skills associated with student employability? What other new skills will your staff need to support your objectives in the region? This panel session will focus on our professional needs today and tomorrow. It will stress that managers need to recognise employment hot spots when recruiting, retaining and developing their teams. What are the innovative structures and topics today? Some may include: short-term employment contracts; transfer of skills; career pathways;

up-skilling; and moving from professional positions outside of the institution. Professional development trends are not topics for the future, but for today. This interactive session will discuss their implications for career development.

**Key interest area (KIA):** PD

**Sector(s):** ELT, HE, SCH, VET

### **Speakers:**

**Dr Gretchen Dobson**

Global Strategist, Gretchen Dobson, LLC, United States

**Mr Gordon Scott**

FAIM, Managing Director, successfulgraduate.com, Australia

**Ms Janelle Chapman**

Director, TAFE Queensland International, TAFE Queensland, Australia

**Prof. Kent Anderson**

Deputy Vice-Chancellor (Community and Engagement), The University of Western Australia, Australia

**Mr Josh Nester**

Head of Education International, SEEK Ltd, Australia

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## 2.2.B. In focus: China (1186)

**Date:** Thursday 20 October

**Time:** 10:30AM – 11:45AM

**Location:** 213

### **Chair:**

**Mr Allen Jiang**

Regional Director, China, IDP Education, China

China continues to be a large, dynamic and expanding consumer of Australian education services and investment in education remains a top priority for Chinese families. 'Go early and younger' is the new motto for Chinese families wanting their children to study abroad. China is also seeking to become Asia's largest destination for overseas students, with the ambitious aim of attracting up to 500,000 foreign students by 2020. However, with so much doom and gloom in the media on the health of the Chinese economy, will this growth and expansion continue? If the upward trend is to be maintained and Australia to continue to be a preferred destination for students and a preferred partner for China, how can we best engage with Chinese students and ensure they feel valued and included in their host country? This panel

presentation will bring together a range of China experts who will discuss the opportunities, debunk several myths and challenge the way we engage with China and Chinese students.

**Key interest area (KIA):** BD&S

**Sector(s):** ELT, HE, SCH, VET

### **Speakers:**

**Mr Christopher Lawson**

First Secretary (Education and Research), Australian Embassy, China

**Mr Andrew Parker**

Partner, Asia Practice Leader, PricewaterhouseCoopers, Australia

**Dr Bates Gill**

Professor of Asia-Pacific Strategic Studies, Australian National University, Australia

**Mr Allen Jiang**

Regional Director, China, IDP Education, China

**Ms Karen Surmon**

Trade Commissioner / Commercial Consul, Consulate-General (Shanghai), Austrade, China

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## 2.2.C. Schools | Creating a strong school sector and a supportive environment for young international students

**Date:** Thursday 20 October

**Time:** 10:30AM – 11:45AM

**Location:** 216

### **Chair:**

**Ms Jessie Bice**

Assistant Director Policy and Research, Independent Schools Council of Australia, Australia

### **A strong school sector – an integral part of international education in Australia (1086)**

The role of the school sector is often overlooked when dazzling statistics from the higher education sector shift our attention. But what role does the school sector play in the pathways space? This presentation will focus on the role of the school sector, how it performs this role and the challenges and risks it faces.

An analysis of data across all sectors and within the schools sector will provide insights into trends and what they may mean for the future. Sustaining growth from year to year and the need to diversify source markets are two of the challenges faced. Strategies for meeting these challenges will be flagged to promote discussion on strengthening connections with local and overseas stakeholders.

**Key interest area (KIA):** PATH

**Sector(s):** SCH

**Speaker:**

**Ms Elizabeth Webber**

Chief Education Officer, NSW Department of Education International, Australian Government Schools International/NSW Department of Education, Australia

**From application to graduation – a continuum of support for younger international students (1090)**

This presentation will outline the strategies employed to create

partnerships with key stakeholders to ensure that younger students feel supported. The analysis explores effective practices employed from the application processes through to the support structures offered throughout a student's enrolment in a NSW government school. Students under the age of 18 present unique challenges for all education providers. This discussion will outline approaches to program design that have proven to be effective in supporting students and managing their varied needs.

**Key interest area (KIA):** STU

**Sector(s):** SCH

**Speakers:**

**Mr Milton Wan**

Manager, Admissions, DE International – NSW Department of Education, Australia

**Ms Elvia Cacciotti**

Manager, School Support and Compliance, DE International, NSW Department of Education, Australia

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## 2.2.D. Case studies in TNE: Maastricht School of Management and Massey University

**Date:** Thursday 20 October

**Time:** 10:30AM – 11:45AM

**Location:** 217

**Chair:**

**Ms Janet Ilieva**

Founder and Director, Education Insight, United Kingdom

**Redefining transnational education: trends, experiences and expectations (1119)**

This case study will present the story of Maastricht School of Management, an institution based in the Netherlands with more than 60 years of experience in management education and more than 25 years delivering programs around the world. The presentation will draw on both the first-hand experience of the institution offering internationally accredited master and doctoral degrees in varied markets such as South America, Africa and the Middle East, along with examining new trends in transnational education and how they affect the status quo of common (and often unsuccessful) delivery models. The objective is to aid institutions in developing a plan that fits best the objectives of the Australian National Strategy for International Education to diversify and expand partnerships across continents, while taking into consideration the standards from international accreditors.

**Key interest area (KIA):** TNE

**Sector(s):** HE

**Speaker:**

**Mrs Katalin Kovacs**

Associate Dean Global Education Programs, Maastricht School of Management, Netherlands

**Two to tango: a trans-Tasman teaching collaboration (1120)**

In November 2011, The Australian reported that Australians were about to learn Spanish with a kiwi accent. It referred to an agreement that Massey University of New Zealand had signed with the University of New England, NSW, to deliver the entire Spanish program to Australian students by distance. This exciting agreement brought together the two leading universities in distance education in Australasia in an endeavour that has proven incredibly rewarding for all students and staff involved. Classes are delivered online with a great deal of interaction via live online tutorials and lectures, forum discussions, video, and study materials that are both specifically designed for distance teaching and learning and tailored to the Australasian cultural context. This presentation will explore how this collaboration came about, its characteristics and implications within the paradigms of internationalisation, and innovation in distance teaching and learning in the Australasian context.

**Key interest area (KIA):** TNE

**Sector(s):** HE, SCH

**Speaker:**

**Dr Leonel Alvarado**

Senior Lecturer, Massey University, New Zealand

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## 2.2.E. Implementing national strategies: institutional and government collaboration in the UK and Australia (1211)

**Date:** Thursday 20 October

**Time:** 10:30AM – 11:45AM

**Location:** 218

**Chair:**

**Mr Dennis Murray**

Director, Murray Goold International, Australia

This high-level panel discussion will take the form of a dialogue between senior university representatives from Australia and the UK, who will share perspectives on collaborative approaches between the university sector and the national government to deliver the national government's international education strategy. A panel of higher education international education leaders

from the UK and Australia will discuss collaborative approaches between UK and Australian higher education institutions (HEI) and their respective governments to deliver each country's international education strategy. The session is particularly timely in the light of Brexit. Responses of the UK's higher education sector to Brexit, and the likely impact of Brexit on the implementation of the UK strategy, will be discussed, as will collaborative approaches and other initiatives being taken by Australian HEIs following the release of the Australian strategy.

**Key interest area (KIA):** BD&S

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## 2.2.F. Enhancing the student experience

**Date:** Thursday 20 October

**Time:** 10:30AM – 11:45AM

**Location:** 219

**Chair:**

**Mr Mark Darby**

General Manager, Study NT (Australia)

### **Empowering international students to take ownership of their experience by making important connections (1112)**

At the heart of international education are the students who come to their host country from diverse backgrounds with aspirations and high expectations. Most students arrive with enthusiasm and the desire to build a brighter future, but many are also uncertain about what the future will bring. This presentation will explore the journey of a student who, when he first arrived in Australia, was disengaged and trying to find his way in a new country. It will identify the important connections he made and how these connections led to many significant achievements and personal growth.

Making connections helps the development of a global citizen and a new-generation leader – a student who is connected through an extensive and diverse network and contributing to the institution and local communities. These empowered students have the ability to pursue their passion and become an inspirational role model to other students.

**Key interest area (KIA):** STU

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Ms Danielle Hartridge**

Consultant, Australia

**Sector(s):** HE

**Speakers:**

**Mr Dennis Murray**

Director, Murray Goold International, Australia

**Ms Vivienne Stern**

Director, UK Higher Education International Unit, Universities UK, United Kingdom

**Dr Renee Kyle**

Senior Policy Analyst, Universities Australia, Australia

**Mr Gary Lee**

International Student and Youth Project Officer, City of Melbourne, Australia

**Mr Sahil Puri**

Student, Victoria University, Australia

### **Bridging the gap: identifying the barriers to effective domestic and international students' relations (1166)**

International students often find it difficult to adapt to Australian culture and build rapport with domestic students. The Council of International Students Australia conducted a national survey, supported and funded by ETS TOEFL, to gather information on how international and domestic students relate. The aim of the survey was to identify barriers between the two and review existing social structures/initiatives in institutions for their effectiveness in facilitating interactions between domestic and international students. From the survey, CISA aims to create guidelines for education providers and student bodies on how to create an environment that facilitates successful international–domestic student relationships. This will help improve students' experience, a key theme of the National Strategy on International Education. The speakers will present the findings of the survey and provide recommendations and guidelines on how to create campus cultures that help facilitate rapport between international and domestic students.

**Key interest area (KIA):** STU

**Sector(s):** HE, SCH, VET

**Speakers:**

**Mrs Saba Nabi**

Former Equity Officer and Acting Education Officer, Council of International Students Australia, Australia

**Mr Dion Jeremy Lee**

National Postgraduate Officer, Council of International Students Australia, Australia

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## 2.2.G. Creating connections: perspectives on communicating with prospective international students (1175)

**Date:** Thursday 20 October

**Time:** 10:30AM – 11:45AM

**Location:** 220

**Chair:**

**Mr Martyn Edwards**

Head of Marketing and Business Development, IDP Education, United Kingdom

IDP and The Knowledge Partnership will present key research findings that explore the importance of student networks and communications within a marketing context. IDP will share the latest insights from its buyer behaviour research, focusing on marketing communication preferences and the influence of students' pre-existing in-country relationships. The Knowledge Partnership will then provide an in-depth

exploration of communication channels used by prospective international students from one established and one emerging market: Indonesia and Myanmar. The results and subsequent discussion will provide evidence for how we can better connect with prospective international students in the future. Actionable marketing strategies will form a critical component of the discussion.

**Key interest area (KIA):** M&C

**Sector(s):** HE, VET

**Speakers:**

**Ms Lyndell Jacka**

Head of Research, IDP Education, Australia

**Dr Stephen Holmes**

Managing Partner, The Knowledge Partnership, Australia

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## 2.2.P. Poster session: Mobility initiatives and innovations

**Date:** Thursday 20 October

**Time:** 10:30AM – 11:45AM

**Location:** PZ

**Chair:**

**Mr Douglas Proctor**

PhD candidate, The University of Melbourne, Australia

### **Sushi, sumo, study abroad: an early look at the impact of first-year learning abroad (1147)**

With the launch of the New Colombo Program pilot round, Australian National University (ANU) initiated a new mode of learning abroad, inspired by the success of peer institutions in the US. With funding from the Federal Government, 12 ANU first-year students were the trailblazers in a new international education experiment for Australia. The interdisciplinary group undertook a northern summer program in Tokyo, including Japanese language, following their first semester of undergraduate study. The program included networking with alumni and a facilitated mentoring

experience for two students.

Two years later, this poster will provide an insight into the educational experiences of the students since their first learning abroad program, including the additional international experiences undertaken. The presenters will discuss the program from an institutional perspective and share recent developments for first-year learning abroad at ANU.

**Key interest area (KIA):** MOB

**Sector(s):** HE

**Speakers:**

**Ms Leanne Harrison**

Manager of Strategic Engagement, Coral Bell School of Asia Pacific Affairs, Australian National University, Australia

**Mr Rohan McCarthy-Gill**

Manager, International Mobility, Western Sydney University, Australia

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## 2.3.A. Getting to the bottom of social networks – discover how international students really use them to help them connect with their institution, teachers, peers and friends (1209)

**Date:** Thursday 20 October

**Time:** 12:00PM – 1:15PM

**Location:** 212

**Facilitators:**

**Ms Amy Baker**

Managing Director and Co-Founder, The PIE, United Kingdom  
Ms Clare Gossage, Marketing Director and Co-Founder, The PIE, United Kingdom

This café session will give you a chance to meet international students from institutions across Australia and quiz them face-to-face about how they use social networks to get and stay connected during their international study experiences. Discover which digital channels students like to use to connect to their host institution. How do they integrate into their host communities?

Which social media channels do they prefer? Do they use different platforms to connect within their own student community? What online communities do they engage with? What can you do differently to help your international students feel better connected to your institution and community?

**Key interest area (KIA):** M&C

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Ms Clare Gossage**

Marketing Director and Co-Founder, The PIE, United Kingdom

**Ms Amy Baker**

Managing Director and Co-Founder, The PIE, United Kingdom

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## 2.3.B. Can connectivity provide one global education agent quality framework? (1195)

**Date:** Thursday 20 October

**Time:** 12:00PM – 1:15PM

**Location:** 213

**Chair:**

**Mr Stephen Connelly**

Director, GlobalEd Services, Australia

As national governments take an increasing interest in enhancing the quality reputation of their education providers, the role of

education agents is more in the spotlight than ever. Education agents themselves also find dealing with the complexity of different country-specific regulations increasingly daunting. This panel session will examine the possibility of creating one global agent accreditation system that will share information about quality agents, encourage agents to improve their staff training and ethical business practices, and provide a framework for disciplining agents who breach agreed standards.

**Key interest area (KIA):** P&RE

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Mr Stephen Connelly**

Director, GlobalEd Services, Australia

**Mr Mike Finnell**

Executive Director, American International Recruitment Council, United States

**Mr Brett Blacker**

CEO, English Australia, Australia

**Ms Kim Dienhoff**

Manager, External Affairs Group, IDP Education, Australia

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### 2.3.C. Schools | Diversification in schools: getting the balance right (1225)

**Date:** Thursday 20 October

**Time:** 12:00PM – 1:15PM

**Location:** 216

**Chair:**

**Ms Raylene Dodds**

A/g Director International Students Branch International Education Division, Department of Education and Training, Australia

All sectors of Australian education face the challenge of achieving diversification in their international endeavours. With China being the main source country for schools and driving growth in the sector, how do schools achieve diversification? A panel comprising representatives from the independent and government school international peak bodies and principals from urban and regional schools will discuss the challenges, opportunities and realities for schools in achieving diversification. What is diversification in this context? Why is it important and how does it affect individual schools? What does it mean in urban versus regional locations? How can diversification enhance a school's internationalisation strategy and how can schools promote or market diversity as a desirable attribute? These issues and more

will be discussed in an open and interactive forum specifically designed for the school sector.

**Key interest area (KIA):** BD&S

**Sector(s):** SCH

**Speakers:**

**Ms Mariana Lane**

Project Manager International Education, Independent Schools Queensland, Australia

**Ms Elizabeth Webber**

Chief Education Officer, NSW Department of Education International, Australian Government Schools International/NSW Department of Education, Australia

**Mr Paul Bancroft**

OAM, MACE, BAppSc, DipEd, MEdSt, MEdAdmin, MIBiol (Lond), Executive Principal, Cleveland District State High School, Australia

**Mr David Fitzgerald**

Principal, Kardinia International College, Australia

**Ms Raylene Dodds**

A/g Director International Students Branch International Education Division, Department of Education and Training, Australia

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### 2.3.D. International student employability

**Date:** Thursday 20 October

**Time:** 12:00PM – 1:15PM

**Location:** 217

**Chair:**

**Dr Cate Gribble**

Research Fellow, RMIT University, Australia

**What are employers looking for from international students? (1072)**

How can we connect international students with Australian employers? This presentation will discuss the findings from a special International Student Employability Roundtable conducted by UTS:INSEARCH to discover more about the employability of international students and to help bridge the gap between international graduate expectations and employer expectations. The roundtable was conducted with senior representatives from small and large businesses, industry associations, local, state and federal governments and educational institutions. Employers who have had or currently have international students working for them spoke highly of their experience and the benefits that international students can bring. This presentation will consider what international students need to be aware of to prepare for employment, the benefits that international students bring to the workplace from employers' perspectives, and skills and attributes they seek when hiring international student

graduates.

**Key interest area (KIA):** GS&E

**Sector(s):** ELT, HE, VET

**Speaker:**

**Ms Belinda Howell**

General Manager Market Development, UTS:INSEARCH, Australia

**What are prospective international students' perceptions and expectations for employability and careers? (1081)**

International students who are considering study in Australia have expectations about future careers and employability at the conclusion of their studies. This session will present new findings from a 2016 survey being conducted to understand what is motivating international students intending to study in Australia and to explore their expectations around employability. It will examine differences in the student mindset and perceptions by country and course preferences. How well are Australian and international employers positioned to address these expectations and what could be done to bridge these gaps? What role can educational institutions play in better addressing international students' employment expectations? The session will also consider differences between what Australian employers are looking for and what prospective international students are expecting.

**Key interest area (KIA):** GS&E

**Sector(s):** ELT, HE, VET

**Speaker:**

**Mr Phillip Allen**

Research Manager, UTS:INSEARCH, Australia

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### 2.3.E. Connectivity for better learning and teaching outcomes

**Date:** Thursday 20 October

**Time:** 12:00PM – 1:15PM

**Location:** 218

**Chair:**

**Elspeth Jones**

Consultant, Elspeth Jones, United Kingdom

#### **Internationalisation and multicultural education – connecting agendas through culturally relevant pedagogies (1012)**

A significant strand of work in the internationalisation of learning and teaching concerns inclusive practice and curricula that reflect and respond to cultural diversity. A separate body of inclusivity work is founded in multicultural education. The increasingly complex world of global higher education situates academics among culturally diverse students at home and in culturally diverse contexts throughout the world. Today, internationalised education is multicultural education, and the spaces of multicultural education are rapidly internationalising. This presentation will propose that these two traditions can no longer be seen as pursuing different agendas or as addressing the needs of separate student groups. Established work in culturally relevant pedagogy offers principles for devising and delivering a curriculum that is radically inclusive and directed towards personal and social transformation. The presentation will demonstrate how this work aligns with internationalisation of the curriculum for global citizenship and connects the two fields in exciting ways.

**Key interest area (KIA):** L&T

**Sector(s):** HE

**Speaker:**

**Dr David Killick**

NTF, SFHEA, Emeritus Fellow, Leeds Beckett University, United Kingdom

#### **Connecting for learning: onshore and offshore students interact via social media (1105)**

Academic support has to be available yet relevant for the specific learning environment for offshore students as well as for onshore students. This presentation will describe the design, implementation and evaluation of a student peer mentoring program. The program linked onshore student mentors from the host university in Australia with offshore Chinese students studying a perceived difficult unit in the first year of their Australian business degree through repurposing a predominantly Chinese-populated social media platform, WeChat. Fifty-nine students in China participated in the sessions, which ran bilingually and twice weekly for three weeks in the lead-up to the end-of-year exam.

Post-exam evaluations were positive, with almost 90% of respondents saying they would join again. A small number of students said they did not participate as they were unsure or did not know about the group. There are plans to continue to connect these and other offshore business students.

**Key interest area (KIA):** L&T

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**Ms Trudi Aitken**

BA, MEd, Academic Support and Development Lecturer, Victoria University, Australia

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### 2.3.F. Digitising student orientation and creating online communities

**Date:** Thursday 20 October

**Time:** 12:00PM – 1:15PM

**Location:** 219

**Chair:**

**Ms Ingeborg Loon**

Director, International, Academies Australasia, Australia

#### **Digitising student orientation to provide a seamless customer experience (1064)**

The requirement to connect effectively with students before their arrival at their tertiary institution, and the ability to offer a seamless orientation experience, has been proven to deliver higher student advocacy and attendance scores while improving students' chances of retention and success. This presentation will describe how Unitec's international office partnered with three digital providers and several internal departments to digitally enable their orientation through developing a fully integrated, mobile and personalised experience, which tackled core advocacy issues and met legislative requirements in innovative ways. The presentation will showcase a digital focus on connection to

students and families before orientation and how mechanisms were created to support connection back home once students arrived, as well as digitising the orientation itself. It will also include some lessons learnt while developing and implementing the platforms and outline next steps.

**Key interest area (KIA):** STU

**Sector(s):** HE, VET

**Speaker:**

**Mr James Burroughes**

International Director, Unitec Institute of Technology, New Zealand

#### **Online communities: connecting prospective and current international students locally and globally (1074)**

Physical campus communities play an important part in offering a cohesive international student community. However, in an age where students are digital natives, with virtual campuses, online global learning and online access at your fingertips, there is an inherent need to foster a sense of belonging in the virtual space where students are already active. This poses the question: how

can universities improve connectivity with, and between, their prospective and current international students to improve their sense of community through online media? This presentation will outline the benefits and pitfalls of an innovative, online peer-to-peer community forum and its ability to reach students on their terms. This is a university first, allowing us to connect not only current students but prospective students locally and across the globe, in their own time, their own language and in their own community.

**Key interest area (KIA):** STU

**Sector(s):** ELT, HE, VET

**Speakers:**

**Mr Tom Gifford**

Regional Manager, Middle East, Africa and South Asia, RMIT University, Australia

**Ms Reshmi Dutta**

Sponsored Students Coordinator, RMIT University, Australia

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### 2.3.G. Benchmarking mobility and the impact of study abroad

**Date:** Thursday 20 October

**Time:** 12:00PM – 1:15PM

**Location:** 220

**Chair:**

**Dr Davina Potts**

Associate Director Global Mobility, The University of Melbourne, Australia

#### **Broadening horizons 2016: the impact of study abroad (1095)**

Much has been researched and written about the relationship between overseas study and the individual's global connectivity as well as skills attainment for increased employability. However, there has yet to be a comprehensive analysis of immediate student outcomes of study abroad. This presentation will examine the effects of study abroad, focusing on recently returned students, and how the experience manifests itself in their student experience, career expectations and contributions to society. It will make recommendations on how to use the findings of the underlying research in marketing study abroad to students.

**Key interest area (KIA):** MOB

**Sector(s):** HE

**Speaker:**

**Ms Zainab Malik**

Research Director, British Council Education Intelligence, Hong Kong SAR

#### **Networks, connections and friendly competition: using global partners for benchmarking in learning abroad (1144)**

Leading institutions around the world have set targets for

student participation in learning abroad programs as part of comprehensive internationalisation strategies. Learning abroad is also becoming an integrated part of the higher education experience, which aims to produce graduates who will make a successful contribution to their organisations and their communities. Yet the practical challenges around increasing participation and expanding access make the role of the learning abroad practitioner part magician, part educator, part administrator and more than a little proselytiser. This presentation will outline a new project to use benchmarking methodology to create a global peer learning network in learning abroad. Leading research institutions with large learning abroad programs across five countries have collaborated to compare learning abroad metrics with the objective of learning from each other and, ultimately, improving performance. Presenters will share the first dataset and discuss the future of the project.

**Key interest area (KIA):** MOB

**Sector(s):** HE

**Speakers:**

**Mr Brett Berquist**

Director International, University of Auckland, New Zealand

**Mr Edilio Mazzoleni**

Director, Global Engagement and International Education, Università Cattolica del Sacro Cuore, Italy

**Mrs Martha Johnson**

Assistant Dean, Learning Abroad, University of Minnesota, United States

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### 2.3.P. Poster session: Connecting with students (2)

**Date:** Thursday 20 October

**Time:** 12:00PM – 1:15PM

**Location:** PZ

**Chair:**

**Mr Mike Ryan**

Executive Director, Study Perth, Australia

#### **The power of place – using place to create connectivity between students, industry and community (1160)**

Clusters, precincts or 'communities of place' are a physical solution or geographical enabler that seed and strengthen collaborations and partnerships. Some precincts thrive and some don't survive. What lessons can we learn by reflecting on the spaces and places we share with others in order to foster more entrepreneurial workplaces and student spaces and interactions?

How can we build places that strengthen economic impact and foster innovation, i.e. fresh thinking that creates value?

This poster will show good practice examples to better understand how stakeholders (government, industry, academia and the community) can develop, manage, influence and participate in active, vital spaces. It will highlight the impact, influence and convening power of place and how opportunities for connectivity, innovation and economic development can be strengthened through this critical type of engagement.

**Key interest area (KIA):** BD&S

**Sector(s):** HE

**Speaker:****Ms Jacyl Shaw**Director, Engagement, Carlton Connect Initiative,  
The University of Melbourne, Australia**City of Melbourne – connecting and collaborating with students in our communities (1174)**

The City of Melbourne launched its first international student strategy, 'A Great Place to Study', in 2013. In the past three years it has focused on strengthening the connections and therefore the experience that international students have in Melbourne. It has achieved this by running, hosting and participating in several innovative programs that connect the international student community with Melbourne's business, arts, sports and not-for-profit sectors, as well as with other students and the resident population. This poster will introduce the audience to four programs delivered in 2015-16 as part of Melbourne's International Student Strategy. Addressing employment and social/cultural connectedness, these programs met key student and education sector concerns identified through recent research.

Programs discussed in this poster will include Beyond Welcome (international students visiting Melbourne workplaces for a day), Welcome Dinner (resident and migrant neighbourhood dinners), Melbourne International Student Conference (leadership and employability two-day conference) and the focus on building student placements, volunteer and internship opportunities at the City of Melbourne and in the business community.

**Key interest area (KIA):** STU**Sector(s):** ELT, HE, SCH, VET**Speakers:****Ms Sharon Smith**International Education Project Coordinator, City of Melbourne,  
Australia**Mr Gary Lee**International Student and Youth Project Officer, City of Melbourne,  
Australia**Restoring the student experience – connecting students to complaint resolution pathways (1026)**

Australia's strong protections for international students include access to an independent external complaints and appeals body for complaints about education providers. This poster will share a summary of the role of the Overseas Students Ombudsman and a snapshot of its complaints statistics and the systemic issues that have been identified over the past five years.

**Key interest area (KIA):** P&RE**Sector(s):** ELT, HE, SCH, VET**Speakers:****Ms Melita Hoskin**

Assistant Director, Overseas Students Ombudsman, Australia

**Mr Ron Colley**

Director, Overseas Students Ombudsman, Australia

## 2.4.A. Plenary

**Date:** Thursday 20 October**Time:** 2:30PM – 3:45PM**Location:** PH3**KOTO: a recipe for life success (1229)**

When Jimmy Pham AM first spoke at AIEC 2006, Know One Teach One (KOTO) was a new and innovative life skills and hospitality program that was helping transform the lives of street kids in Hanoi and fast becoming one of the leading hospitality programs in the Vietnam. Ten years on, Jimmy returns to AIEC to tell us KOTO has grown into an internationally respected and award-winning social enterprise that provides a two-year intensive training program in life skills, English language and restaurant hospitality for highly marginalised and at-risk youth, delivered through KOTO's schools and training restaurants in Hanoi and Ho Chi Minh City.

Today, many KOTO alumni are now global citizens and leaders in their own right with many continuing to support new trainees according to the motto – know one, teach one – and so the KOTO family grows and the learning circle endures. Joining Jimmy in this inspiring plenary session will be one such KOTO alumna, Ms Dang Thi

Huong, who after graduating from KOTO received a scholarship to study at Box Hill Institute and went on to become the inaugural recipient of the Victorian International Student of the Year – Higher Education Award (2013) and the Premier's Award. Huong has just completed her Master of Innovation and Entrepreneurship at Swinburne University of Technology. She will talk about her life in Vietnam before joining KOTO and how the program provided her with opportunities beyond her wildest dreams.

Join us for a truly inspiring plenary presentation that is testament to how education can positively change a person's life, and how the KOTO's philosophy of 'paying it forward' can have a tremendous and life-changing impact on family, society and industry.

**Key interest area (KIA):** MULT**Sector(s):** ELT, HE, SCH, VET**Speakers:****Mr Jimmy Pham AO**

AO, Founder and CEO, Know One, Teach One, Viet Nam

**Ms Huong Dang**2013 Victorian International Student of the Year, Know One,  
Teach One, Viet Nam

## 2.5.A. TEQSA TNE and quality assurance (1080)

**Date:** Thursday 20 October**Time:** 4:15PM – 5:30PM**Location:** 212**Chairs:****Dr Carolyn Daniel**Senior Case Manager, Tertiary Education Quality and Standards  
Agency, Australia

**Ms Kate Jackson**

Assistant Director, Tertiary Education Quality and Standards Agency, Australia

This café session will outline the Tertiary Education Quality and Standards Agency's (TEQSA's) approaches to the regulation and quality assurance of cross-border higher education (CBHE). The speakers will discuss recent offshore site visits and the lessons learnt. These are helping to develop TEQSA's thinking about its future approaches to the assessment of the CBHE of Australian providers. The session will explore some of the challenges presented by offshore provision, including student mobility, establishing the validity and recognition of degrees, and assuring quality.

When providers enter new jurisdictions they are required to comply with relevant regulatory and quality assurance systems. There is often duplication and increased burden both for providers and the quality assurance agencies of sending and receiving countries. The session will also outline TEQSA's engagements and collaborations with other offshore quality agencies to improve the global connectivity of higher education provision through the Quality Assurance of Cross-border Higher Education project and

Quality Beyond Borders Group.

**Key interest area (KIA):** TNE

**Sector(s):** HE

**Speakers:****Dr Carolyn Daniel**

Senior Case Manager, Tertiary Education Quality and Standards Agency, Australia

**Mr Peter McKerrow**

Senior Case Manager, Tertiary Education Quality and Standards Agency, Australia

**Ms Lorraine Buckman**

Senior Case Manager, Tertiary Education Quality and Standards Agency, Australia

**Ms Kate Jackson**

Assistant Director, Tertiary Education Quality and Standards Agency, Australia

**Mr Danny Wolters**

Senior Case Manager, Tertiary Education Quality and Standards Agency

## 2.5.B. Collaboration, partnership and consortia building to compete globally at scale (1110)

**Date:** Thursday 20 October

**Time:** 4:15PM – 5:30PM

**Location:** 213

**Chair:****Mr Robert Scanlon**

Manager – Policy, Strategy and Projects, Austrade, Australia

The scale and nature of international opportunities for education and skills development are often large and varied. Collaboration can be a way for providers to extend their capacity, flexibility, appetite for risk, and breadth of services and experience and win opportunities they could not supply alone. To do so, they may form consortia with other education providers, technology partners, suppliers, government, industry, and others in Australia and beyond. This café session will test ideas about partnerships and consortia building, with a focus on new ways for Australian

providers to collaborate to compete successfully for a range of global opportunities. Case studies of successful collaborations and partnerships in international education, as well as lessons learnt from less successful experiences, will be discussed.

**Key interest area (KIA):** BD&S

**Sector(s):** ELT, HE, SCH, VET

**Speakers:****Ms Janelle Chapman**

Director, TAFE Queensland International, TAFE Queensland, Australia

**Ms Sue Freeman**

CEO and Managing Director, First Impressions Resources, The Australian Retail College, Australia

**Mr Robert Scanlon**

Manager – Policy, Strategy and Projects, Austrade, Australia

## 2.5.C. Maximising offshore pathways and the rise of the glocal: challenge or opportunity? (1197)

**Date:** Thursday 20 October

**Time:** 4:15PM – 5:30PM

**Location:** 216

**Chair:****Hon. Phil Honeywood**

CEO, International Education Association of Australia, Australia

An increasingly affluent middle class is arising in key student source countries and regions. While they may not be able to afford to send their children to study abroad at an early age, they still want their child to have exposure to a global education. This has led to increasing enrolments in international schools based in Asia. In this session a panel that includes senior school sector, curriculum design and public university speakers will discuss whether there is an opportunity to create pathways with these international schools into post-secondary education in Australia,

or whether they are a threat to further growth in inbound students.

**Key interest area (KIA):** PATH

**Sector(s):** ELT, HE, SCH, VET

**Speakers:****Hon. Phil Honeywood**

CEO, International Education Association of Australia, Australia

**Mr Kevin House**

Regional Head of School Services, Asia Pacific, International Baccalaureate, Singapore

**Mr Laurie Pearcey**

Executive Director – International, University of NSW, Australia

**Dr Nicholas Dwyer**

BEd, LLB, MBA, DEd, Director, Haileybury International School, China

## 2.5.D. Pedagogical and practical strategies to enhance the international student experience

**Date:** Thursday 20 October

**Time:** 4:15PM – 5:30PM

**Location:** 217

**Chair:**

**Prof. Betty Leask**

Pro Vice-Chancellor Teaching and Learning, La Trobe University, Australia

### **Returning to the heart of the matter: interconnecting our students (1058)**

This presentation will report on pedagogical strategies the author/educator has developed over a decade in tertiary institutions that are designed to develop and embed throughout units of study a common intercultural metalanguage and deep intercultural understandings, including, vitally, critical cultural self-awareness and reflexivity.

Students are introduced to and share in multicultural discussion groups a wide range of points of view on the complex and contested notions of culture and interculturality. They develop an understanding of “divergences in time and space” (Jullien, 2014) across cultures through activities designed to begin the transformative process of developing critical cultural self-awareness.

The author's practice of and research into such pedagogical innovations support Jullien's view that one key to establishing successful intercultural interactions is the development of mutual intelligibility. The role of the educator as cultural/intercultural mediator is demonstrated to be a further vital element of successful intercultural engagement in culturally diverse cohorts.

**Key interest area (KIA):** L&T

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**Ms Susan Lubbers**

Academic Teacher and Researcher, University of Sydney and Western Sydney University, Australia

### **Evidence-based policing on campus: connecting students, staff and police (1116)**

The complexities of managing student safety and security on campus call for greater connectivity between students, staff and police. This session will present the findings of a case study based on a Victoria Police–Monash University initiative to conduct a pilot program of on-campus policing that aimed to connect students, staff and police. The case study is designed to present evidence-based policing with a view to expanding the program. Evidence-based policing is ‘what works’ research on innovations that could be replicated on scale. The case study will give insights into how best to develop cooperative student–police relations, enhance students' sense of belonging to the university and wider community, and increase individual and community safety. The case study will explore what has worked and what has not so as to inform future applications of on-campus policing.

**Key interest area (KIA):** STU

**Sector(s):** HE, VET

**Speaker:**

**Dr Helen Forbes-Mewett**

Senior Lecturer and Researcher, Monash University, Australia

## 2.5.E. Creating global graduates: maximising the career benefits of international student mobility (1103)

**Date:** Thursday 20 October

**Time:** 4:15PM – 5:30PM

**Location:** 218

**Chair:**

**Dr Cate Gribble**

Research Fellow, RMIT University, Australia

The broad benefits of international student mobility are now well understood. Universities worldwide promote study and work integrated learning (WIL) abroad as part of their internationalisation agenda, which aims to help students enhance their employability through personal growth, intercultural skills and global outlooks. Enhancing employment prospects is a key motivation for participating in outward mobility. Given the growing recognition of the link between mobility and employability, this panel session will bring together leading experts to investigate how international student mobility can enhance graduate employability. The panel will identify practical solutions to boost participation in mobility programs and ensure students and industry are able to capitalise on the career-related benefits of

mobility experiences. The panel will explore how collaboration between mobility staff and careers and employment staff can enhance graduate employability and boost the profile of study abroad.

**Key interest area (KIA):** GS&E

**Sector(s):** HE, VET

**Speakers:**

**Dr Cate Gribble**

Research Fellow, RMIT University, Australia

**Dr Renee Kyle**

Senior Policy Analyst, Universities Australia, Australia

**Dr Ly Tran**

Senior Lecturer, School of Education, Deakin University, Australia

**Prof. Hiroshi Ota**

Director, Global Education Program, Center for Global Education, Hitotsubashi University, Japan

**Ms Nicolette Barnard**

Head of Human Resources, Siemens Australia, Australia

## 2.5.F. First look at the 2016 international student survey (1091)

**Date:** Thursday 20 October

**Time:** 4:15PM – 5:30PM

**Location:** 219

**Chair:**

**Mr Kevin Brett**

Director, Australia, i-graduate, Australia

This panel discussion will engage an audience including students, schools, English language and VET representatives as well as university staff in a review of Australia's delivery on the promise of a quality student experience. Australia's commitment to ensuring a positive and rewarding student experience is integral to the National Strategy for International Education. Education providers demonstrate their engagement with this national project by monitoring the student voice and improving support for living and learning in Australia. In 2016, the Australian Government Department of Education and Training supported a national survey of the international student experience in a project conducted by the International Education Association of Australia. Panel members will comment on the student experience data, released in September 2016. Their emphasis will be on strategic priorities including access to suitable accommodation, transport and health services, opportunities to improve English language proficiency, employment opportunities and community engagement.

**Key interest area (KIA):** STU

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Mr William Archer**  
CEO, i-graduate, United Kingdom

**Mr Brett Blacker**  
CEO, English Australia, Australia

**Mr Christopher Lawson**  
First Secretary (Education and Research),  
Australian Embassy, China

**Mr Kevin Brett**  
Director, Australia, i-graduate, Australia

**Ms Elizabeth Webber**  
Chief Education Officer, NSW Department of Education  
International, Australian Government Schools International/NSW  
Department of Education, Australia

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## 2.5.G. In focus: Mexico (1188)

**Date:** Thursday 20 October

**Time:** 4:15PM – 5:30PM

**Location:** 220

**Chair:**

**Prof. Susan Elliott**  
Deputy Provost and Deputy Vice-Chancellor International, The  
University of Melbourne, Australia

Mexico is the second largest economy in Latin America with a population of nearly 120 million. It is also the most populous Spanish-speaking country in the world. Mexico has a young population (median age is 26) and while the country has a potentially large workforce, employers report skill shortages that are above the OECD average. The middle class, however, is growing and investing in international education. Economic progress and skills shortages are driving opportunities for Australian education and training providers. The schools sector is an emerging market and has seen a tripling in enrolments of Mexican students in Australian schools. The partnership between Australia and Mexico is strong and growing. Both countries work closely together in multilateral forums such as APEC, the G20,

MIKTA and WTO, and there is a comprehensive framework of bilateral agreements that support increased cooperation. This panel session will provide delegates with an update on recent developments and trends in Mexico, emerging opportunities for Australian education and training providers, and valuable insights into how best to engage with the region.

**Key interest area (KIA):** BD&S

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Prof. Susan Elliott**  
Deputy Provost and Deputy Vice-Chancellor International, The  
University of Melbourne, Australia

**Mr Josh Nester**  
Head of Education International, SEEK Ltd, Australia

**Mr Niclas Jönsson**  
Counsellor (Education and Science) Latin America, Australian  
Government Department of Education and Training, Brazil

**Mr Chris Rodwell**  
Trade Commissioner – Mexico, Central America and the  
Caribbean, Austrade, Mexico

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## 2.5.P. Poster session: Business development in international education

**Date:** Thursday 20 October

**Time:** 4:15PM – 5:30PM

**Location:** PZ

**Chair:**

**Mr David Harrison**  
Director for Global Engagement and Business Development,  
Macquarie University, Australia

### Diversity in Australian higher education (1073)

Australian international education has become the country's third largest export, contributing more than \$19 billion to the economy. In 2015, more than 650,000 international students of 180 nationalities came to study in the country. A diverse student population enriches the learning experience, but how diverse is our international student

population and does it really matter? Through external data, this poster will explore the diversity of our higher education international student population compared with the US, the UK and Canada. It will discuss the importance of the appropriate balance between domestic and international, and also reasons why we should be talking about diversity from both a student experience and recruitment perspective. Finally, it will look at what the future holds for the diversity of the Australian international student population based on current and projected trends.

**Key interest area (KIA):** STU

**Sector(s):** HE

**Speaker:****Mr Thomas Eastwood**

Director, International Recruitment, RMIT University, Australia

**How do rankings impact international tuition fees in Australia? (1099)**

After two years of reviewing the international tuition fees for all Australian universities, an insightful relationship has been identified between the international rankings of Australian universities and the average international tuition fee for various programs. This relationship is clearly affecting the way universities are developing their pricing strategies and adjusting their marketing and recruitment strategies.

This poster will explore the relationship between international rankings and price. It will share some of the results from the Comparative Analysis of International Tuition Fees 2016 report, such as the average cost of studying in Australia (including undergraduate, postgraduate and study abroad programs), which state or territory has the highest fees, and what fields of study have had the biggest fee increases. It will highlight the increments that universities have made in their fee policies in response to their rankings.

**Key interest area (KIA):** BD&S**Sector(s):** HE**Speaker:****Mr Keri Ramirez**

Managing Director, Studymove, Australia

**Changing pathways: the future of international student journeys in Australia (1079)**

International students generally undertake study in more than one education sector over the course of their studies, such as ELICOS, schools, foundation studies, and vocational and higher education. Individual students will chart a pathway through these sectors over a period of years. These pathway students constitute a large proportion of international students at any given study level. As well as the overall growth in an industry now worth more than \$19 billion, over the past five years there has been a significant shift in patterns of study at the various education levels and sectors.

This poster will examine some of the reasons behind these shifts, including changes in where international students are coming from, subjects that they are studying and policy decisions that have affected growth in each sector. By using historical and current ELICOS and school/foundation data, the poster will attempt to predict the emerging markets for the vocational and higher education sectors.

**Key interest area (KIA):** PATH**Sector(s):** ELT, HE, SCH, VET**Speaker:****Mr Shiang Huei Tee**

Data and Information Officer – Business Intelligence, International Recruitment and Mobility, RMIT University, Australia

**China–Australia Free Trade Agreement: what it means for trade in education services (1156)**

This poster will examine how the China–Australia Free Trade Agreement (ChAFTA) proposes to open up trade in education services. When ChAFTA came into force on 20 December 2015, it promised Australian education providers “new or significantly improved market access”. The Most-Favoured Nation clause also aimed to protect “Australia’s competitive position into the future”. What does this mean for Australia’s universities working with China?

This poster will highlight the key barriers to trade in education services and look at how ChAFTA breaks them down. Unlike goods, trade in education services is not subjected to border control measures such as tariffs and quotas. Rather, it features invisible regulatory hurdles. Australian institutions working with China need to be better informed about the potential consequences and opportunities ChAFTA brings. Will ChAFTA deliver on its promise?

**Key interest area (KIA):** P&RE**Sector(s):** HE**Speaker:****Ms Eva Chye**

Associate Director and Principal Adviser, The University of Western Australia, Australia

**Friday 21 October****3.1.A. Don’t ask, don’t tell? International education and the LGBTQI experience (1238)****Date:** Friday 21 October**Time:** 9:30AM – 10:45AM**Location:** 212**Facilitator:****Ms Jan Drew**

Director, The Global Student, Malaysia

International education, by its very nature, spans the globe and intersects divergent cultures. This connectivity can expose students and staff to laws and belief systems vastly different from their own. While Lesbian, Gay, Bisexual, Trans, Queer and Intersex (LGBTQI) acceptance is gaining increasing momentum across much of the world, hostility and persecution still runs deep in many countries. For international students coming to Australia, dealing with one’s sexuality or gender identity can

cause considerable anxiety and isolation. For Australian students, academics and professional staff travelling overseas, there are additional factors to consider: is it safe? Are same-sex relations legal? What are local attitudes towards LGBTQI people?

This café session will explore the LGBTQI experience in international education. The International Education Association of Australia (IEAA) will release the preliminary findings of a forthcoming paper looking at issues and best practice relating to international LGBTQI students, which will be followed by a panel discussion delving into the first-hand experience of students and staff. Delegates will then have an opportunity to connect and share their own experience. These roundtable discussions will contribute to a list of resources and next steps to enhance the international experience of students and staff alike.

**Key interest area (KIA):** STU

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Mr Rob McDonald**

Associate Director International Marketing and Recruitment,  
CQUniversity Australia, Australia

**Mr Budi Sudarto**

MA (Research), Peer Education Coordinator, Victorian AIDS  
Council, Australia

**Dr Cai Wilkinson**

Associate Head of School (International), Deakin University,  
Australia

**Ms Jan Drew**

Director, The Global Student, Malaysia

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### 3.1.B. Two mobility case studies: Indigenous connectivity and ECU/Tokyo City University

**Date:** Friday 21 October

**Time:** 9:30AM – 10:45AM

**Location:** 216

**Chair:**

**Ms Leanne Harrison**

Manager of Strategic Engagement, Coral Bell School of Asia  
Pacific Affairs, Australian National University, Australia

#### **Tokyo City University and ECU: student mobility on a major scale (1092)**

In 2015, Edith Cowan University and Tokyo City University signed a five-year contract to enable 200 undergraduate Japanese students per year to undertake a tailor-made Study Abroad program in Australia, beginning in 2016. One of the largest outbound programs for Japanese university students, the Tokyo Australia Program (TAP) is the essence of internationalisation. The semester abroad is built into Tokyo City students' degree program and students receive credit towards their bachelor degrees at TCU.

In much the same way as Australia's New Colombo Plan is providing young Australians with an international experience in the Asia Pacific, the Japanese Government is also committed to developing its global human capital by encouraging outbound mobility. But it is not only the Japanese students who benefit. More than 60 ECU students have volunteered for a buddy program to befriend and support incoming TCU students, creating a model for integration between domestic and international students.

**Key interest area (KIA):** MOB

**Sector(s):** ELT, HE

**Speakers:**

**Mr Simon Davies Burrows**

Manager, International, Edith Cowan University, Australia

**Dr Yuichi Inouye**

Advisor for International Affairs, Tokyo City University, Japan

#### **Indigenous connectivity: Aboriginal and Torres Strait Islander students' journeys to Canada for study abroad (1135)**

This presentation will examine the experiences of eight Aboriginal and Torres Strait Islander pre-service teachers on a short-term study tour to Canada. The trip was part of an Australian–Canadian university partnership with a specific focus on Indigenous studies and curriculum. Educational learning experiences included: cultural exchange with First Nation academics, students, and Elders; introduction to Canadian Indigenous Studies; and field trips to an Indigenous Students' Service Centre, national parks, and a Tribal School. Through semi-structured interviews and photo-elicitation, the participants in this case study reflected upon their learning experience in relation to their personal and professional development. The analysis of the students' retrospective accounts reveals emergent themes of connection, identity, language and healing. The students' co-generated interpretations of their learning indicate the transformative potential of overseas educational experiences, not only to inform their future teaching practices, but also to foster connection to Indigenous identities and cultures locally and internationally.

**Key interest area (KIA):** MOB

**Sector(s):** HE

**Speakers:**

**Dr Son Truong**

Lecturer, Western Sydney University, Australia

**A. Prof. Tonia Gray**

Senior Lecturer, Centre for Educational Research, Western Sydney University, Australia

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### 3.1.C. Qualification frameworks and enhancing mobility

**Date:** Friday 21 October

**Time:** 9:30AM – 10:45AM

**Location:** 217

**Chair:**

**Ms Sonia Chan**

Associate Director, Strategic International Development,  
Swinburne University of Technology, Australia

#### **Fostering student mobility within ASEAN: the ASEAN Quality Assurance System and Qualifications Reference Framework (1046)**

In the wake of the ASEAN–Australia–New Zealand Free Trade Agreement (AANZFTA), a multisector task force was set up in

2012 to develop an ASEAN Qualifications Reference Framework. That framework was endorsed in 2015 by all relevant ministries. The next stage will be the implementation of the framework in the 10 ASEAN member states. In January 2015, the European Union and the ASEAN Secretariat also started the SHARE project, run by seven European agencies, the British Council (lead), Campus France, DAAD, ENQA, EP-Nuffic and EUA, to support higher education in ASEAN and to further strengthen quality-based regional cooperation. The two speakers will describe the journey from inception to framework design and from endorsement to implementation. They will explain what the Qualifications Reference Framework and quality assurance systems look like and imply, and what role outcome-based learning, quality

assurance and a qualifications framework will play for student mobility. Finally, the speakers will shed light on the way forward in ASEAN's attempt to harmonise its vast and diverse higher education sector.

**Key interest area (KIA):** P&RE

**Sector(s):** HE

**Speaker:**

**Dr Irene Jansen**

Director Regional Office, Jakarta, DAAD, Indonesia

**Enhancing mobility: the international connectivity of qualifications frameworks, quality assurance and qualifications recognition (1087)**

This presentation will explore the dynamic relationship between qualifications frameworks, quality assurance and qualifications recognition in delivering enhanced student and labour mobility. It will provide key insights to strategic and ambitious regional and international initiatives in these policy areas and will examine opportunities to build stronger connections between these agendas to deliver benefits for governments, providers, students and professionals.

Qualifications frameworks and quality assurance do not, in isolation, deliver mobility. It is through recognition of qualifications that such mechanisms support mobility. The presentation will cover solutions for an increasingly global future where integration of qualifications frameworks, quality assurance and qualifications recognition policy can support the international mobility of students, professionals and providers by delivering confidence and trust in qualifications and education systems. Harnessing the potential of these initiatives can ease access to study and work opportunities for graduates and support internationalisation of education and professions.

**Key interest area (KIA):** P&RE

**Sector(s):** HE, SCH, VET

**Speakers:**

**Ms Elizabeth Campbell-Dorning**

Director, Qualifications Recognition Policy, International Mobility Branch, Australian Government Department of Education and Training, Australia

**Dr George Brown**

Director Academic, International College of Hotel Management, Australia

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### 3.1.D. Integrating international education into regional development strategy (1204)

**Date:** Friday 21 October

**Time:** 9:30AM – 10:45AM

**Location:** 218

**Chair: Prof. Chris Ziguras**

President, IEAA/RMIT, Australia

The National Strategy for International Education 2025 states that "there are significant opportunities for growth in regional Australia. Education institutions in regional Australia provide considerable research strengths, especially in agriculture, marine science and tropical medicine. Study opportunities in regional Australia can provide tremendous experiences for international students, with tight-knit communities and often plenty of hands-on experience". In this panel session, leaders from regional education providers will reflect on lessons of the past in developing an internationalisation strategy that supports regional development.

They will consider the ways in which internationalisation can support local communities through recruitment of international students and scholars, inbound and outbound mobility, international research and other institutional linkages.

**Key interest area (KIA):** BD&S

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Prof. Chris Ziguras**

President, IEAA/RMIT, Australia

**Prof. Jan Thomas**

Vice-Chancellor and President, University of Southern Queensland, Australia

**Mr Mike Howell**

Director of Community Relations, The Geelong College, Australia  
Ms Ika Lestari Damayanti, PhD Candidate, School of Education, Faculty of Social Sciences, University of Wollongong, Australia

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### 3.1.E. Activating AIE2025 (1192)

**Date:** Friday 21 October

**Time:** 9:30AM – 10:45AM

**Location:** 219-220

**Chair:**

**Ms Kelly Ralston**

General Manager International Education, Austrade, Australia

Chaired by Austrade, with the involvement of several players from across the sector, this panel session will discuss key themes from the Australian International Education (AIE) 2025 market development roadmap and its activation. Founded on research by Deloitte Access Economics, AIE2025 forecasts that economic, demographic and technological changes mean that the greatest growth opportunity for Australian education over the next decade

will be in demand for learning beyond Australia's borders.

**Key interest area (KIA):** BD&S

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Ms Kelly Ralston**

General Manager International Education, Austrade, Australia

**Prof. Beverley Oliver**

Deputy Vice-Chancellor Education, Deakin University, Australia

**Ms Susan Carey**

MEd(Adult), Director VET Delivery, TAFE Western, Australia

**Mr Mathew Jacobson**

Founder, Dūcere, Australia

### 3.1.P. Poster session: Global partnerships

**Date:** Friday 21 October

**Time:** 9:30AM — 10:45AM

**Location:** PZ

**Chair:**

**Mr Michael Holder**

Manager, International Scholarships, UQ Global Engagement,  
The University of Queensland (Australia)

#### **Is there a magic formula for valuable and active global institutional partnerships? (1124)**

RMIT had 'connectivity' in mind in 2015 when it set out to develop a unique tool for selecting its international partner institutions. Wanting to pursue institutions that had shared values evident and a complementary global vision, RMIT embarked on developing a university-wide Global Partner Approval Process that was robust yet agile enough to address dynamic and new partnership models. The big question for RMIT was how could it ensure that current and future global partnerships were mutually beneficial and sustainable? Was there a magic formula in creating strong and valuable partnerships?

With assistance from Studymove, RMIT created a comprehensive evidence-based tool that leverages specific metrics taken from well-known international university ranking systems to assess the value of prospective global partners. This poster will outline what metrics are, where they can be found and the value of these measures when assessing prospective global institutional partners.

**Key interest area (KIA):** BD&S

**Sector(s):** HE

**Speakers:**

**Mr Keri Ramirez**

Managing Director, Studymove, Australia

**Ms Dawn Hewitt**

Assistant Director, International Relations, RMIT University,  
Australia

#### **The Global Campus Network: an international online media collaboration (1244)**

The Global Campus Network (GCN) brings together students and educators from around the world to produce live, online news, current affairs and arts programs. The GCN provides a research platform for diverse modes of cultural expression and

collaboration. Students from media and journalism programs work alongside students from departments as diverse as fashion, business and theatre.

This poster session provides a case study of a successful international project that has 15 partners worldwide. Delegates will be able to use the example of the Global Campus Network to come up with ideas to start or further develop their own international collaborative projects. Delegates will learn how to get undergraduate and graduate students involved in such a project through changes and adaptations in their existing curricula or by developing new courses within their universities (as was done at Ryerson University in Toronto, Canada).

**Key interest area (KIA):** STU

**Sector(s):** HE

**Speaker:**

**Prof. Marion Coomey**

Professor, RTA School of Media, Ryerson University, Canada

#### **The importance of CSR in transnational VET programs in Indonesia (1151)**

This poster will provide an overview of the complex VET arena in Indonesia, including identifying the main stakeholders (government and industry) and the main drivers (political and economic). The poster will identify collaborative VET programs in Indonesia with examples of good practice in transnational education programs. It will focus on the importance of community service responsibility (CSR) programs being integrated into transnational education programs in order for programs to be responsible and sustainable for all stakeholders. The poster will include a case study of a successful CSR program embedded in transnational education VET projects in Indonesia. Source material comes from site visits and interviews undertaken with polytechnics and industries in Indonesia as part of a study project supported by an Endeavour Executive Fellowship.

**Key interest area (KIA):** TNE

**Sector(s):** VET

**Speaker:**

**Ms Claire Finch**

Faculty Manager Offshore Programs, Northern Sydney Institute,  
TAFE NSW, Australia

### 3.2.A. Internationalising the curriculum to enhance employability: collaboration between international mobility and work integrated learning professionals (1053)

**Date:** Friday 21 October

**Time:** 11:00AM — 12:15PM

**Location:** 212

**Facilitators:**

**Ms Ruth Delagas**

Experiential Learning Senior Advisor, College of Arts, Social Science and Commerce, La Trobe University, Australia

**Ms Carolyn Scott**

Experiential Learning Advisor, College of Arts, Social Science and Commerce, La Trobe University, Australia

**Mrs Kim Siemensma**

Senior Exchange Coordinator, La Trobe Abroad, La Trobe University, Australia

International mobility through work internships and service learning programs has increased in popularity as students seek different types of international experiences to enrich their professional and personal lives. New options for students include credit-bearing internships attached to subjects, international service learning experiences within the curriculum and self-sourced volunteering in short-term projects during semester breaks (NAFSA, 2015). This café session will explore good

practice for collaboration between international mobility and work integrated learning (WIL) professionals to ensure that students have enriching experiences that are risk assessed. The presenters will offer topics for group discussion under headings such as relationship management, value proposition and the student experience. They will aim to create a collated user guide or best practice guide for collaboration between mobility and WIL from the session.

**Key interest area (KIA):** MOB

**Sector(s):** HE

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### 3.2.B. Students and technology

**Date:** Friday 21 October

**Time:** 11:00AM – 12:15PM

**Location:** 213

**Chair:**

**Ms Dawn Hewitt**

Assistant Director, International Relations, RMIT University, Australia

#### **Revolutionising student interconnectivity: getting ‘under the hood’ of student communities (1021)**

‘Digital communities’. It’s quite the catchphrase, conjuring images of thousands of people wired into their mobile devices, dispensing accurate and timely advice to peers around the world. Then there’s the reality: that most ‘digital communities’ are more like wastelands – bereft of activity and devoid of visitors, save the poor lone soul who straggles in at dusk looking for nirvana but finding, well, not much.

So what does it take to create and manage an effective student community? This presentation will explore some of the platforms and tools that are needed to really make a community buzz – how to incentivise and reward participation, monitor content and analyse performance. And finally, for the all-important stakeholders, it will answer the all-important question: what’s in it for them? Attendees will walk away with a concrete idea of WHAT IT TAKES and HOW to really nail a red-hot active student community.

**Key interest area (KIA):** STU

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Mrs Kim Siemensma**

Senior Exchange Coordinator, La Trobe Abroad, La Trobe University, Australia

**Ms Ruth Delagas**

Experiential Learning Senior Advisor, College of Arts, Social Science and Commerce, La Trobe University, Australia

**Ms Carolyn Scott**

Experiential Learning Advisor, College of Arts, Social Science and Commerce, La Trobe University, Australia

**Speakers:**

**Mr Rob Malicki**

Director, The Global Society, Australia

**Ms Natalie Plummer**

Foundation Coordinator, The Global Society, Australia

#### **Mobility without moving – connecting students through technology to real-life learning opportunities with international partners (1032)**

Australian Volunteers International (AVI) will present a case study of a remote mobility project. Designed in conjunction with Macquarie University’s PACE program, the projects consist of students working with an overseas partner organisation to complete a piece of work that will meet both an academic requirement and the needs of a partner. Students communicate remotely with partner organisations through Skype and email over the course of a study period, presenting their completed work at the end of the unit. Students may also undertake online modules, lectures, tutorials and readings required for the unit. The model was designed to enable more students to gain cross-cultural experience in a professional setting and provide different avenues for partnership and engagement with overseas organisations. Having supported more than 80 students to work on these projects, AVI will explore the strengths, challenges, learning and the model’s effectiveness in meeting student and partner needs.

**Key interest area (KIA):** MOB

**Sector(s):** HE, SCH, VET

**Speaker:**

**Ms Treaisa Rowe**

Program Manager, Student Programs, Australian Volunteers International, Australia

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### 3.2.C. The AUIDF benchmarking data 2016: from analysis to action (112)

**Date:** Friday 21 October

**Time:** 11:00AM – 12:15PM

**Location:** 216

**Chair:**

**Ms Sunny Yang**

Associate Vice-President (Student Recruitment and Admissions), Monash University, Australia

Discussion of the results from benchmarking the international operations of Australia’s universities is an established part of the AIEC annual program. Top-level information about the

costs of international operations, recruitment costs in source countries, staffing the marketing function, student support, mobility and other indicators enables each university to chart their performance against the national dataset.

Where international operations are devolved, there are greater challenges to the collection and benchmarking of data. At the same time, there is a continuing need for data that will enable those responsible for international operations to argue the case for resource allocation and to demonstrate efficiencies.

This panel session will present the findings from the 2016 AUIDF benchmarking project. It will include examples of good practice in the use of benchmarking data for evidence-based review of international operations, with opportunities for discussion and debate among a collegial audience.

**Key interest area (KIA):** BD&S

**Sector(s):** HE

**Speakers:**

**Mr William Archer**  
CEO, i-graduate, United Kingdom

**Mr Stephen Connelly**  
Director, GlobalEd Services, Australia

**Ms Sunny Yang**  
Associate Vice-President (Student Recruitment and Admissions),  
Monash University, Australia

**Mr Simon Davies Burrows**  
Manager, International, Edith Cowan University, Australia

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### 3.2.D. ELICOS benchmarking report and post-entry English language

**Date:** Friday 21 October

**Time:** 11:00AM – 12:15PM

**Location:** 217

**Chair:**

**Mr Brian Smith**  
Stakeholder Manager, IDP Education, Australia

#### **NEAS launches ELICOS Benchmarking Report (1031)**

Since the launch of the NEAS stakeholder-driven Quality Assurance process, more than 200 English language teaching centres have become Quality Endorsed in Australia and South-East Asia. The NEAS Quality Assurance model is based on the analysis of face-to-face and anonymous survey data, resulting from the collection and collation of more than 15,000 student, teacher and marketing staff member surveys. This data provides a unique insight into the health of the ELICOS sector from a quality assurance perspective, with the combined statistical results to be presented for the benefit of ELICOS and other education sector representatives.

NEAS will present this data with reflections on key areas of success, competitive advantage and opportunities for sectoral improvement. Variables that the presentation will consider include the standard of ELICOS teaching and assessment, perceptions of the student experience, and the quality of our premises and resources. Attendees will have the opportunity to ask questions of NEAS quality assessors.

**Key interest area (KIA):** P&RE

**Sector(s):** ELT

**Speakers:**

**Ms Heidi Reid**  
Principal, Australian International College of English, Australia

**Ms Christine Bundesen**  
AM, AM BA MA MAICD MACE, Principal, cmbGlobal Consulting,  
Australia

#### **Filling the gap in post-entry English language: the importance of conversational English (1077)**

Meaningful and targeted development of post-entry English language skills presents an ongoing challenge for universities. Most critical attention focuses on the discipline-specific or general academic language needed for academic progression. This, however, creates a significant gap in the area of conversational skills and the linguistic conventions needed for social interactions. Ignoring the targeted development of conversational English skills leaves many international students socially isolated and struggling to cope, communicate and adapt. Fears around producing errors, unfamiliarity with linguistic pragmatics and conventional conversation starters prevents EAL speakers from engaging with the community and their peers.

Monash University has devised a peer-led program aimed at developing conversational English skills, socio-cultural knowledge and fostering student engagement. The program has attracted significant interest and provided valuable feedback from international students on their socio-linguistic behaviours and needs. While the primary outcomes are socio-linguistic, others include enhanced student engagement with the university and an increased sense of belonging.

**Key interest area (KIA):** L&T

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**Mrs Marta Spes-Skrbis**  
Senior Manager English Connect, Monash University, Australia

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### 3.2.E. The TNE landscape in Vietnam and China

**Date:** Friday 21 October

**Time:** 11:00AM – 12:15PM

**Location:** 218

**Chair:**

**Dr Fion (Choon Boey) Lim**  
Educational Quality Coordinator (TNE and External Delivery),  
Victoria University, Australia

#### **Learning a new dance: updates on TNE regulation, interpretation and implementation in Vietnam (1140)**

Global debates on TNE policy and regulatory environment seem to neglect in-depth discussions on developing countries. This may lead to unexpected confusion in understanding, interpreting and implementing TNE regulation in markets with socialist-oriented market economies such as Vietnam. The Vietnamese Government's first ever decree for the international education sector raised issues of regulatory ambiguity and exposed a potential gap between policy and practice and, as such, questions arise on whether it may possibly limit provision of TNE in Vietnam.

This presentation will discuss institutional regulatory practice to identify the gap, and will demonstrate the challenges facing institutions in validating the new decree. It will also present lessons learnt for successful TNE ventures in other emerging markets in Asia.

**Key interest area (KIA):** TNE

**Sector(s):** HE, VET

**Speaker:**

**Dr Anh Pham**

Research Associate, RMIT University, Australia

#### **The changing TNE regulatory landscape and the market operating environment in China (1141)**

This presentation will provide an overall view of key developmental stages of TNE policies and regulations in China. In particular,

it will place an emphasis on the recent trends and movements and the relevant implications, and analyse a range of key characteristics supported by several case studies. It aims to help TNE providers to better understand the regulatory landscape and market operating environment, and to guide better practice in the planning, development and management of future TNE activities in China.

**Key interest area (KIA):** TNE

**Sector(s):** HE

**Speakers:**

**Ms Celia Huang**

Manager International Partnerships, RMIT University, Australia

**Ms Cecilia Fan**

Publisher and Managing Consultant, China Higher Ed, China

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### 3.2.F. Hot topics in international education (1202)

**Date:** Friday 21 October

**Time:** 11:00AM – 12:15PM

**Location:** 219-220

**Chair:**

**Prof. Chris Ziguras**

President, IEAA/RMIT, Australia

This popular panel session will bring together senior representatives from many of the world's major international education professional associations. Speakers will provide an update on the latest issues, developments and trends in their region, with a focus on how the international education sector is engaging with immigration debates and concerns about widening inequality.

**Key interest area (KIA):** MULT

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Prof. Chris Ziguras**

President, IEAA/RMIT, Australia

**Prof. Susan Elliott**

Deputy Provost and Deputy Vice-Chancellor International, The University of Melbourne, Australia

**Dr Elaine Meyer-Lee**

Associate Vice-President for Global Learning and Leadership Development, Agnes Scott College, United States

**Prof. Nigel Healey**

Vice-Chancellor, Fiji National University, Fiji

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### 3.2.P. Poster session: Alumni initiatives

**Date:** Friday 21 October

**Time:** 11:00AM – 12:15PM

**Location:** PZ

**Chair:**

**Ms Anna Kent**

Adviser, International Education, International Education Division, Austrade, Australia

#### **Australian High Commission in India – Alumni Ambassadors Initiative (1242)**

The Australian High Commission in India – Alumni Ambassadors Initiative recognises the invaluable contribution of Australia Awards (Australia Awards Scholarships and Endeavour Scholarships and Fellowships) alumni and capitalises on their knowledge and experience in promoting these awards to potential applicants. Established in 2014, the initiative taps into the enormous potential of alumni through identifying a cohort of volunteer champions across India and South Asia who are committed to promoting these scholarship programs and raising the profile of Australia's higher education and research sectors. Promoting the programs to more than 120 pre-eminent research and higher education institutions each year helps to boost the quality of applications and to raise the profile of these prestigious

scholarships programs. Ambassadors also help to create links with many institutions and support the implementation of other Australian Government programs. This poster will focus on the impetus for developing this initiative, objectives, implementation and impact, with a particular focus on the Endeavour Scholarships and Fellowships program.

**Key interest area (KIA):** MOB

**Sector(s):** HE

**Speaker:**

**Dr Amanda Day**

Counsellor (Education & Research), Australian Government Department of Education and Training, India

#### **You've got mail: continuous career support at the heart of alumni communication (1045)**

Alumni are the brand ambassadors of their alma mater. However, once students graduate, keeping in touch with them is tricky, especially with the growing numbers of alumni abroad – university newsletters and calls for donations don't quite cut it. This poster session will show that connecting with alumni has to be a two-way process where information is exchanged rather than merely collected. The focus is the European best practice example

of a messaging system drawing on the give-and-take principle: in addition to the users being able to converse between one another and with their university delegates, graduates are provided with continuous online career support. What sets such a messaging system apart from the existing social channels is the direct link to their alma mater and incorporation with 24/7 careers advice geared towards labour markets across the globe.

**Key interest area (KIA):** GS&E

**Sector(s):** HE

**Speaker:**

**Ms Veronika Norvaisaite**

Researcher and Social Media Strategist, Expertise in Labour Mobility, Netherlands

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### 3.3.A. Australian Government presents: National Strategy for International Education

**Date:** Friday 21 October

**Time:** 1:15PM – 2:25PM

**Location:** PH3

**Chair:**

**Hon. Phil Honeywood**

CEO, International Education Association of Australia, Australia

**Keynote address (1245)**

**Key interest area (KIA):** P&RE

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**The Hon. Simon Birmingham**

Minister for Education and Training, Australian Government, Australia

**Panel discussion (1193)**

This panel conversation by representatives of four key agencies – the Department of Education and Training, the Department of Foreign Affairs and Trade, the Department of Border Protection, and Austrade – will discuss three strategies that will underpin Australia's international education sector over the next decade. Australia's first National Strategy for International Education 2025 aims to enable a more adaptive, innovative and globally engaged international education sector to capitalise on new opportunities

and markets. Australian International Education 2025 is a long-term market development roadmap that reflects the views of the Australian sector on what needs to be done to enable long-term sustainable growth. Australia Global Alumni Engagement Strategy seeks to leverage our global alumni to promote Australia's diplomatic, trade and investment interests.

**Key interest area (KIA):** P&RE

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Hon. Phil Honeywood**

CEO, International Education Association of Australia, Australia

**Ms Kelly Ralston**

General Manager International Education, Austrade, Australia

**Mr Adam Luckhurst**

Group Manager A/g, International Group, Department of Education and Training, Australia

**Mr Rob Tranter**

First Assistant Secretary, Public Diplomacy, Communications and Scholarships Division, Department of Foreign Affairs and Trade, Australia

**Ms Alice Maclean**

Acting Director, Student and Graduate Visas, Temporary Visa Program, Visa and Citizenship Management, Australian Government, Department of Immigration and Border Protection, Australia

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### 3.3.B. Beyond the 'Great Firewall': social media in China (1212)

**Date:** Friday 21 October

**Time:** 1:15PM – 2:25PM

**Location:** 219–220

**Chair:**

**Ms Kim Dienhoff**

Manager, External Affairs Group, IDP Education, Australia

China is among the few countries in the world without access to Facebook, but China's social media scene is by no means static. Since 1994, when China first got internet access, its social media platforms have been evolving at unprecedented speed and in ways that have hugely transformed the way Chinese youth eat,

live, commute, travel, shop, educate and entertain.

This presentation seeks to bring insights into China's unique and dynamic social media landscape, how brands are making the most out of social media to engage with Chinese youth, and what it means for the education industry.

**Key interest area (KIA):** M&C

**Sector(s):** ELT, HE, SCH, VET

**Speakers:**

**Ms Tina Hu**

Independent Social Media Consultant, China

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### 3.4.A. Closing Plenary

**Date:** Friday 21 October

**Time:** 2:35PM – 3:30PM

**Location:** PH3

**Be first, be best or be nowhere (1240)**

Technology has never had a greater impact on the nature of

business: no longer just a back-office capability to manage operations, technology has created a breeding ground for the digital invaders. Ultimately, computing is about networked intelligence and the real impact of the internet and smart devices is only beginning to be realised as that data insight is translated into automation and machine intelligence. As a result,

all industries, not least education, are seeing their heavy physical and human assets as restrictive. Their hold on their consumers is being weakened by the threat of new ecosystems of non-traditional providers disrupting their market with new business models and leaner, more agile operating structures enabled by these new, intelligent technologies. Education will not resist these disruptions; it will benefit from them, and traditional players will be strengthened if they are able to harness the technology and make some fundamental changes. To succeed in a global demand-driven, ecosystem economy, education providers must redesign their operating model to be closer to the point of demand, use innovation to revamp their ecosystem for speed to market, and boost their digital acumen for real-time insights.

In this keynote presentation, Dr Simon Eassom, Education Strategy and Solutions Leader for IBM's Global Education Industry practice, will outline how cognitive computing is changing the education landscape — changing the way people and organisations engage with one another and changing the way knowledge is shared and leveraged.

**Key interest area (KIA):** MULT

**Sector(s):** ELT, HE, SCH, VET

**Speaker:**

**Dr Simon Eassom**

Global Education Industry Strategy and Solutions Leader, IBM, Australia