

*Council for International Education:
Brand and Destination Marketing
Working Group Update*

2018 AIEC

Professor Kent Anderson
Deputy Vice Chancellor
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- Terms of Reference: International Education Nation Brand
Consultation and Coordination of Destination Marketing Spend
- Timeline: December 2017- June 2018
- Co Chairs:
 - Brand — Kelly Ralston, AusTrade;
 - Destination Marketing — Karyn Kent, Study Adelaide
- Members: cross-sector, geographically diverse

Framework for Coordination of Destination Marketing

Principles

1. Cooperation provides benefits for all and can occur at various levels
2. Collaboration should occur on an opt-in, rather than mandated basis
3. The framework is a tool to provide insight and guidance
4. The framework relies on quality data that is updated annually
5. The framework is a dynamic, iterative resource.

Proactive Opportunities

1. Market specific opportunities - emerging* markets; high-cost markets; markets where competitor performance presents opportunities or threats
2. Specific sector, discipline or industry opportunities
3. Australian industry skills shortages

Reactive Opportunities

1. Time sensitive policy opportunities
2. Critical incidents

Figure 1: Conceptual presentation of Market Prioritisation across tiers

