

State of Play

Using data to develop state and
province-level strategies

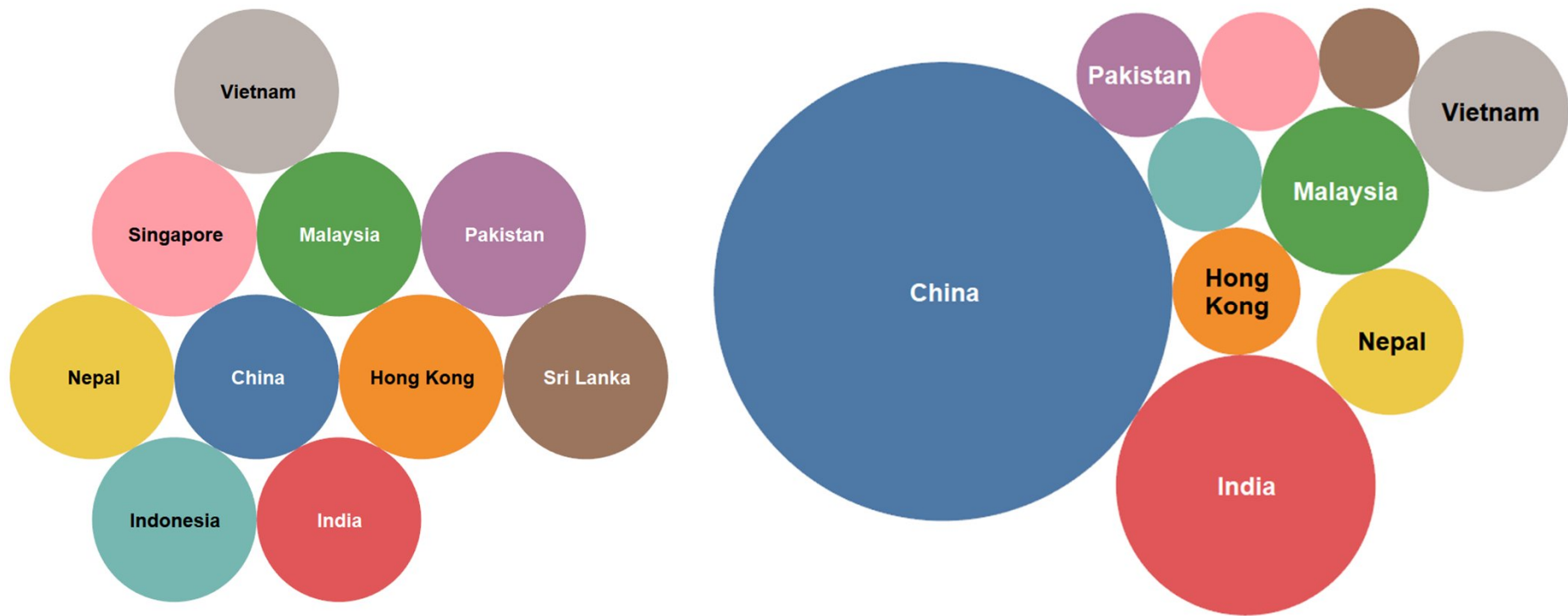
Thomas Eastwood

Grant Watson

www.rmit.edu.au

The Large Market Problem

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International HE commencements in Australia by nationality, Jan-Jun 2016.
Source: AEI/Austrade

The importance of China and India

- Chinese and Indian HE commencements, as of July 2016, were both up **22%** compared to July 2015.
- All other markets together grew **9%**.
- Three-year growth from July 2013 to July 2016 was **134%** for India and **46%** for China.
- **22%** for all other markets.

Source: AEI/Austrade

The importance of China and India

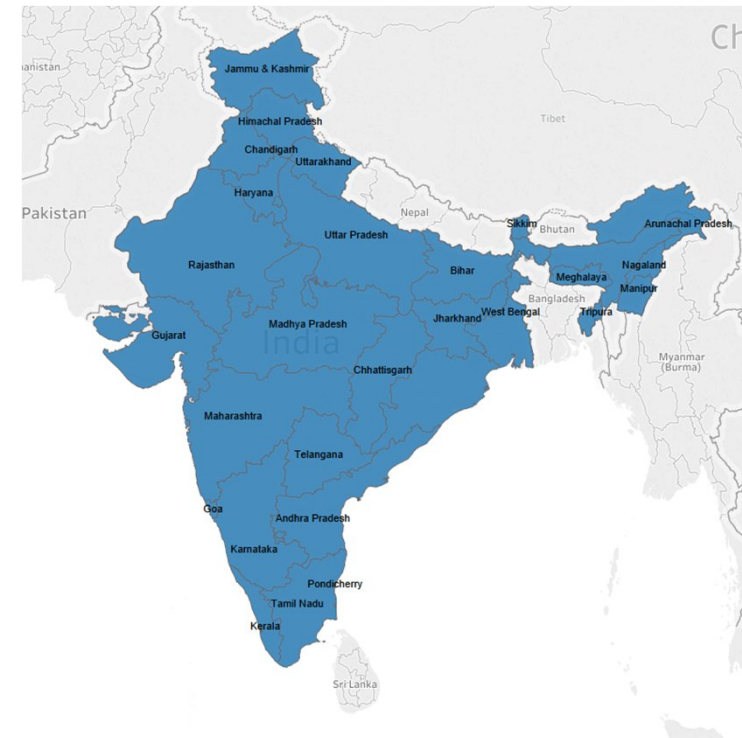
- By 2024 India will have the world's largest tertiary-aged population – **119 million people** – and the world's largest number of tertiary enrolments – **48 million**.
- China will have the 2nd largest tertiary-aged population – **79 million** – and the 2nd largest number of tertiary enrolments – **37 million**.
- They will be the world's two largest sources of international postgraduate students: **338,000 from China, 209,000 from India**.

Source: British Council, *Postgraduate student mobility trends to 2024*, October 2014.

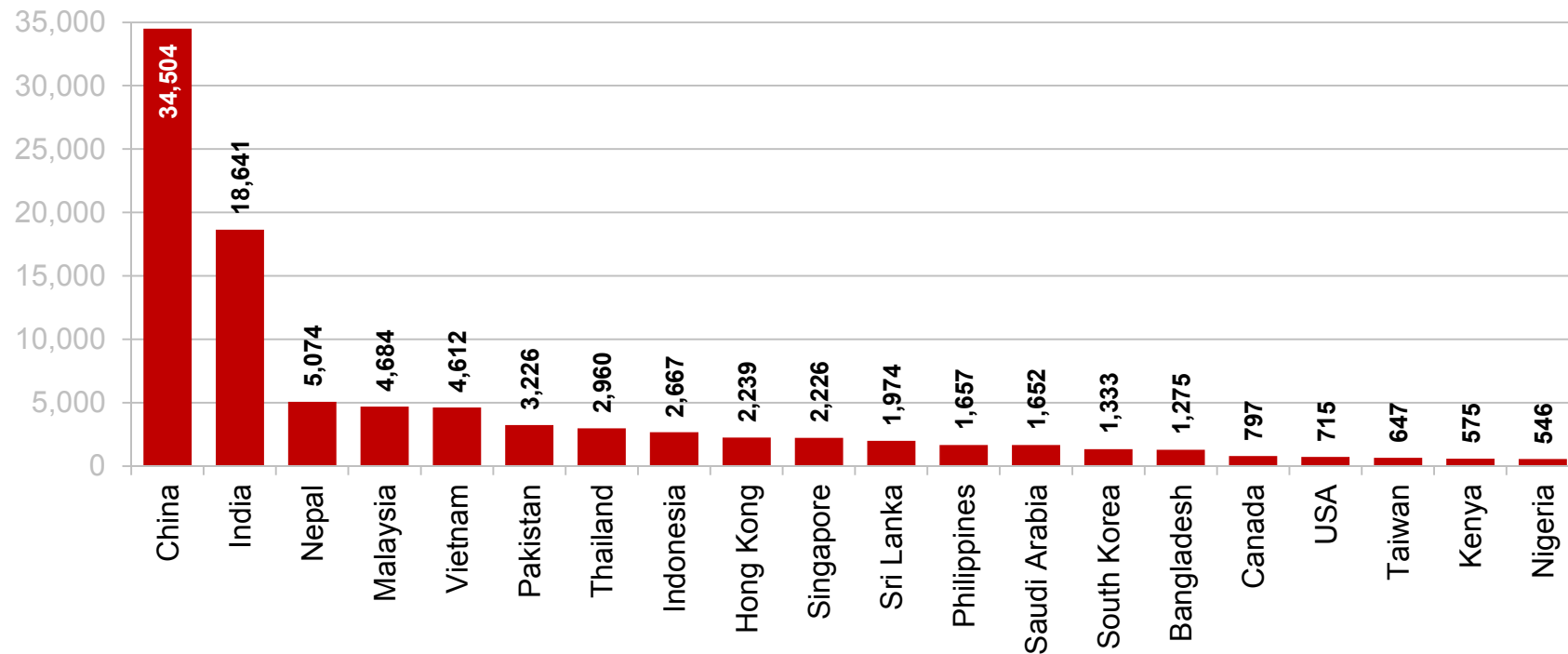
34 provinces, municipalities, and autonomous regions.



36 states and union territories.

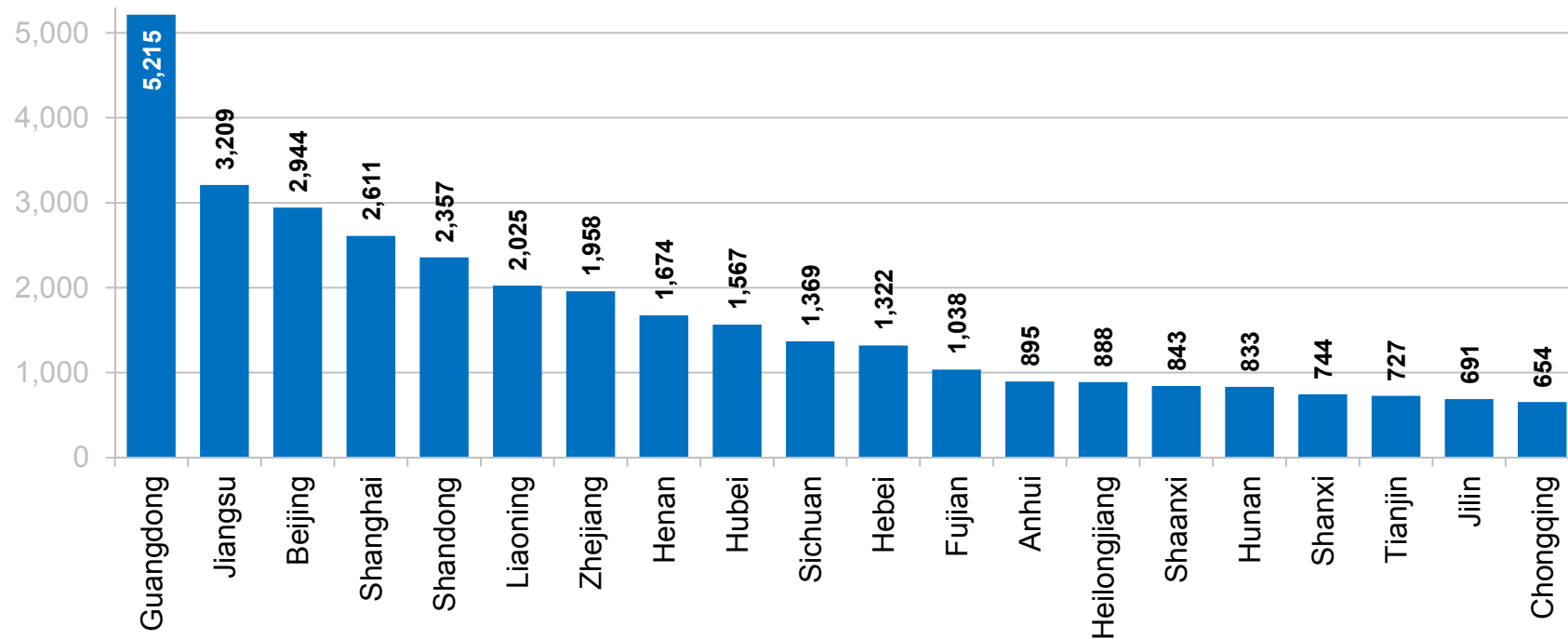


Australia's 20 largest international HE markets



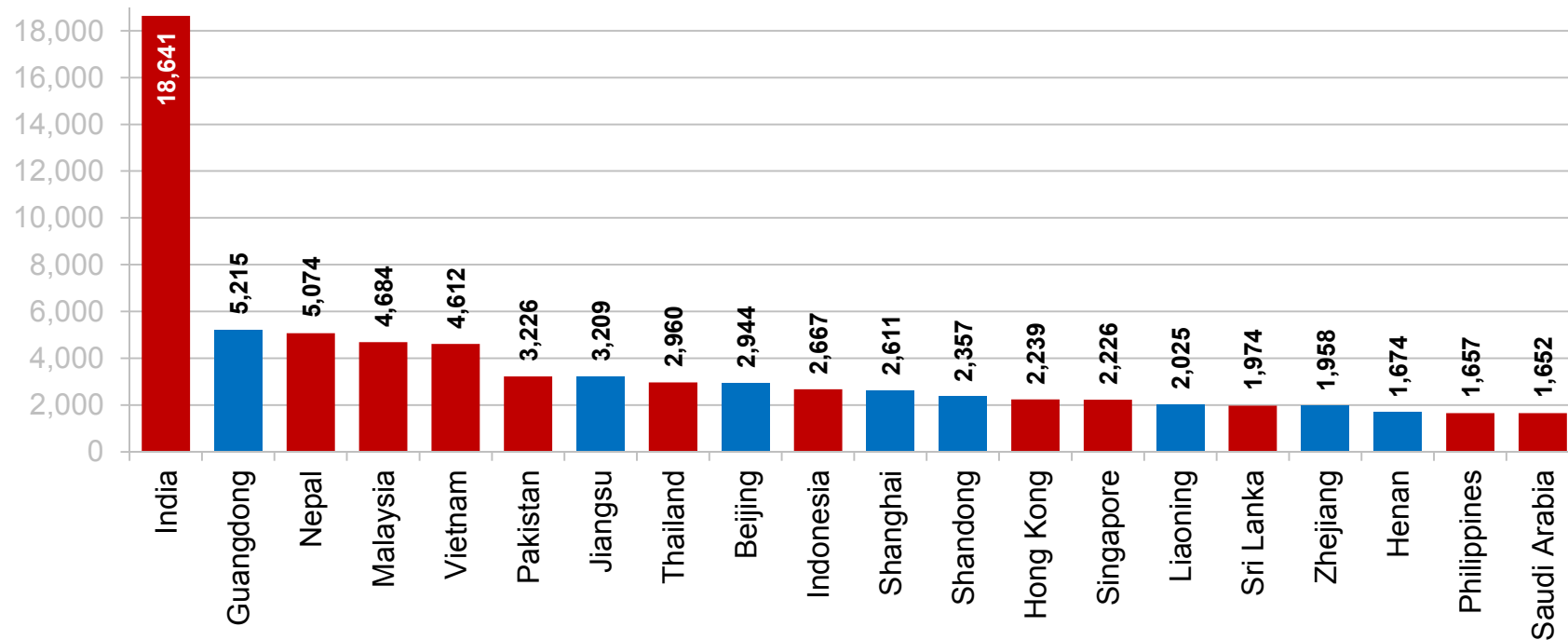
Top 20 international HE markets by visa grants, 2014/15. Source: DIBP

Australia's 20 largest Chinese provincial HE markets

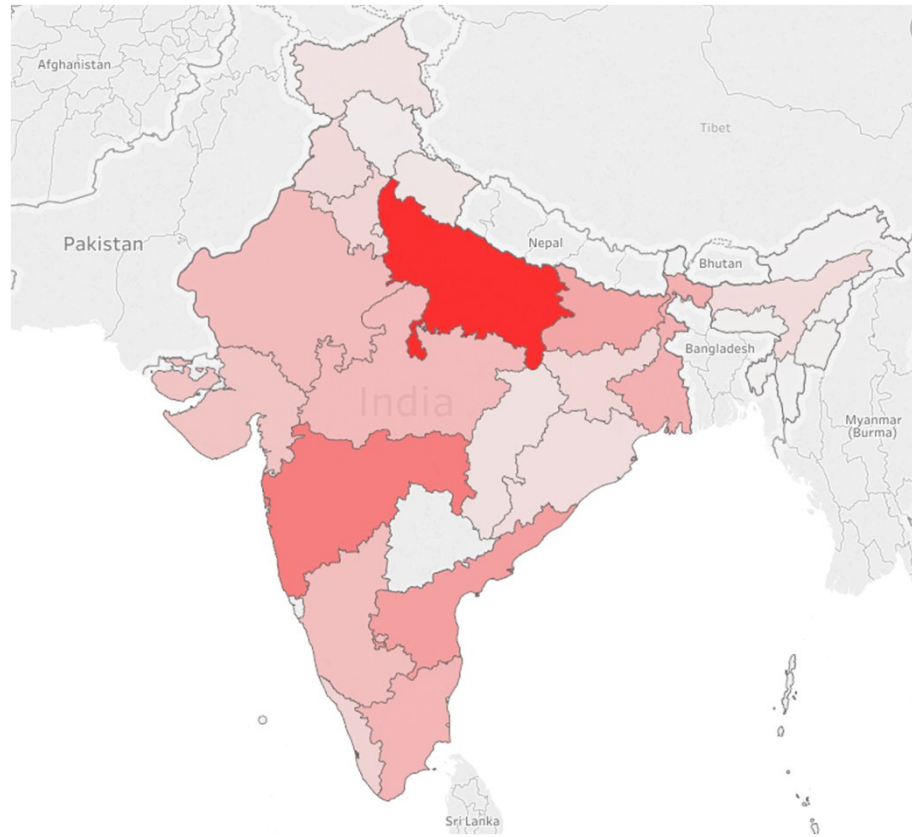


Top 20 Chinese HE markets by visa grants, 2014/15. Source: DIBP/Austrade

Provinces as countries

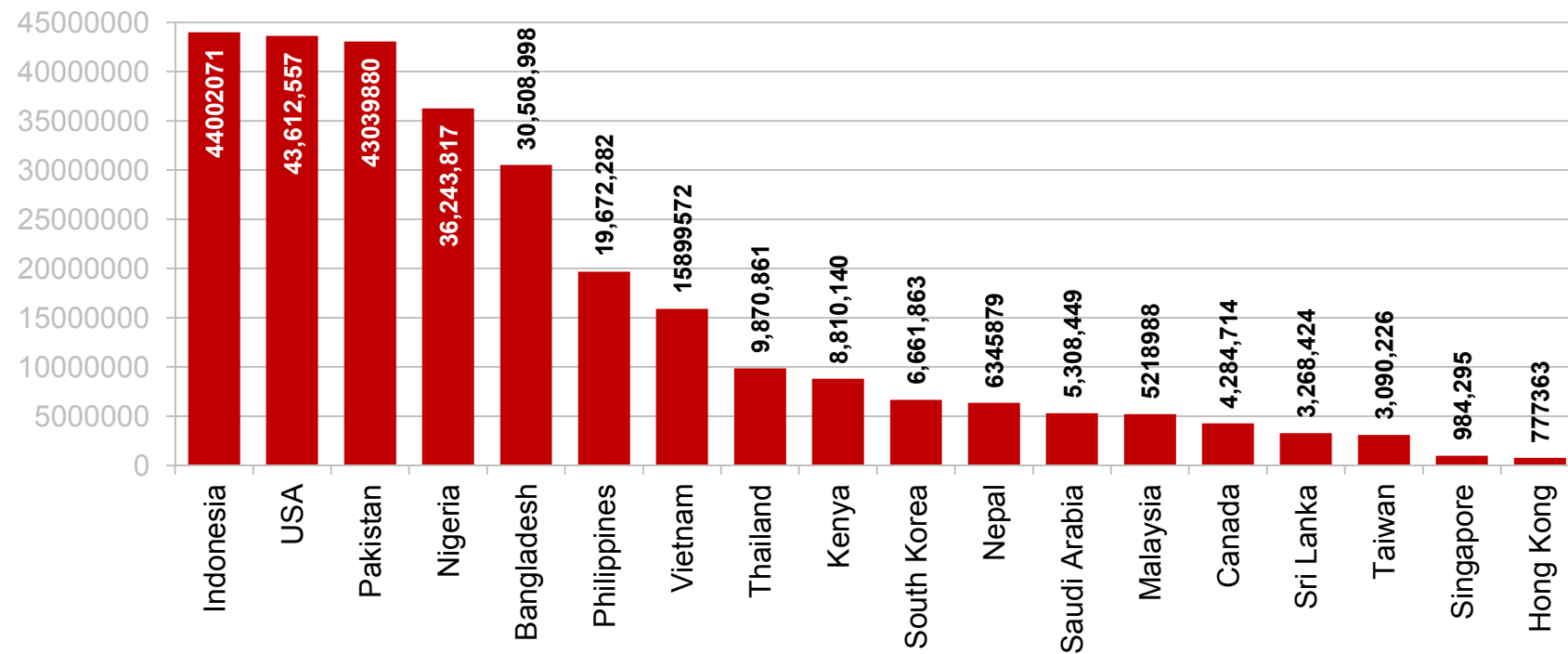


Source: DIBP/Austrade



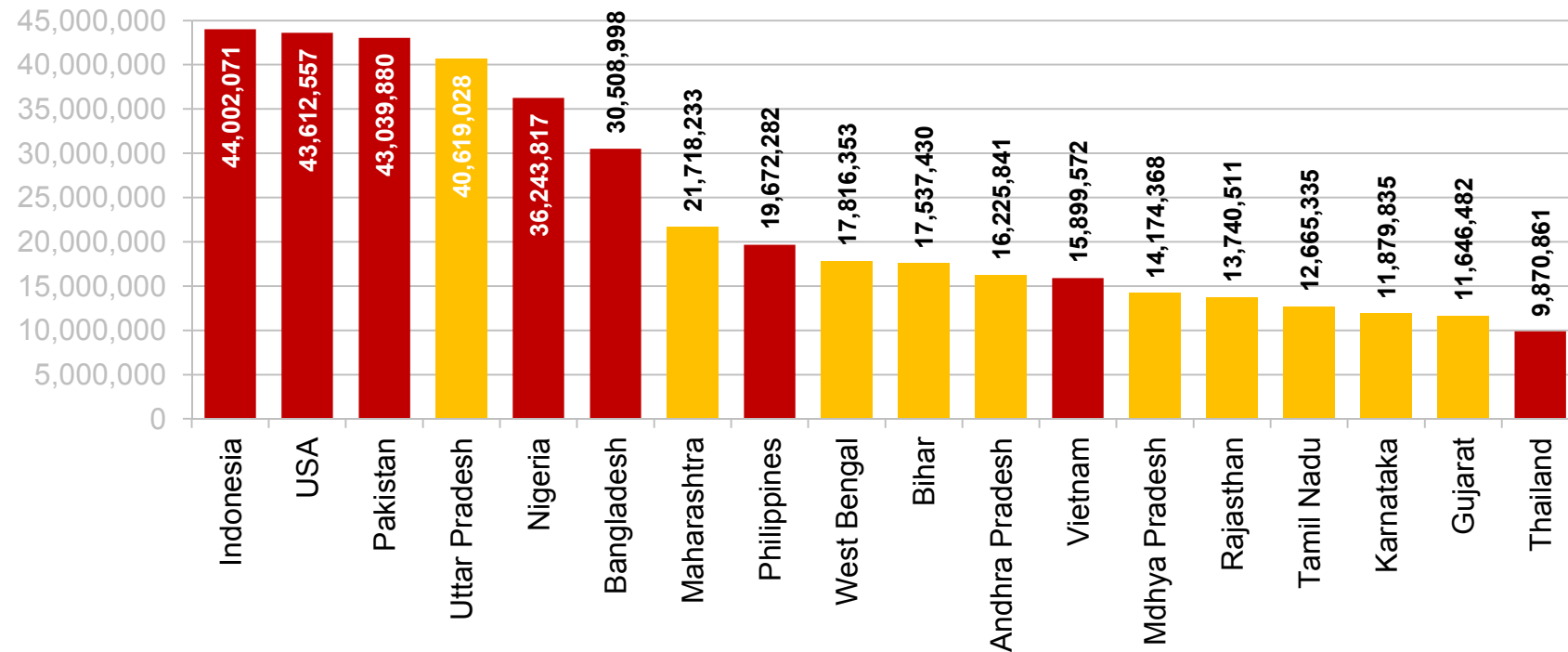
Source: Census of India, 2011.

Australia's 18 largest HE markets by youth population (15-24 years, excluding China and India)



Source: CIA World Factbook

Australia's 18 largest HE markets by youth population (15-24 years, including Indian states)



Source: CIA World Factbook, Census of India

Rationale of having state strategy

- Identify opportunities in marketplace
- Prioritise recruitment spend
- Cultural/behavioural changes at state or regional level

Using state/province data

www.rmit.edu.au

Google is your friend

- Enormous amounts of data already available.
- Targeted Google searches.
- Ask the right questions.

“sina weibo usage by province”

Google sina weibo usage by province

All Images News Videos Maps More Search tools

About 148,000 results (0.65 seconds)

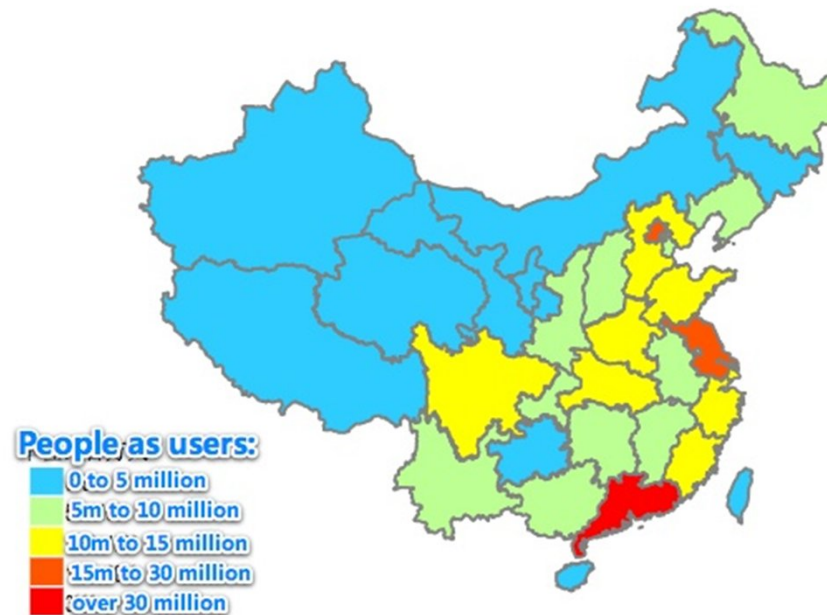
Where do Weibo users live? City and provincial breakdown of various ...
[weibowatch.com/where-do-weibo-users-live-city-and-provincial-breakdown-of-vario...](#)
Here's a map of the other provinces which show the greatest differential between percentage of Sina users in my sample and their share of national population.

Sina Weibo revenue and statistics - App Industry Insights
[www.businessofapps.com/sina-weibo-revenue-and-statistics/](#)
Dec 7, 2015 - Sina Weibo users are fairly evenly split between male and female, with ... most Weibo users (red), followed by the Jiangsu province and Beijing.

How Many People Really Use Sina Weibo? - China Real Time Report ...
[blogs.wsj.com/chinarealtime/2013/03/12/how-many-people-really-use-sina-weibo/](#)
Mar 12, 2013 - Sina Weibo microblogging service is often described as a virtual town square ... Sina Weibo penetration in in China by province, with red indicating ...

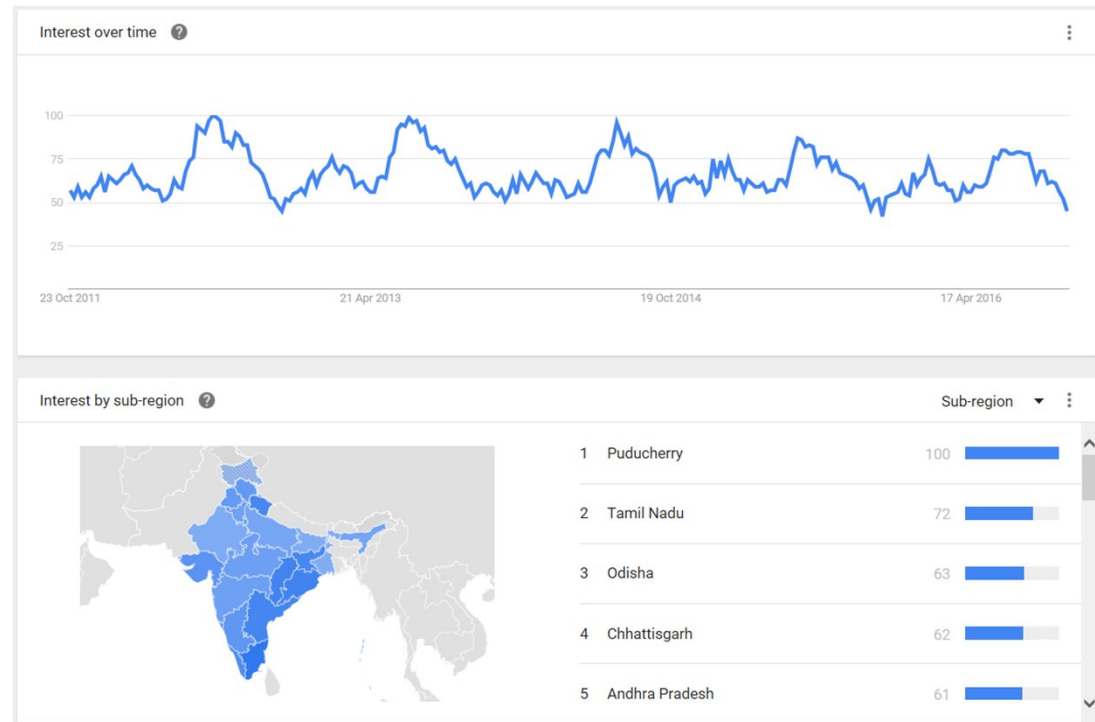
API文档/en - 微博API
open [weibo.com/wiki/API文档/en](#)
Mar 30, 2012 - 1.1 Timeline API; 1.2 Weibo Access API; 1.3 User API; 1.4 Direct message API ...
users/show Return user profile by user ID (authorized user) ... Register a Sina Weibo account;
account/activate Activate a weibo account ... comment comment of a weibo; direct_message direct
message: Province and city ...

8 Facts About Sina Weibo Users That All Marketers Should Know
[https://www.techinasia.com/sina-weibo-users-facts-marketers](#)
Nov 16, 2012 - Combing through the official report from Sina Weibo, we see it has lots of ... Weibo
users of all, then Jiangsu province and Beijing municipality.



“mechanical engineering”

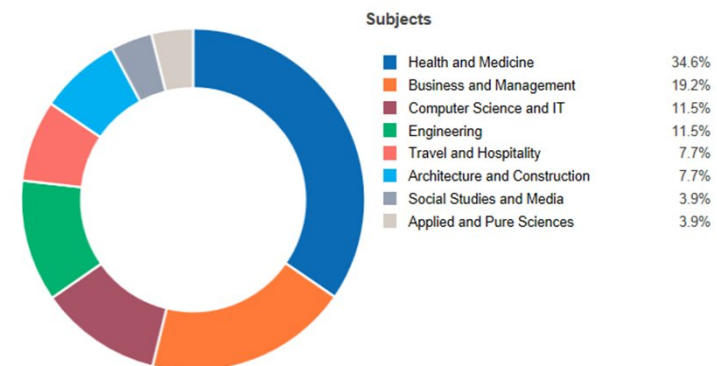
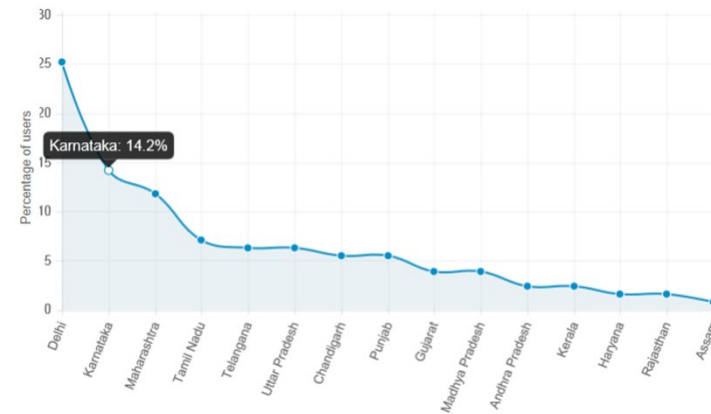
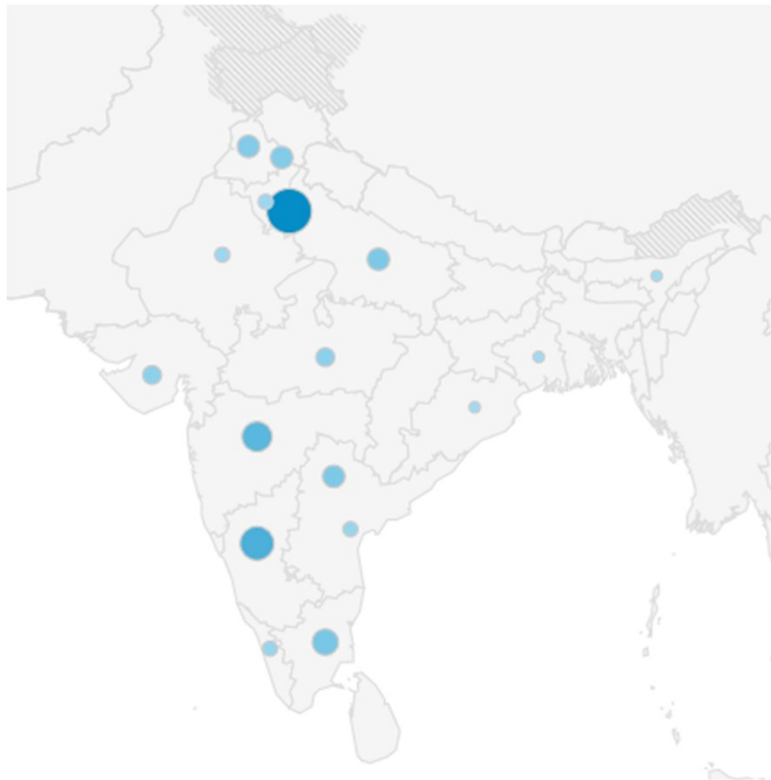
- www.google.com/trends
- Insights:
 - Interest in India fluctuates on a regular schedule.
 - Greatest state interest in Puducherry, Tamil Nadu, and Odisha.
 - City interest from Madurai, Puducherry and Coimbatore.



Hotcourses

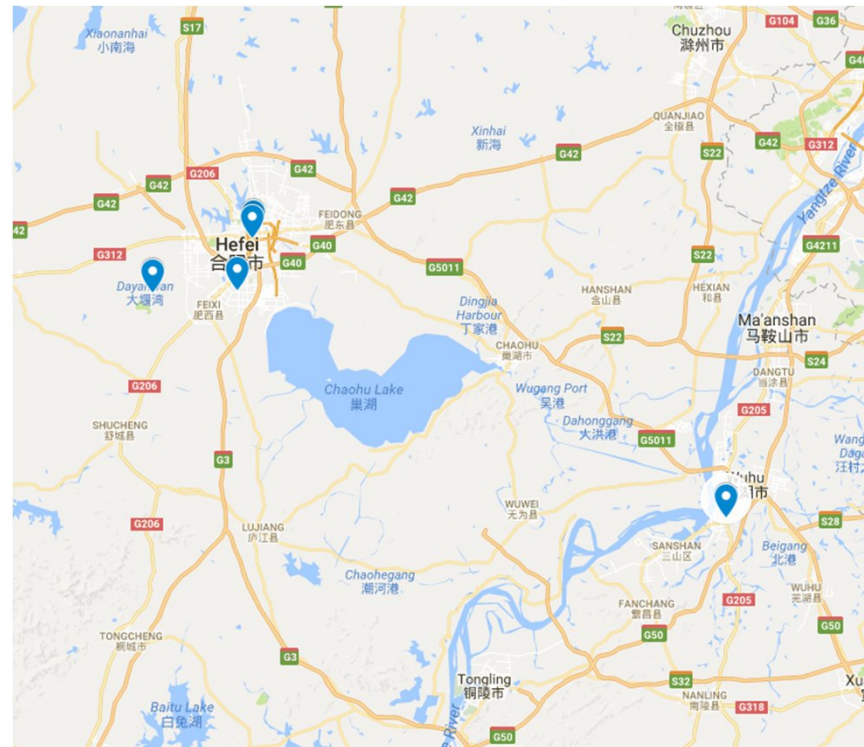
- Shopfront for universities.
- Promotes partner university programs to prospective students.
- Partners can access certain insights provided by Hotcourses.
- Targeted intelligence: Google Trends vs. Hotcourses.

Undergraduates in India



Mapping the data

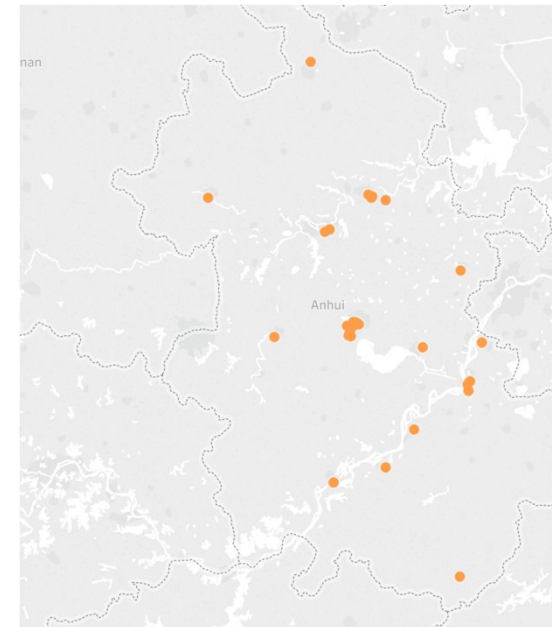
Rank	University
▼	▼
1	Agricultural University of Hebei
2	Anhui Agricultural University
3	Anhui Foreign Languages University
4	Anhui Jianzhu University
5	Anhui Medical University
6	Anhui Normal University
7	Anhui Polytechnic University
8	Anhui Sanlian University
9	Anhui Science and Technology University
10	Anhui University
11	Anhui University of Chinese Medicine
12	Anhui University of Finance and Economics
13	Anhui University of Science and Technology



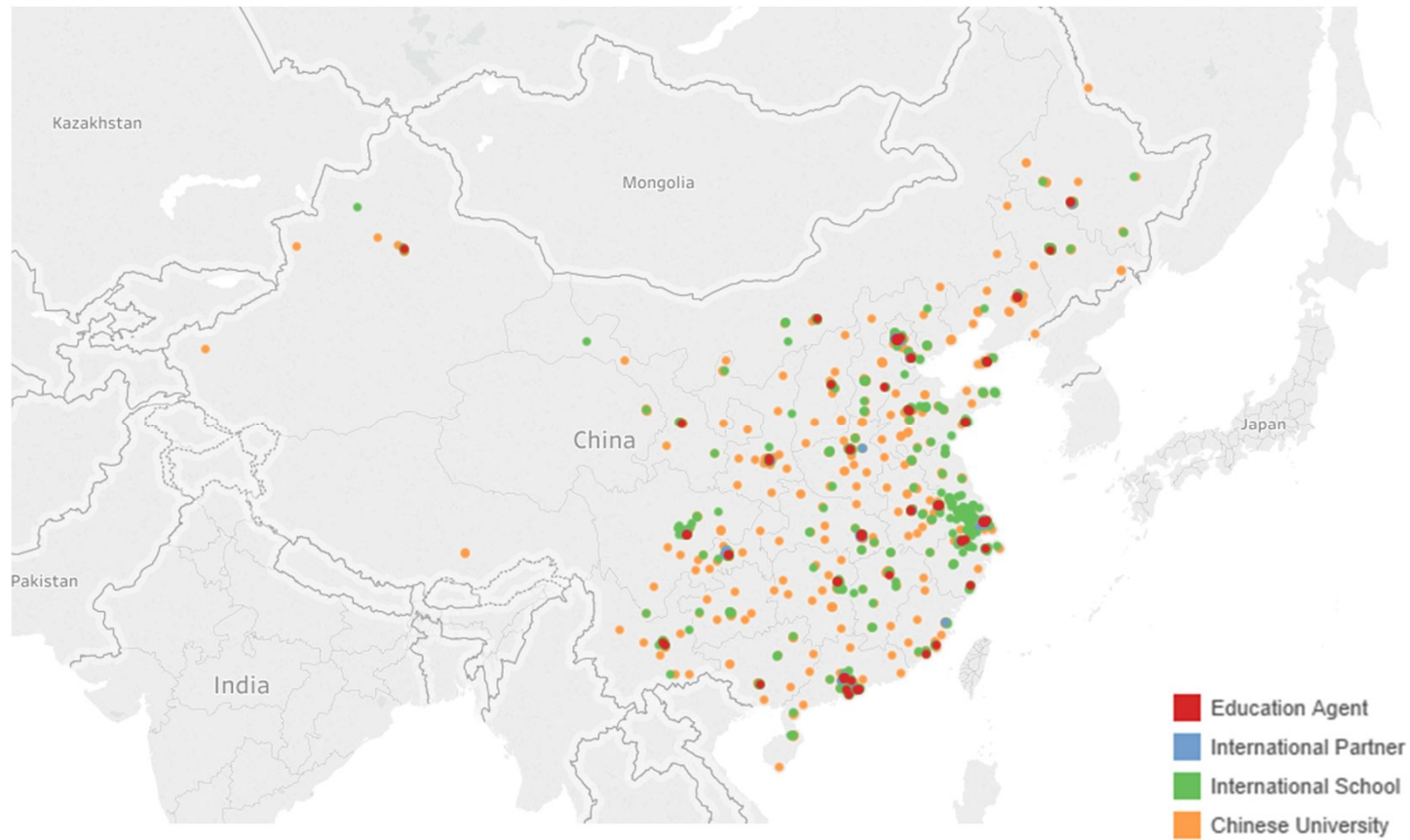
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	Anhui Sanlian University
	Anhui Science and Technology University
	Anhui University
	Anhui University of Chinese Medicine
	Anhui University of Finance and Economics
	Anhui University of Science and Technology

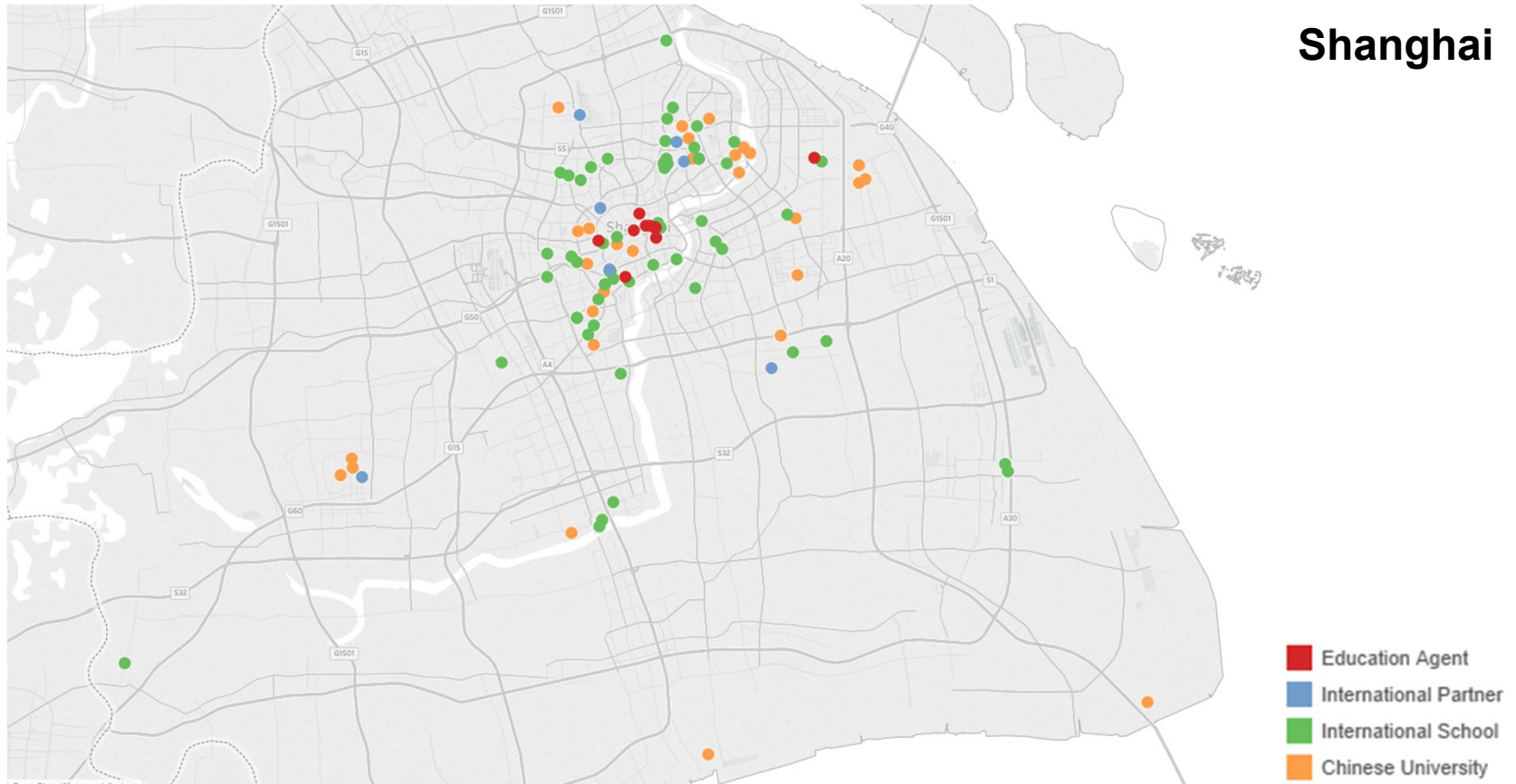
Input
Agricultural University of Hebei Anhui Agricultural University Anhui Foreign Languages University Anhui Jianzhu University Anhui Medical University
Output
"original address",latitude,longitude "Agricultural University of Hebei",38.850954,115.49036 "Anhui Agricultural University",31.85991,117.263283 "Anhui Foreign Languages University",31.843471,117.293007 "Anhui Jianzhu University",31.286185,118.382591 "Anhui Medical University",31.848561,117.260309



<http://www.findlatitudeandlongitude.com/batch-geocode/>



Shanghai



Internal data – the missing ingredient

- Focus
 - What do you want to do? What are your needs?
 - What programs/fields of study do you wish to promote?
- Context
 - Are you a big fish in a small pond, or a small fish in a big pond?
 - Where are the best opportunities *for you*?

State/province strategy at work

GDP per capita

Population

HE enrolments

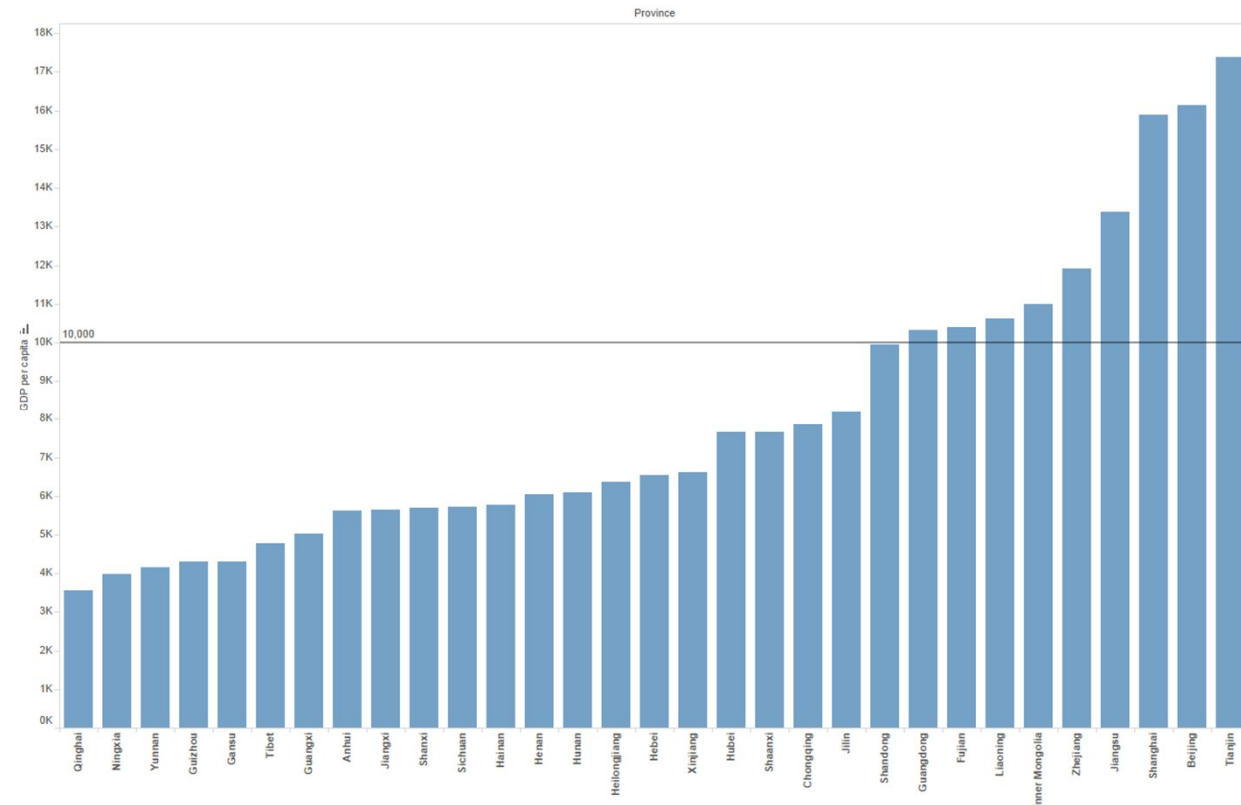
International schools

University partners

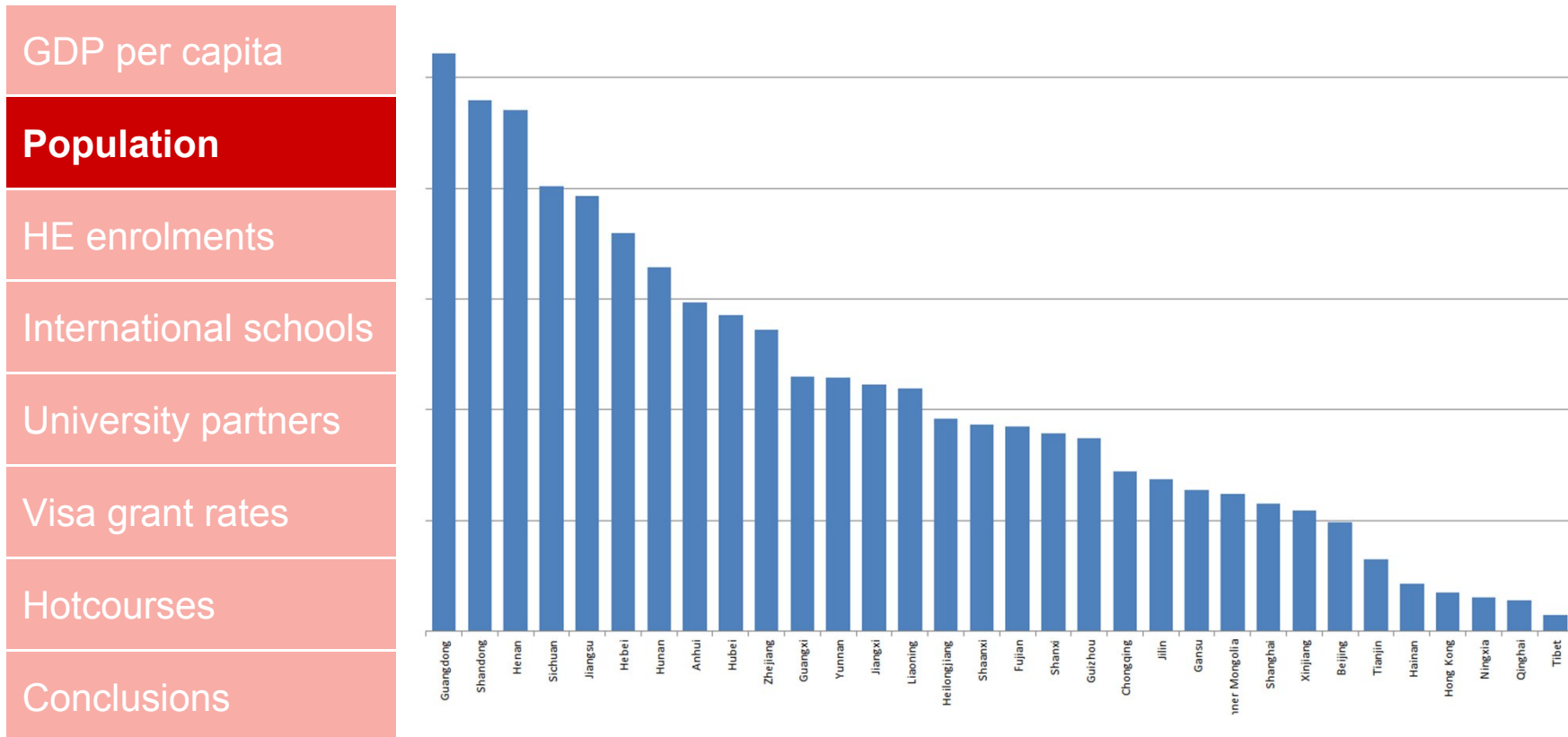
Visa grant rates

Hotcourses

Conclusions



State/province strategy at work



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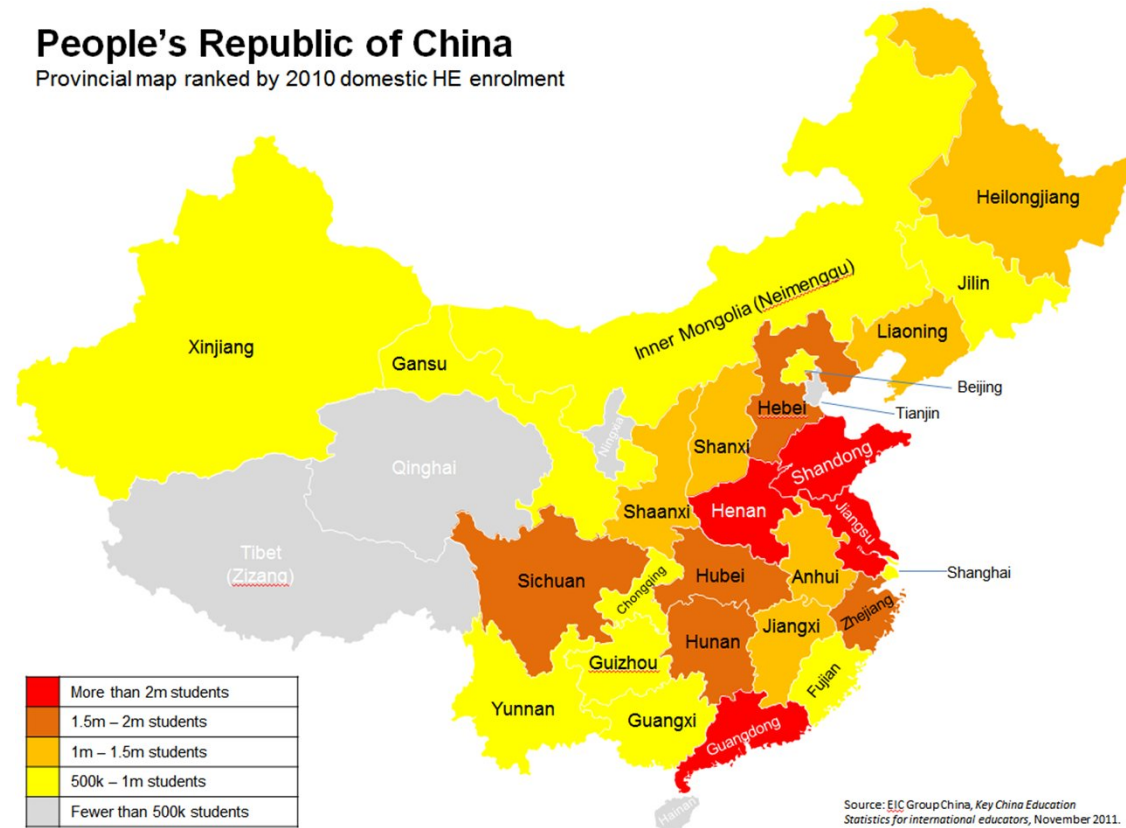
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People's Republic of China

Provincial map ranked by 2010 domestic HE enrolment



Source: EIC Group China, Key China Education Statistics for international educators, November 2011.

State/province strategy at work

GDP per capita

Population

HE enrolments

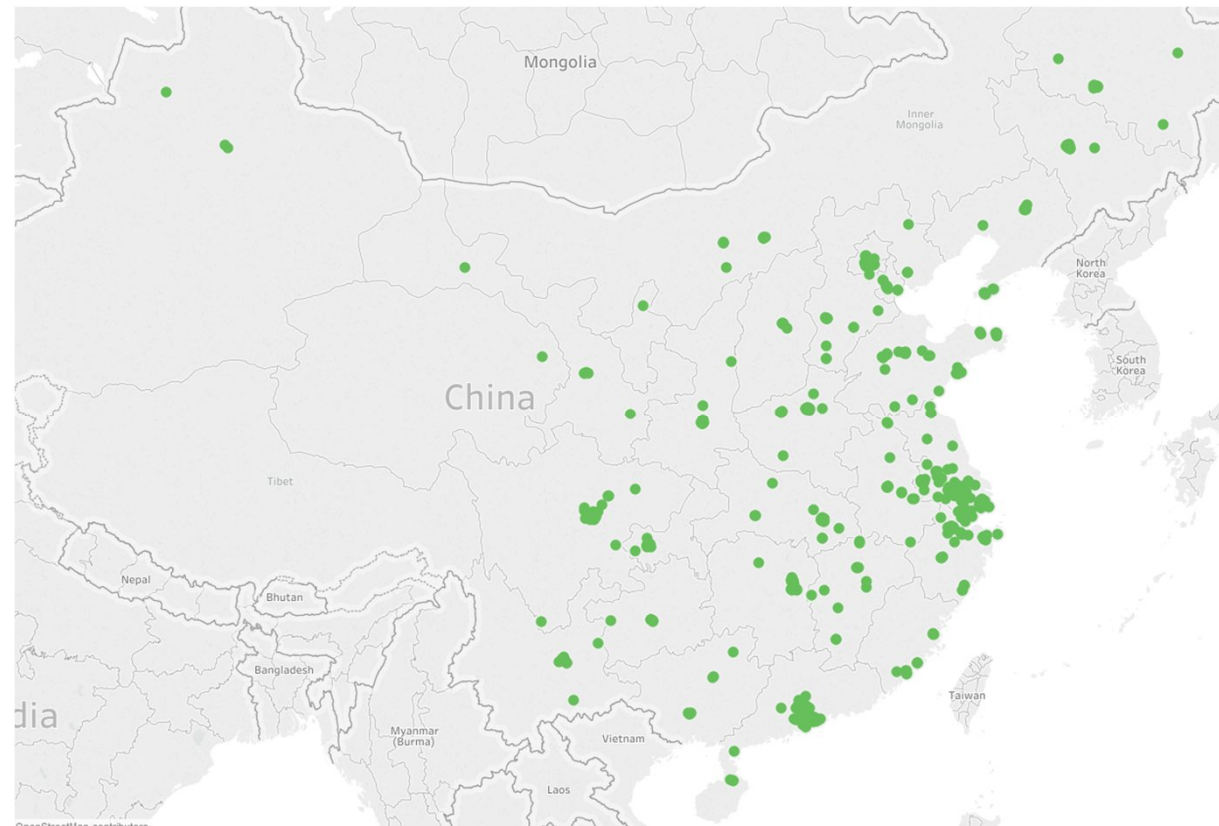
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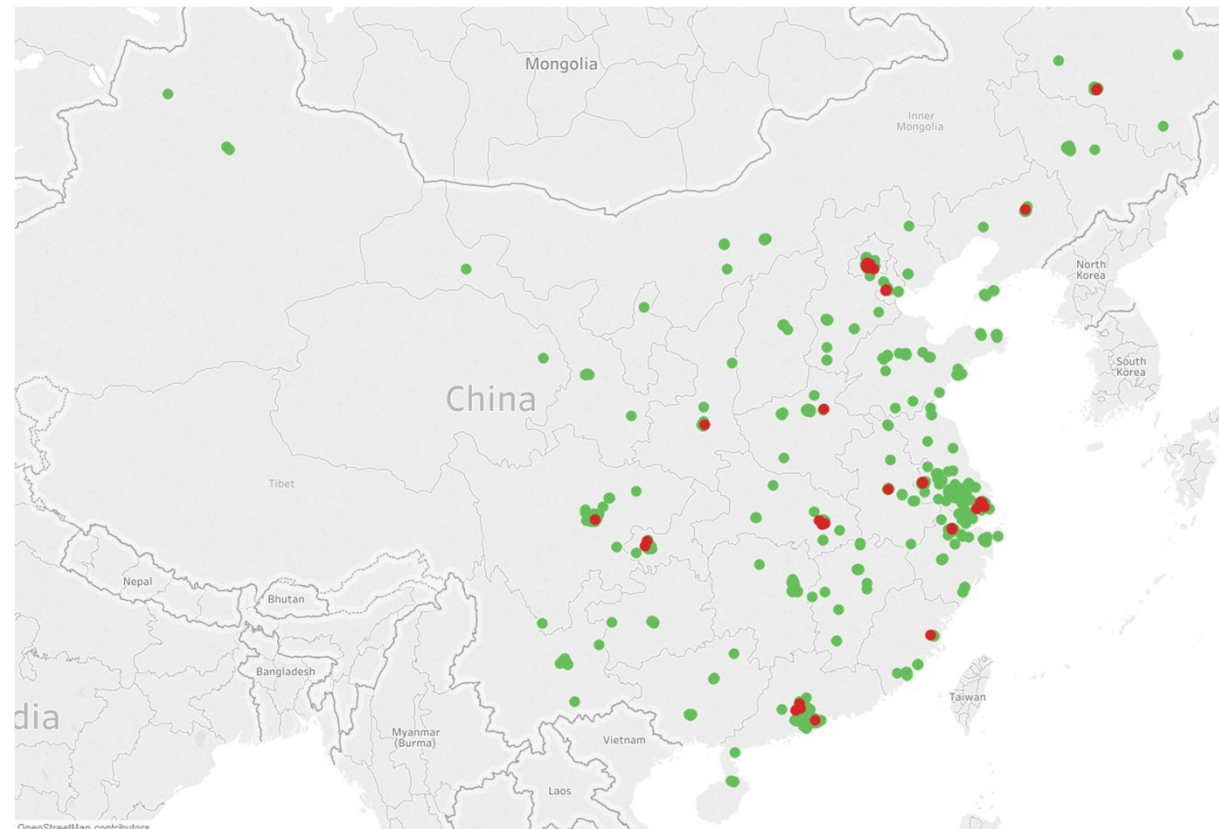
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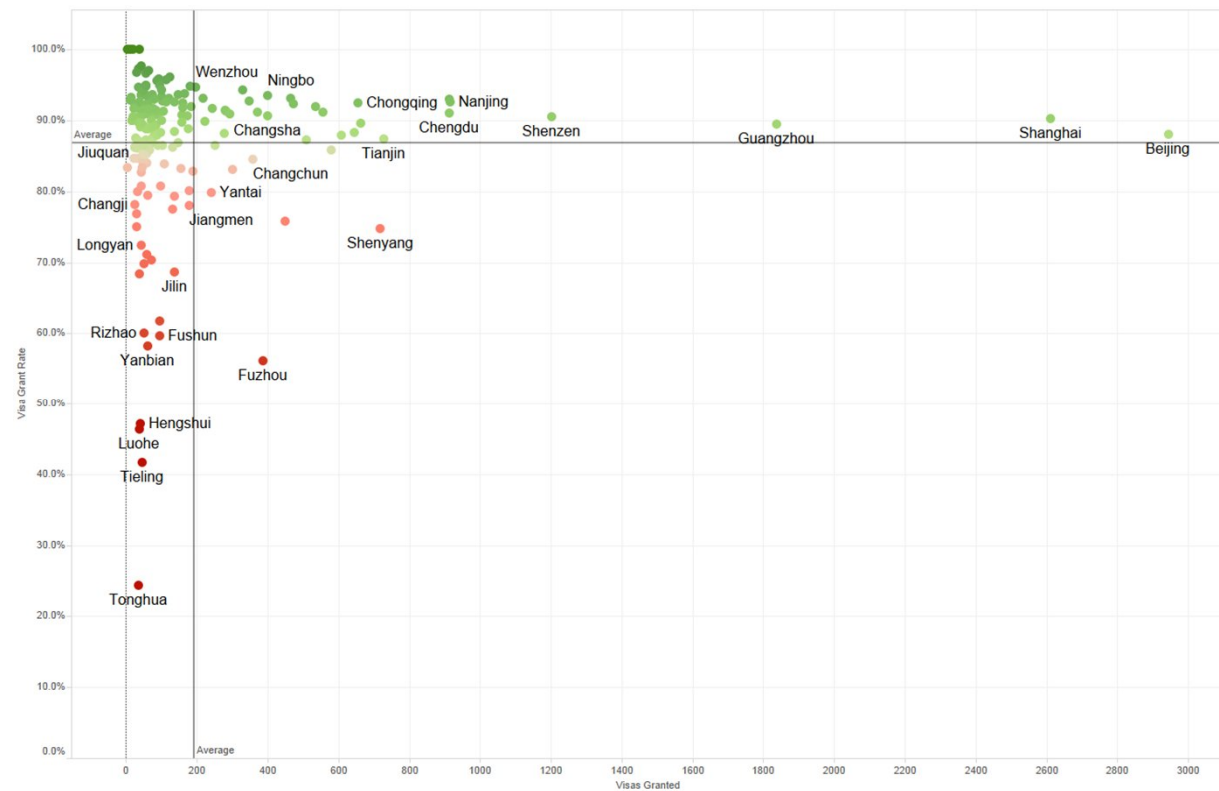
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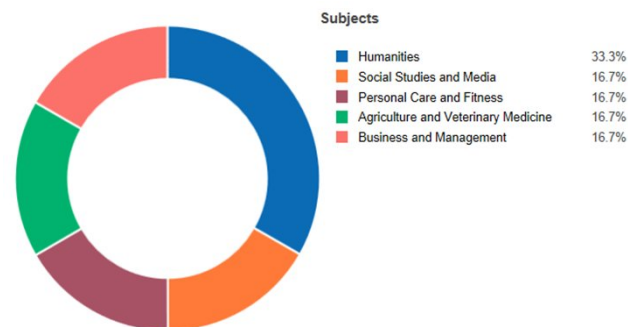
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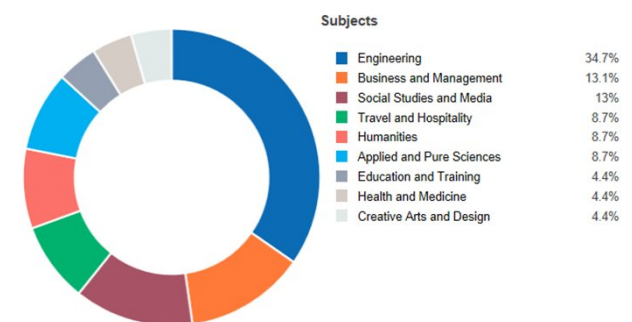
Hotcourses

Conclusions

Guangdong



Beijing



State/province strategy at work

GDP per capita	Guangdong, Fujian, Liaoning, Inner Mongolia, Zhejiang, Jiangsu, Shanghai, Beijing, Tianjin
Population	Guangdong, Henan, Sichuan, Jiangsu, Hebei, Hunan, Anhui, Hubei, Zhejiang
HE enrolments	2m: Henan, Shandong, Jiangsu, Guangdong. 1.5m: Hebei, Sichuan, Hubei, Hunan, Zhejiang.
International schools	Beijing, Jiangsu, Guangdong, Shanghai, Shandong, Zhejiang, Sichuan, Hubei.
University partners	Beijing, Shanghai, Jiangsu, Guangdong, Hubei.
Visa grant rates	Jiangsu, Zhejiang, Hunan, Hubei, Anhui, Sichuan, Shanghai. (all above 90%)
Hotcourses	Guangdong: Humanities and Social Studies/Media. Beijing: Engineering.
Conclusions	Target Guangdong for media studies, Beijing for engineering. Develop Sichuan as a new student market.

Final thoughts

- You do not need to do everything – research what you need.
- You do not need to show your working – present what is relevant.
- Ask the right questions – and remind yourself of what they are.
- Try not to drown in data.
- If you get time, play with your data – surprising insights.

Thank you.

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