In Focus: Philippines
Tracy Harris, ASEAN Education Commissioner
AIEC, 19 October 2016
Philippines at a glance

- One of Asia’s fastest growing economy
- Real GDP average growth 6.2% for past six years and low inflation rate.
- Gaining global competitiveness and Investment upgrades
- *107 million people spread across 7,000 islands
  *CSA World Fact Book, as of July 2014
- Private consumption accounts for more than 70% of economic growth

Sources: 1. National Economic Development Authority (NEDA)
2. ANZ Bank Research
The Filipino Middle Class

- Ranked 2nd in the world’s most confident consumers
  (Nielsen Global Consumer Confidence Survey 2013)
- Population of under 30’s expanding single household with upscale taste
- 18-20 million “real consumers”
  ~US Gain report June 2015

In 2030: 80% of the Filipino population will belong to the middle class (ADB)

- Young, online aspirational
  - ME Generation
  - Tertiary educated
  - Optimistic
  - Receptive
Commencements by sector, Philippines, 2012-2016 July YTD
Higher education enrolments by broad field of study – top ten, Philippines, July YTD 2016

- Health
- Society and Culture
- Education
- Natural and Physical Sciences
- Dual Qualification
- Management and Commerce
- Information Technology
- Engineering and Related Technologies
- Creative Arts
- Architecture and Building
VET enrolments by broad field of study – top ten, Philippines, July YTD 2016

- Management and Commerce
- Food, Hospitality and Personal Services
- Information Technology
- Education
- Architecture and Building
- Society and Culture
- Health
- Engineering and Related Technologies
- Creative Arts
- Natural and Physical Sciences
Grant rate of student visa applications decided in the three month period between 1 April 2016 and 30 June 2016 by citizenship country and client location - top 15 citizenship countries

- China, Peoples Republic of (excl SARs)
- India
- Brazil
- Thailand
- Korea, South
- Nepal
- Vietnam
- Malaysia
- Colombia
- United States of America
- Indonesia
- Japan
- Pakistan
- Philippines
- Taiwan

Grant rate (%)

- In Australia
- Outside Australia
Australian programs

> 20 international education partnerships between Australian and Philippine providers
CHALLENGES AND OPPORTUNITIES
Opportunities
- International schools
- Program diversification
- Regional markets
- Borderless
- Teacher training
- Curriculum development

Challenges
- Growing student pipeline
- Increased competition
- Price sensitive
- Challenges with meeting student visa requirements
- Redtape from government and academic boards

What next?
Education/exhibition model more than 20 years old
Using the digital economy
• Aims to reduce poverty through sustainable development in Asia-Pacific
• Lending volume US$12.92b (2014)
• Education is a key focus area
• Consulting opportunities through Technical Assistance projects
• ADB Business Opportunities
  – Fair (March 2017)
  – Seminars (November 2016)
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