International Schools Program: The view from inside the market

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Rapid rise in the affluent middle class particularly in China.

Partnerships between governments and private providers (China, Hong Kong, Singapore)

Rise of the Brand schools (Dulwich College, Nord Anglia, Harrow)

Growth of the international school sector in Asia. Hong Kong alone has over 170 international schools and over half of all international schools in the world are in Asia.
Challenges

Rapid growth in High quality private INTERNATIONAL SCHOOLING in Asia

Malaysia: Quadrupling private school population between 2010-20120

Governments realising that more fee paying private international schools leads to decrease in government expenditure

Increased competition has resulted in increased performance by public schools
Opportunities

- By 2025 Asia will have 3.2 billion middle class consumers
- The key to getting even a small % of the market is QUALITY and BRAND
- Chinese middle class rank Education as one of their top 3 spending priorities
- Differentiation: Curriculum, accommodation, lifestyle, pedagogy