



Education



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Diversification – Schools Sector

SESSION OUTLINE

- Strategies to achieve diversity in a state-wide program
- Diversifying source countries
- Regional programs

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Diversification – Source Countries

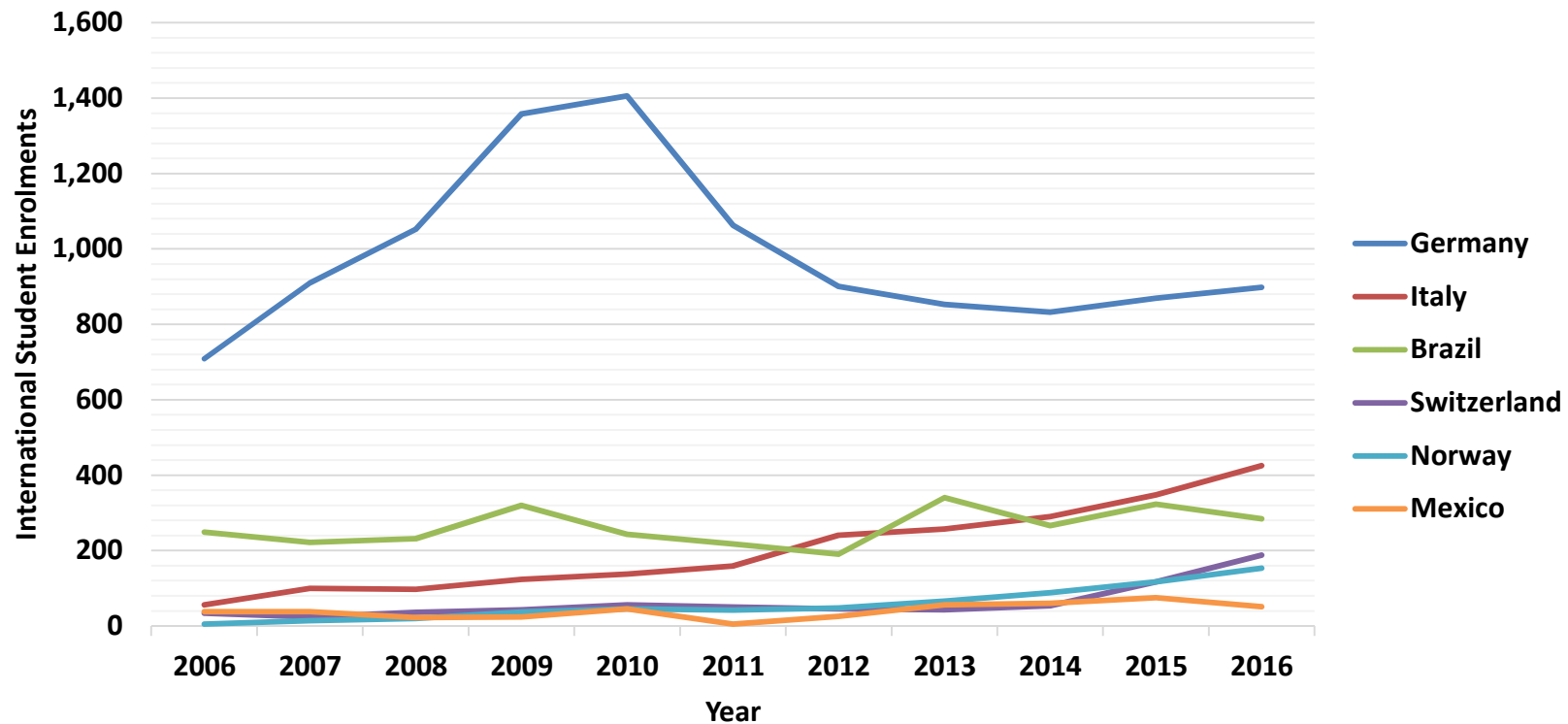
- China -11,383 students - 52% of school sector students nationally
- Study Abroad – (1 term to 1 year) – from Europe & Latin America - opportunity to diversify!
 - Germany 5th largest source
 - Italy 8th source country
 - Not pathway students - return for study, holidays, work & travel
- Study Tours (no data) – “taster programs” – see before you buy!
(Austrade report)
- Sister Schools



Diversification – Study Abroad

Top Ten Study Abroad Countries - Enrolments

July YTD 2006 – July YTD 2016



Source: data from AEI July 2016 pivot table



Education

Challenges & Strategies

NSW Government Schools

- 59% students from China; 78.5% from top 3 countries - China, Vietnam, Korea
- Risk of reliance on 1 main source!
- Develop study abroad program:
 - education tourism – the experience
 - diversifies schools
- Interest in short term programs from Japan and Korea
- Develop study tours – top 3 countries Japan, Korea & China; growing interest from many countries



Challenges & Strategies

NSW Government Schools

Developing Regional Program

- Study Abroad students - like regional schools close to the beach!
- Regional cities with universities can be more attractive
- Build links with regional unis – attract students & study tours
- Pricing – lower fees not an incentive!
- Schools with too many students from one source country – cap numbers!
- **Diversification an ongoing challenge!**



THANK YOU!

