

INTERNATIONAL EDUCATION 101:

WHAT YOU SHOULD KNOW... Lyndell Jacka, Oliver Fortescue;
Bronte Neyland



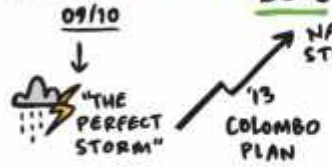
THE BIG PICTURE...

why DO WE EXIST?



- SOFT DIPLOMACY... (LINKS to COLOMBO PLAN)
- INTERNATIONAL STANDING...
- MULTI-CULTURE...

1904 ----- 2016



GLOBAL GROWTH

IT'S ALL ABOUT RECRUITMENT



EVERYONE WANTS a PIECE of the ACTION..



... ARE THERE ENOUGH STUDENTS?

... HOW DO WE STAY in the ACTION?

TOP 4 ENGLISH-SPEAKING DESTINATIONS
... and don't forget NZ, eh bro!

AUSTRALIA...



TOP MARKETS

BUT IT DOES VARY STATE-TO-STATE.



CHINA #1



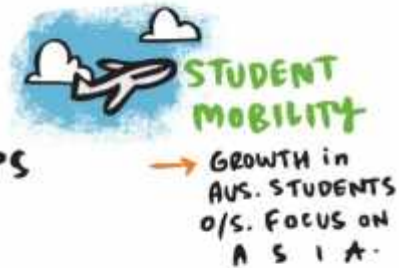
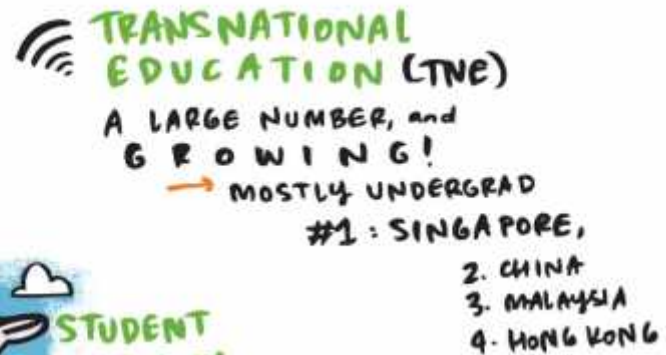
INDIA #2

GETTING a DEFINITIVE STUDENT NUMBER is REALLY HARD.

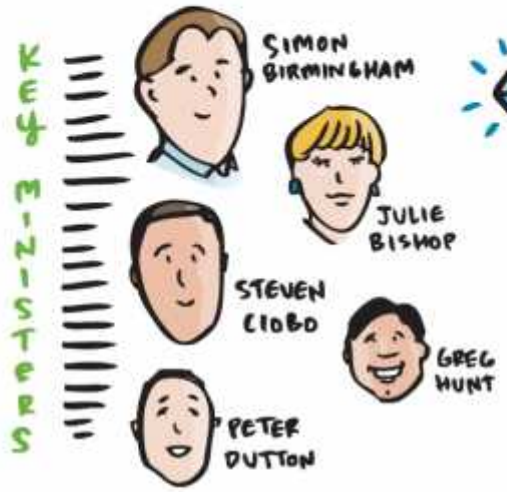
e.g. COMMENCEMENT/ ENROLLMENT...
ONSHORE / OFFSHORE...



INTERNATIONAL FUNCTIONS...



THE POLITICAL CONTEXT ...



CHALLENGES

- CAPACITY?
- PRIMARILY INT. CAMPUSES?
- PERCEPTION IN MARKET?
- DELIVERING ON EXPECTATIONS?



NATIONAL STRATEGY:

- STRENGTHEN FUNDAMENTALS
- TRANSFORMATIVE PARTNERSHIPS
- COMPETE GLOBALLY



ARE THEY LINING UP?



- THERE IS SO MUCH LEGISLATION, AND IT'S HIGHLY POLITICISED...
- EMPLOYAB
 - BRAND AUSTRALIA
 - GOVT STABILITY
 - GLOBAL COMPETITION
 - MARKET VOLATILITY