INTERNATIONAL EDUCATION 101: WHAT YOU SHOULD KNOW... Lyndell Jacka, Oliver Fortescue; Bronte Neyland

THE BIG PICTURE...

1904

2016

 THE PERFECT STORM

13 COLOMBO PLAN

NATIONAL STRATEGY

why

DO WE EXIST?

- SOFT DIPLOMACY...
- INTERNATIONAL STANDING...
- MULTI-CULTURE...

IT'S ALL ABOUT RECRUITMENT

GLOBAL GROWTH

19.4%.

10.3%.

6.2%.

USA

UK

AUST

CAN

GETTING A DEFINITIVE STUDENT NUMBER IS REALLY HARD.

E.G. COMMENCEMENT/ENROLLMENT:

ONSHORE/OFFSHORE...

CHINA CONTINUES TO GROW

INDIA IS UNSTABLE

VIETNAM FLUCTUATING

SAUDI DOWNWARD TREND

TOP 4 ENGLISH-SPEAKING DESTINATIONS... and don't forget NZ, oh brother!
INTERNATIONAL FUNCTIONS...

They are evolving.

- Recruitment
- Agent management
- Scholarships
- Business intelligence
- International relations
- Admissions
- Communications with students through the lifecycle, where and how they like
- Academics
- English proficiency
- Genuineness
- Transnational education (TNE)
  - A large number, and growing!
  - Mostly undergrad
  - #1: Singapore,
  - 2. China
  - 3. Malaysia
  - 4. Hong Kong
- Student mobility
  - Growth in Aus. Students O/S. Focus on Asia.
- Partnerships
- Student support
- Compliance
**The Political Context**

**Key Ministers**
- Simon Birmingham
- Steven Ciobo
- Julie Bishop
- Peter Dutton

**National Strategy**
- Strengthen fundamentals
- Transformative partnerships
- Compete globally

**Challenges**
- How do we measure the value beyond $??
- Capacity?
- Primarily int. campuses?
- Perception in market?
- Delivering on expectations?

**Other Strategies**
- EDSO National Code
- Innovation & Science Strategy
- MISSION ACT
- STATE Without vision

**Visa Processing**
- One framework
- Risk framework
- Risk management

**Quality Assurance**
- Framework & legislation
- Employer brand
- Australia
- Global competition
- Market volatility

**Rankings**
- Very research based
- Shift toward employability

**State**
- State is putting in 10x national
- How does it affect our brand?
- FLORIDA of state strategies

**Are they lining up?**
- There is so much legislation, and it’s highly politicised
- Global competition
- Govt stability
- Volatility