

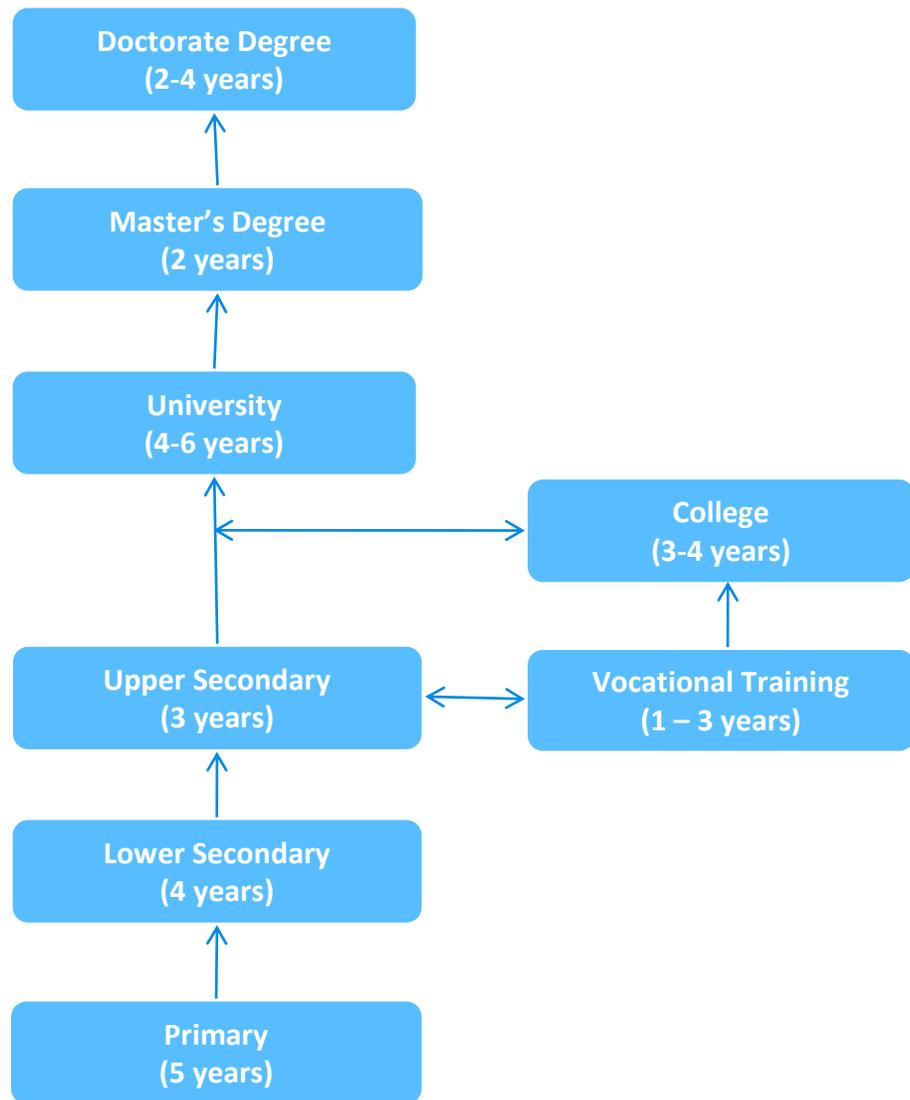


VIETNAM MARKET OVERVIEW

AIEC, Sydney, 2018



VIETNAM EDUCATION SYSTEM



Vietnam Education Hierarchy

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Academic year	Semester 2								Semester 1			
Summer break												
Exam period												
High School Graduation Examination						TBC						
Result							3 WEEKS AFTER EXAM					
University admission												

Student Enrolment Date

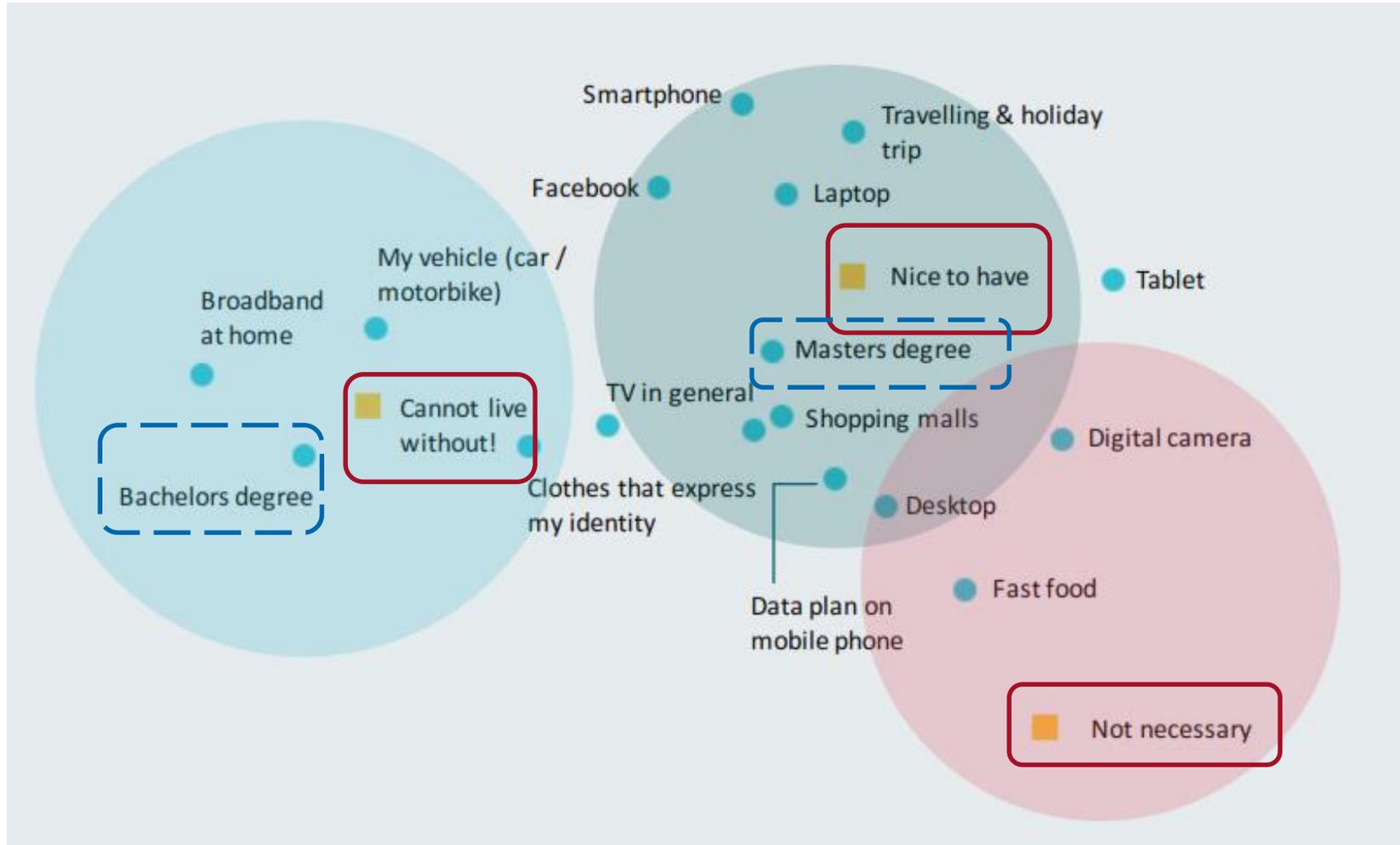


Source: Vietnam Ministry of Education and Training

VIETNAM EDUCATION SYSTEM'S CHANGES AND REFORMS

OLD EDUCATION SYSTEM	REFORMED EDUCATION SYSTEM
Teacher centric in which students seemed conditioned to receive the knowledge passively.	Student centric in which students will be active in class activities engagement.
Elementary education: subjects included mathematics, moral education, natural, social sciences, arts, history and geography	Since 2017, the subjects has introduced foreign language, computer training starting in grade three.
Lower secondary education : a final intermediate graduation examination was required to complete the program.	Since 2006, there has been no longer final graduation exam.
Admission to University : students took separate the secondary graduation exam and the university entrance exam	Since 2017, the students have just taken “2-in-1” national graduation exam in June or July yearly.
Credit system and Grading scale : old numeric scale was from 0-10	Higher Education Institution has switched to the 1-4 scale

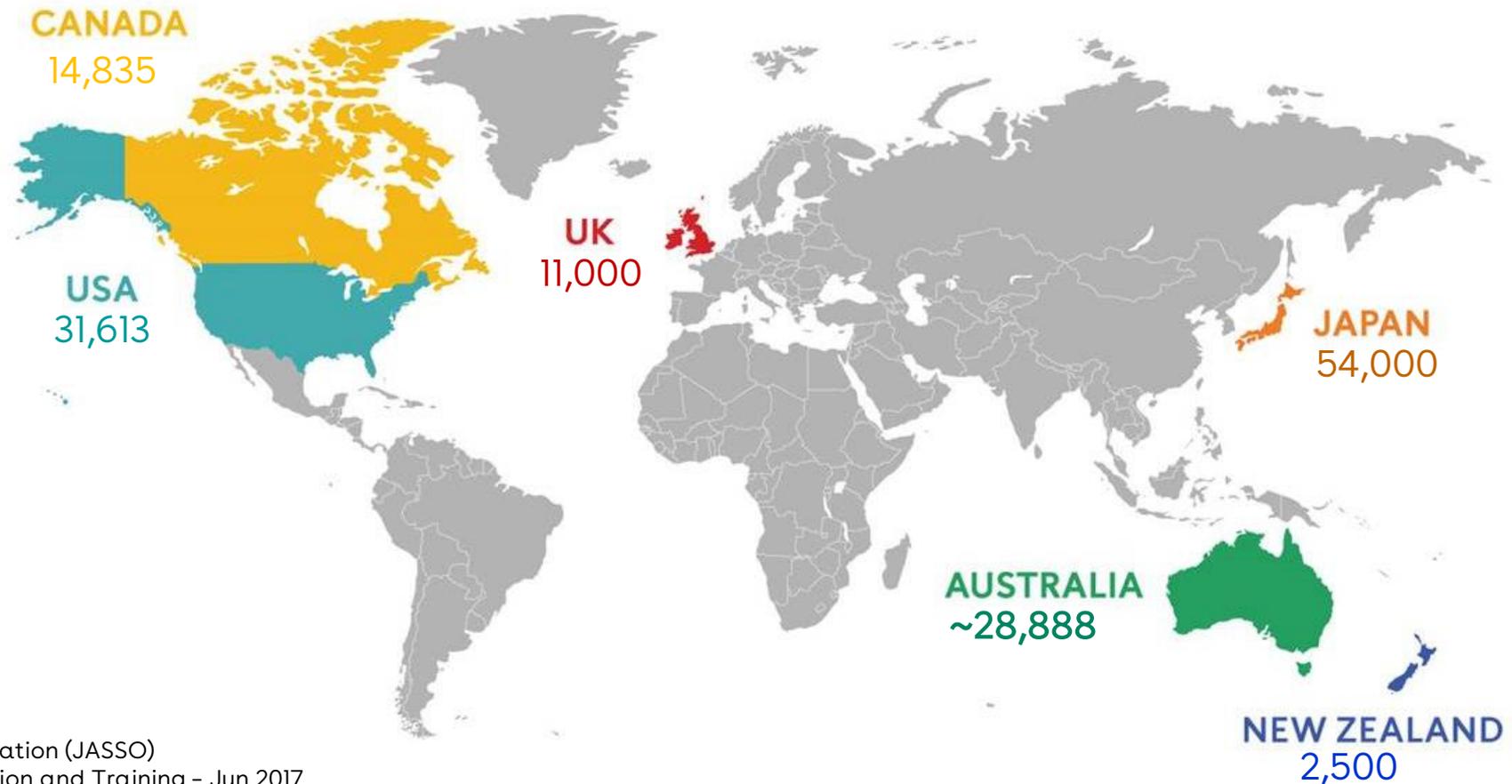
VIETNAM KEY EDUCATION PRIORITY



Sources: Decision Lab - The research company

5 ENGLISH SPEAKING DESTINATIONS FOR VIETNAMESE STUDENTS

~ 165.000 Vietnamese students studying overseas with over 90% of outbound students self-funding studies.

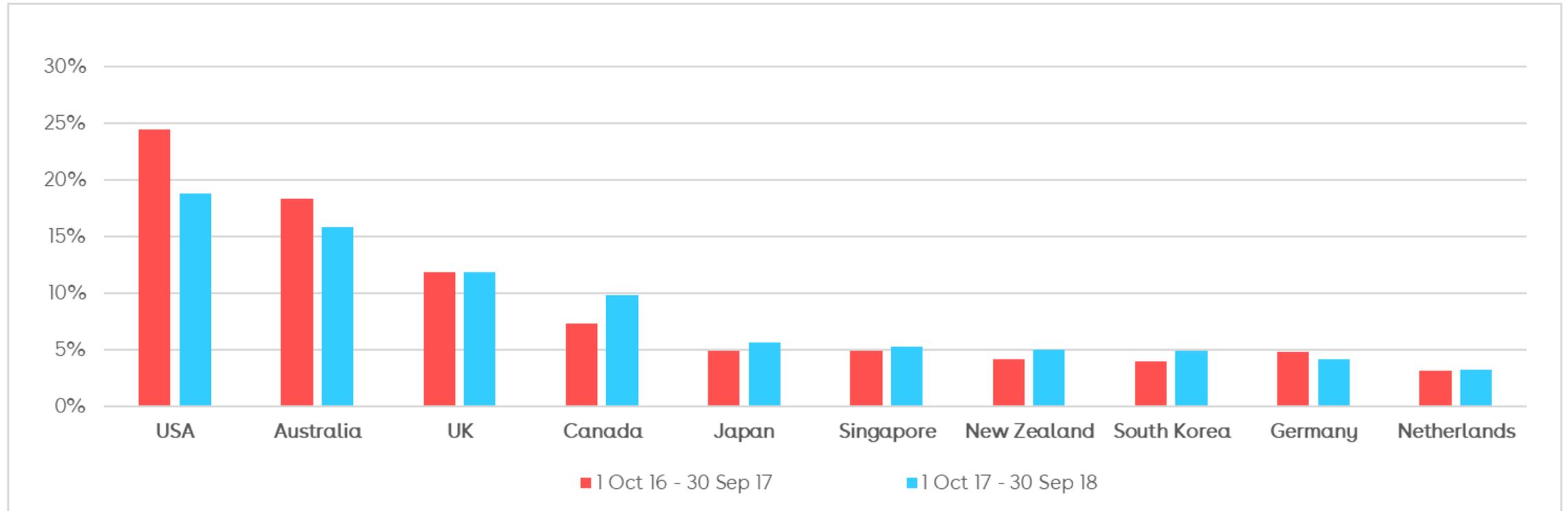


Source:

US Open Door
Japan Student Services Organization (JASSO)
Australia Department of Education and Training - Jun 2017
Government of Canada 2016
Education New Zealand- 2017
HESA 2016

FUTURE DEMAND

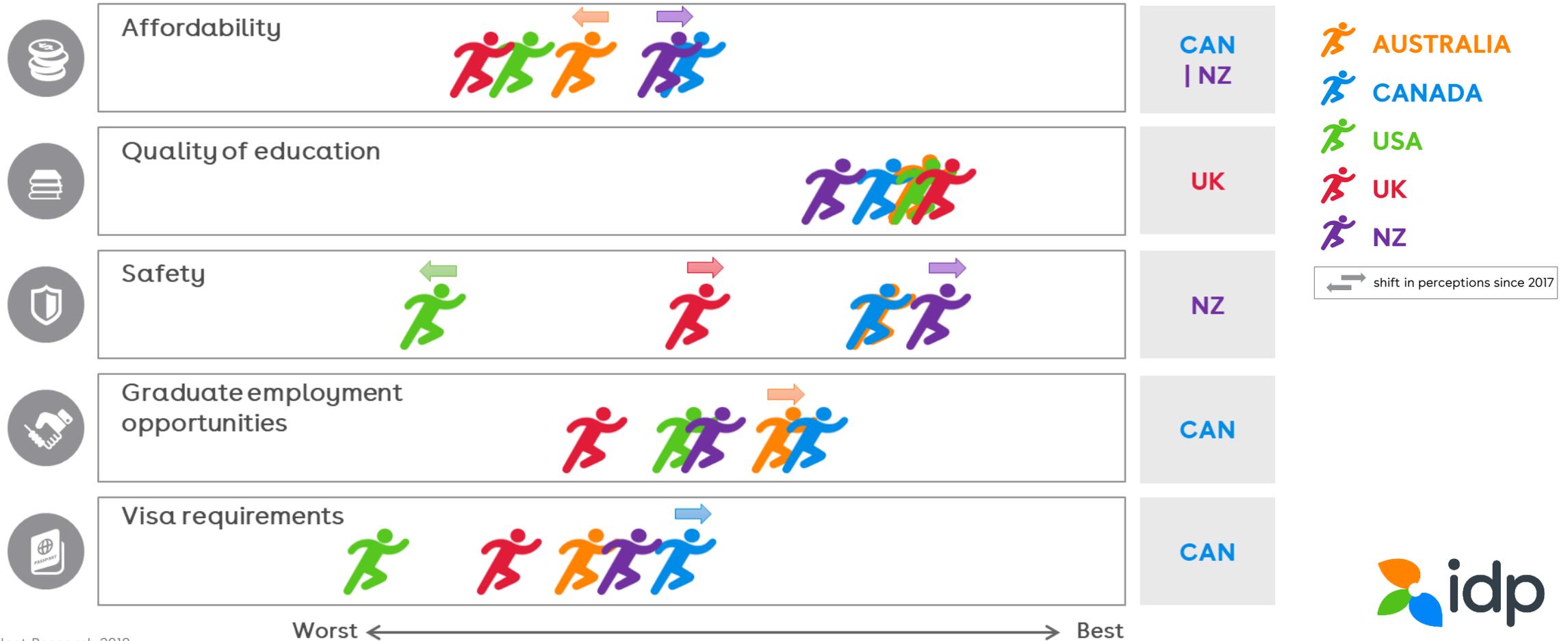
Vietnam: Top 10 online searches for Study Destination



STUDENT PERCEPTION OF KEY EDUCATION PRIORITIES FOR THESE COUNTRIES AND HOW AUSTRALIA RESPONDING TO THEM?

idp Vietnam student perceptions in 2018 of each destination in on the following attributes:

LEADER 



THE DEMAND FOR AUSTRALIA – OPPORTUNITIES AND CHALLENGES

Demand for Australia:

Australia is still one of top destinations of Vietnamese for study oversea. The total number of student visa lodged has been unchanged between Jun YTD FY18 (6,546) and FY17 (6,549).

Source: Australia- DIBP

OPPORTUNITIES

- Vietnam has just upgraded to assessment level 2, thus most of institutions will not require financial documents proven.
- An opportunity to work in Australia for 2 years for the course enrollment more than 2 years.
- Australian education providers provide great supports to international students

CHALLENGES

- Some special cases, students are now asked for the financial documents by both institutions and DIBP when applying, but some can't provide financial proof and it is common in Vietnam
- Visa policies and assessment level framework
- Visa interview is still the main challenges to Vietnamese students

HOW AUSTRALIA PERFORMING IN COMPARISON WITH COMPETITOR COUNTRIES?

- The certificate is recognized around the world.
- Jet lag is not significant, around 1-4 hours.
- Working hours permit for part time job is up to 40 hours per 2 week.
- Australian weather is quite as same as Vietnam, it tends to be easier for students to adapt with new environment.
- Visa granted for full time course while US visa has to be renewed yearly.

THE WAY OF WORKING WITH CLIENTS

COUNSELLING PRACTICE

- Spend more time and effort getting students better prepared and engaged
- Provide sufficient student info and details
- Closely follow up applications

ISSUES AND CHALLENGES

- Slow turnaround and responses from admissions team
- Homestay issues
- Visa interview and financial documents requirements
- Inconsistent info given by institutions

FEEDBACK TO INSTITUTIONS

- Improve turnaround
- Communicate with the counsellors on the application
- Respond in a timely manner
- Take a case by case approach
- Cross check the info within the team
- Provide marketing materials that tell good stories about your institutions

Thank you

