GLOBAL COMPETITION FOR STUDENT RECRUITMENT: AUSTRALIA

10/12/2012
Australia’s Position in Global Student Mobility

Chart C4.2. Distribution of foreign students in tertiary education, by country of destination (2010)
Percentage of foreign tertiary students reported to the OECD who are enrolled in each country of destination

- United States 16.6%
- United Kingdom 13%
- Australia 6.6%
- Germany 6.4%
- France 6.3%
- Canada 4.7%
- Japan 3.4%
- Russian Federation 3.9%
- Spain 2.4%
- New Zealand 1.7%
- Italy 1.7%
- South Africa 1.5%
- Austria 1.7%
- Switzerland 1.3%
- Korea 1.4%
- Belgium 1.3%
- Netherlands 1.2%
- Sweden 1.1%
- Other non-OECD countries 15.5%
- Other OECD countries 6.4%
International Student Enrolments to Australia (2009-11)

- **Higher Ed**
- **Vocational**
- **Schools**
- **English language**
- **Non-award**
AUSTRALIA’S APPROACH
Strong Regulatory Environment

- Education Services for Overseas Students Act (2000) and Code of Practice
  - Regulates education providers participating in international education
  - Protects Australia’s reputation for delivering quality education
  - Safeguards interests of international students
- Tertiary Education Quality and Standards Agency
  - One agency to set standards for tertiary education institutions
  - Responsible for quality assurance
  - Enforces ESOS Act
- Immigration reform
  - Streamlined visa processing for international students at universities
  - Post-study work rights
Support for Internationalization

• Scholarships and financial aid
  – Australia Awards A$325 million/year for international scholarships supporting 7,000 students, researchers and professionals.
  – OS HELP

• Australia in the Asian Century
  – $37 million AsiaBound grants program for 10,000 Australians to study abroad in Asia

• International Education Advisory Council
  – Development of a national, long-term strategy for the international education sector (December 2012)
FUTURE
UNLIMITED
Australia’s Global Education Brand

- Education brand established in 2002
  - Study in Australia
- New brand ‘Future Unlimited’ launched in 2011
  - Extensive consultation with sector, students
  - Brand licensed by more than 200 organisations
  - Marketing collateral and video
- Redevelopment of Study in Australia website
- Global Social Media Strategy
Examples of Marketing Collateral