

# GLOBAL COMPETITION FOR STUDENT RECRUITMENT: AUSTRALIA

10/12/2012



Australian Government  
Australian Trade Commission



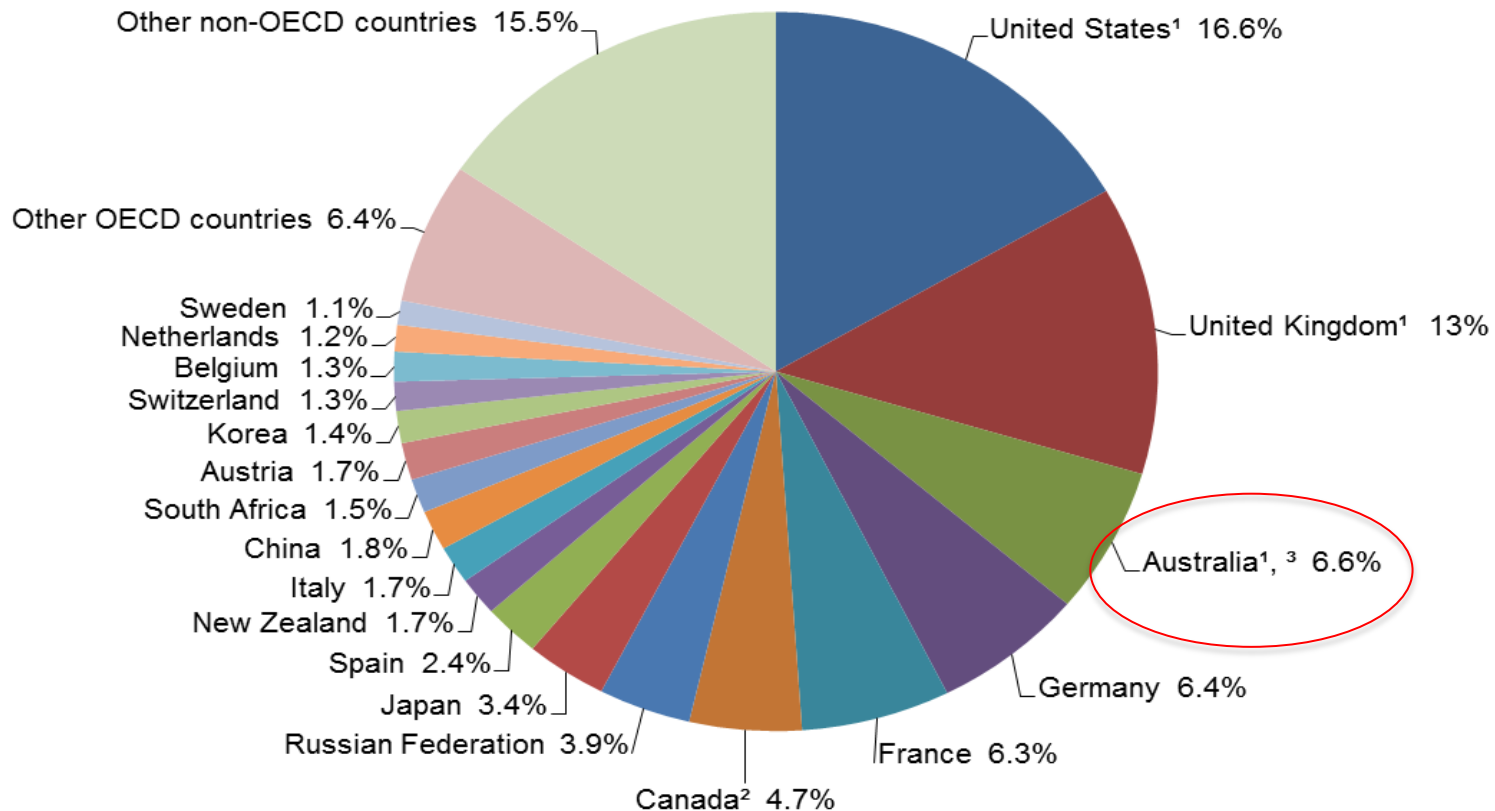
Australia  
FutureUnlimited

A young woman with long, wavy blonde hair and light blue eyes is looking directly at the camera with a slight smile. She is wearing a white, long-sleeved blouse with a ruffled front and ruffled cuffs. The background is a brightly lit hallway with a white door on the left and framed pictures on the wall to the right.

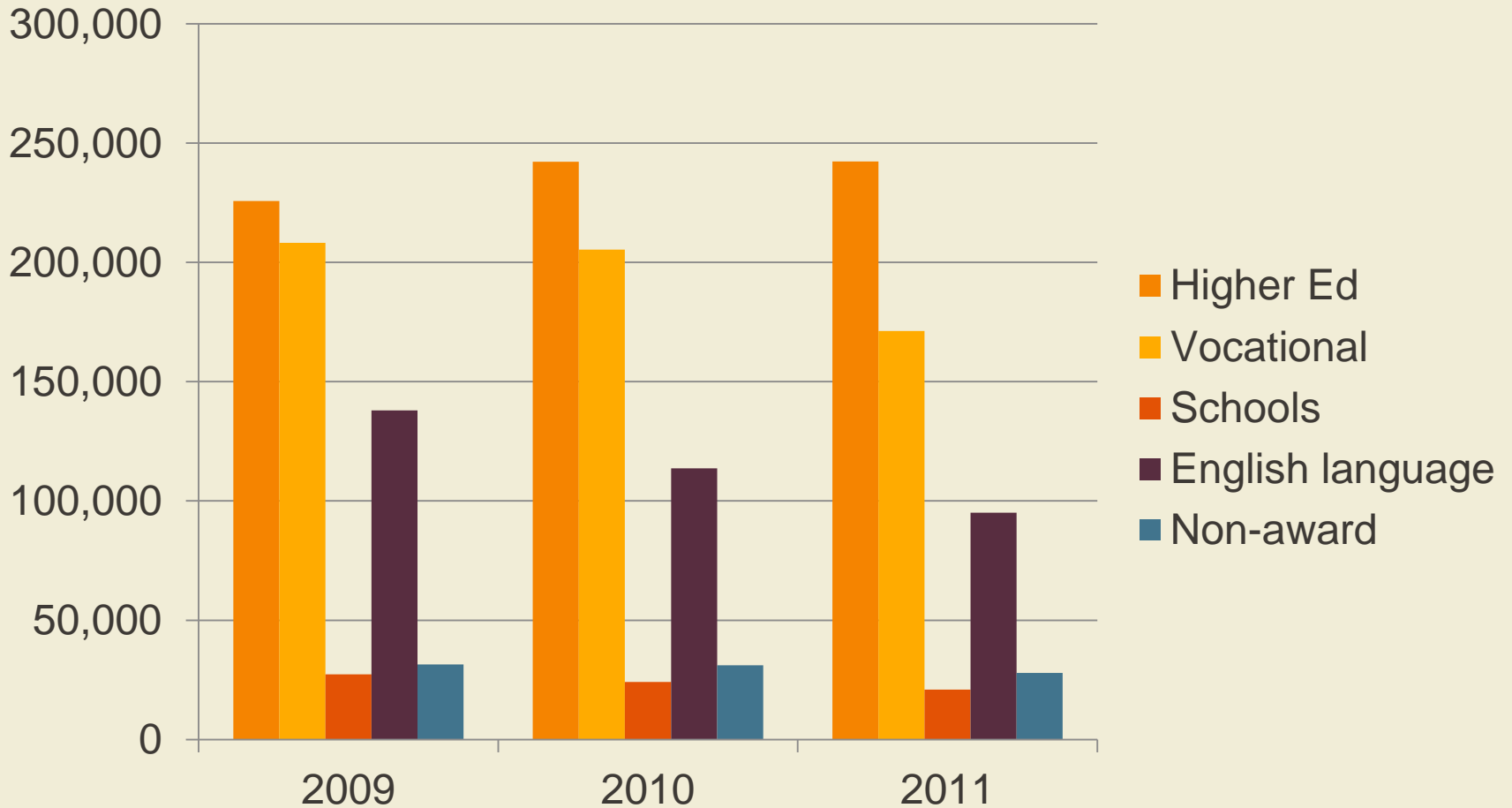
# STUDENT MOBILITY TRENDS

# 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*



# International Student Enrolments to Australia (2009-11)





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' 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

**WILL**

~~I COULD~~

**BE A  
FUTURE  
LEADER**

Uit quossunt molenih icimperitiae dem nihicimet et earia il ipsum rescil earchil minum conem sam quis nus aspidusa commihilliese volest, cum sim il estrum quos explitem etur? Qui ulparch iibusdae nonsensiaque nobit aut accument es as ut illuptatur? Ecclat ligni re dusam autem era vitaturil ut volereperi soluptas

ilique dus, si doluptae excae sint modipsam int untium dolorer femam, ut invendae eiunt isa que voleni berum archilia aut aligeniet verumeniet omnis dolorio occae labo. Aquam, temolupta quam acesit dolest, consequat evendus, commodi utem utae velic te laliasi deliquatius, officimeluri re simus ma verum hicipitam ao.

For more information visit  
[www.studyinaustralia.gov.au](http://www.studyinaustralia.gov.au)

Future Unlimited | Australia

Future Unlimited | Australia

**DISCOVER A  
FUTURE  
UNLIMITED**

FUTURE LEADER

Future Unlimited | Australia

**OU L'ANGLAIS VOUS VIENT NATURELLEMENT APPRENEZ L'ANGLAIS NATURELLEMENT EN AUSTRALIE**

Il y a une chose que beaucoup d'apprenants de l'anglais en France ne savent pas: l'anglais est devenu la langue officielle de l'Australie. En Australie, vous pouvez apprendre l'anglais naturellement, tout comme vous l'avez appris dans votre langue maternelle. C'est pourquoi l'Australie est le meilleur endroit pour apprendre l'anglais. Vous pouvez apprendre l'anglais dans une université australienne, dans un centre d'apprentissage de l'anglais ou même à domicile. L'Australie offre une grande variété de programmes d'apprentissage de l'anglais, adaptés à tous les niveaux et à tous les budgets. Vous pouvez même apprendre l'anglais pendant vos vacances. L'Australie est un pays sûr, accueillant et avec une excellente infrastructure. C'est le meilleur endroit pour apprendre l'anglais et découvrir le pays.

**More on this page**

**AUSTRALIAN EDUCATION DISCOVER A FUTURE UNLIMITED**  
www.studyinaustralia.gov.au

**NOW YOU'RE GOING PLACES. STUDYING IN AUSTRALIA ON A WORKING HOLIDAY VISA.**

Working Holiday Visa

Learn more about the Working Holiday Visa and how it can help you discover a future unlimited in Australia.



**DISCOVER A FUTURE UNLIMITED**

Australia  
Future Unlimited

**DISCOVER A FUTURE UNLIMITED**  
www.studyinaustralia.gov.au

**EDUCATION MARKET PROFILE GERMANY**

**NÂNG CAO HIỆU QUẢ Y TẾ NHÌN TỪ 3 KHÍA CẠNH**  
IMPROVING HEALTH OUTCOMES  
Three perspectives

**YOUR FUTURE UNLIMITED**  
www.studyinaustralia.gov.au

**Gold Sponsor**  
AmBank Group

**Silver Sponsor**  
PERITH  
QBE  
SANTALINI

[www.studyinaustralia.gov.au](http://www.studyinaustralia.gov.au)



Australian Government  
Australian Trade Commission



Australia  
FutureUnlimited