

LIVE

LEARN

LAUNCH



INTERNATIONAL EDUCATION ACTION PLAN 2019-2025





CONTENTS

Live Learn Launch	4
Testimonials	6
Executive Director's Message	8
Where bright futures begin: International Education in Perth, Western Australia 2018-2025	10
Perth – a Great Place to LIVE	12
Perth – a Great Place to LEARN	14
Perth – a Great Place to LAUNCH	16
The Evidence Base – and the Response	18
Strategic Theme One – LIVE	20
Strategic Theme Two – LEARN	22
Strategic Theme Three – LAUNCH	24
The Planner	26
Measuring our Success	27



LIVE in a safe, clean, green city that's ranked one of the most liveable and friendliest in the world. We will ensure the vibrant, west coast capital of Perth is a well-known international student destination and provides a 'home' that nurtures, supports and encourages students – in the learning, social and professional environments.

LEARN through stimulating, high-quality education and training that puts students at the centre of all decision-making. We will build a strong international reputation for supporting international students through a holistic, student-centred experience.

LAUNCH into rewarding careers or private enterprise, and make outstanding professional and community contributions, wherever they choose to live in the world. We will provide international students with the connections, networks and confidence to launch into the next phase of their lives – whether that be further education, private enterprise or employment.

TESTIMONIALS

"Because of cheap accommodation and transportation, affordable education destination, higher pay, high quality higher education, international and multicultural city, great place to live with a superb climate, stunning beaches, river and park, clean and silence environment." – **Foundation course student from Nepal.**



"A city ideal for students - relatively lower cost of living (compared to other states), just vibrant and comfortable city life to have fun while not having too much distractions." – **Postgraduate by coursework from the Philippines.**

"At first, it is a very nice and clean city. The weather here is very comfortable. Second, the quality of teaching is very good and famous. Third, the people live here are very friendly and polite." – **Undergraduate from China.**

"Actually, I lived in capital city in my country. For that I know the bad sides of living big city, and I want to live in medium size city. And when I heard about Perth, I really like Perth's natural environment. I love Perth's weather, sea and blue sky." – **Undergraduate from South Korea.**



"Because its closer to home and the living expenses is average, thus my choice of university is in Perth." – **Vocational education and training from Malaysia.**

"Affordable living and tuition fees were the main reason to select Perth as a study destination. Another reason was the opportunity to work alongside my studies which helps with my living expenses." – **Postgraduate by coursework from India.**

STUDY Perth

EXECUTIVE DIRECTOR'S MESSAGE

StudyPerth promotes Perth and Western Australia as a study destination for international students and represents over 50 education institutions. These institutions provide educational courses and services to over 50,000 international students annually. StudyPerth looks forward to working with the State and Local Governments, and our members, to grow that number substantially over the next six years.

It is an exciting time for international education in Western Australia as the State Government recently launched their strategy: Where bright futures begin: International Education in Perth, Western Australia 2018-2025. The Premier has acknowledged the importance of international students to the culture and economy of the state and identified international education as a government priority.

Perth's universities, colleges, TAFEs, VET and ELICOS providers, public and private schools offer students flexible study pathways and internationally recognised qualifications delivered by outstanding professionals.

StudyPerth acknowledges the excellent work already undertaken by our partners and members to promote Perth and enhance the experience of international students in our city. StudyPerth aims to avoid duplication of effort and is committed to working with our members and partners to develop and deliver projects that complement and augment existing provision

International students have the best chance to discover Perth and the opportunity to live, learn and launch their future selves in Perth's unique environment.



A handwritten signature in black ink, appearing to read 'Phil Payne', written in a cursive style.

Phil Payne
Executive Director, StudyPerth



Where bright futures begin: International Education in Perth, Western Australia 2018-2025

Provide an environment that nurtures, supports and encourages students – in the learning, social and professional environments.

The role of StudyPerth

- **Leading** – StudyPerth will provide leadership by identifying *Priorities*, converting these into defined *Projects* and ensuring rigorous research, consultation, planning and management of these Projects. The successful and sustainable delivery of many of the identified Projects will require specific resources and expertise so StudyPerth will therefore become the 'broker' for many of these services, applying the principles of *Procurement* to obtain the best service at the best price and providing a framework for developing the services to ensure they meet the evolving needs of StudyPerth and its stakeholders.
- **Linking** – StudyPerth will build strong networks and linkages – with government, institutions, the community, business and industry – to benefit international students and the wider Perth community. StudyPerth will foster collaboration between education providers and enhance Perth's profile and global reputation as a preferred education destination. We will partner with industry, government, not-for-profit organisations and the community to enhance employability and enterprise options and the 'liveability' of Perth. Using digital technology, StudyPerth will link students, at each stage of their journey, with their peers, alumni, mentors, employers, community associations and other networks.



PERTH – A GREAT PLACE TO LIVE

Overview

Perth will become a first-choice destination for international students – not just because of its natural beauty and vibrant city life – but because of the exceptional student experience.

Perth is consistently rated in the top 50 international student cities because students enjoy a great experience here. StudyPerth would like international students to promote these experiences and benefits to family and friends.

Being in the same or similar time zone as 60 per cent of the world's population, and with direct flights to most Asian destinations also means students stay well-connected to home, while they're enjoying all Perth has to offer.

The establishment of initiatives which enhance the student experience, combined with creative and compelling marketing, will ensure sustained positive perceptions of Perth as a world-class international study destination.



The success of The Strategy will be demonstrated by:

- Increased international student numbers.
- Improved awareness of Perth in priority markets.
- Increased satisfaction with Perth as a welcoming and friendly destination.
- Increased numbers of friends and family visiting students in Perth.
- Improved reputation of Perth as a world-class international city.



PERTH – A GREAT PLACE TO LEARN

Overview

International students already find choice and opportunity in Perth's diverse range of schools, universities, VET colleges, English language schools and pathway colleges.

A mix of public and private providers in Perth are consistently ranked amongst the best in the world.

To build on Perth's reputation as a student destination, we will embrace technology and innovation. This will ensure students are satisfied with the return on investment their education will provide and continue their life-long learning journey.



The success of The Strategy will be demonstrated by:

- Increased satisfaction in learning experiences.
- Increased satisfaction that a Perth education represents "value for money".

PERTH – A GREAT PLACE TO LAUNCH

Overview

Perth has extensive research collaborations, government and trade connections and multi-national business affiliations, which provide opportunities for students to learn from and access job markets and opportunities. Today, Western Australia is an incubator for bright minds, critical thinkers and future leaders. The city of Perth is a showcase for innovation and entrepreneurship – and home to the highest number of self-made millionaires, per capita, in Australia.

The city's recent boom in the tech and innovation industries, which is attracting significant investment in research and development, provides international students with opportunities to gain work experience in areas such as minerals and petroleum, medical science, renewable energy, marine science, radio astronomy, agriculture and more.

By delivering an education experience that responds to global needs and trends, international students in Perth are positioned to become leading global citizens.



The success of The Strategy will be demonstrated by:

- Increased international alumni registration and engagement.
- Improved employment opportunities for students both during and after graduation.
- Improved access for students to meaningful internships or work placement.
- Improved access for students to work-ready and job-seeking training.



The Evidence Base – and the Response

Research undertaken by QS Enrolment Solutions in 2018 on behalf of StudyPerth, *Understanding the International Student Experience*, identified two key areas requiring attention if Perth is to attract and retain high quality international students.

The role of StudyPerth

1. **Building awareness internationally** about Perth through education-focused marketing campaigns; and
2. **Improving competitiveness in employability**, which remains the critical driver of international student decision-making.

StudyPerth has endorsed the two recommendations as key priorities and is committed, along with members and partners, to ensuring that these two priorities become Perth's value proposition for attracting and retaining international students.

Destination Perth

StudyPerth will deliver a *Destination Perth* project, a multi-year campaign to raise awareness of Perth as a world-class study destination. The project will promote the value proposition for Perth to priority target markets by engaging specialist communications agencies to develop and distribute appropriate content about the benefits of living and studying in Perth.

Employability Perth

StudyPerth will deliver an *Employability Perth* project, embedding the concept of employability and enterprise within the international education value proposition for Perth. The project will create a comprehensive and integrated system of projects that identify and address students' requirements and establish a comprehensive culture and infrastructure providing opportunities for all students to advance their employment, entrepreneurial or enterprise aspirations.



THIS IS WHERE WE LIVE



STRATEGIC THEME ONE

Provide an environment that nurtures, supports and encourages students – in the learning, social and professional environments.

OUR BROAD OBJECTIVES

To create memorable experiences for international students in Perth and encourage them to promote the city as a study and tourism destination with family and friends.

OUR COMMITMENTS

We will create a positive, powerful and prevalent image of Perth among international students and their influencers.

We will enhance the experience of international students, in all sectors, in Perth, and 'bridge the gap' between expectation and experience.

We will provide and/or connect a comprehensive system of support, care and advice for international students in Perth.

We will offer valuable and relevant benefits and supports, which enhance the Perth experience of international students.

INITIATIVES AND OUTCOMES

1 Establish an International Student Centre in the CBD, offering support and advice to international students, and facilitating social, cultural and professional engagement programs.

By February 2020, an International Student Centre will be fully funded and operational.

2 Deliver a series of events and activities to assist international students in their study journey, participation in community life and search for employment.

By July 2019, the International Education Event Series for 2019-20 will be established.

3 Maintain, and, continually promote a sense of community and social support for international students through a series of engagements and communications channels.

By July 2019, an International Student Ambassador program for 2019-20 will be established. By July 2019, a redeveloped website with rich student content, reflecting the themes of Live-Learn-Launch, will be live.

4 Celebrate and acknowledge international students through regular official events, receptions and awards in conjunction with the WA State Government, industry and City of Perth.

Manage an official Governor's Welcome Event for February 2019. By July 2019, a schedule of other events for 2019-20 will be devised.

5 Collaborate with Tourism WA, tourism operators and other stakeholders to develop a joint strategy, promoting Perth globally as a first-choice destination for international students, their visiting friends and relatives.

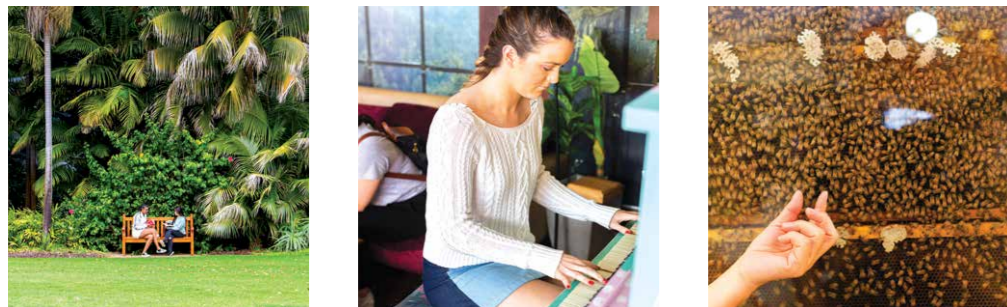
By January 2020, a Welcome Season package of offers and incentives for visiting friends and relatives will be established and promoted.

6 Establish partnerships to deliver benefits to international students in banking, tourism, telecommunications and professional development.

By December 2019, an exclusive partnership with one provider in each industry will be established.

7 Undertake initiatives to increase the reach of the Airport Welcome Desk and provide useful, relevant information, advice and merchandise consistent with the needs of international students.

By August 2025, the Welcome Desk will be the first point of contact for at least 75 per cent of new commences, each calendar year.



THIS IS WHERE WE LEARN

STRATEGIC THEME TWO

Provide stimulating, high quality learning opportunities and promote strong networks and links.

OUR BROAD OBJECTIVES

Provide potential students, their agents and families with compelling messages about the benefits of studying and living in Perth.

OUR COMMITMENTS

We support our member institutions with innovative and effective materials and collateral that complement institutions' strategies.

We support our members by advocating, on their behalf, to the government and the community on the benefits of international education.

We act as a link between offshore agents, onshore education providers and government trade/tourism/business organisations to promote international education.

INITIATIVES AND OUTCOMES

1 Establish a digital marketing campaign "Destination Perth", promoting Perth as a first-choice study destination in priority regions.

From January 2019, as funding permits, plan, procure and manage digital marketing campaigns for each priority region.

2 Establish and maintain relationships with education agents in priority regions by creating and maintaining a comprehensive database, publishing a regular agent newsletter.

From January 2019, a comprehensive database of education agents will be established and maintained. From January 2019, a regular agent newsletter will be produced.

3 Establish and support a Regional Advisory Panel (RAP) for each priority region to plan joint activities, agent events and campaigns, such as inbounds, outbounds and digital activities.

By July 2019, RAPs for identified priority regions will be established.

4 Keep members and other stakeholders engaged and informed through a regular newsletter identifying activities, events and opportunities.

From January 2019, a regular stakeholder newsletter will be produced.

5 Develop and review the online Resources Area with useful collateral, imagery, videos, research, publications, InfoGrabs and data – for use by member institutions and their agents, as well as WA Trade and Tourism Offices and other stakeholders.

From January 2019, all information in the Resources Area will be reviewed, renewed and refreshed regularly.

6 Develop and maintain a media strategy to promote international education to the WA community, building a narrative, seeking out positive news stories and emphasising benefits of international education to the WA community and economy.

From February 2019, international education will form the basis of a positive news story distributed at least monthly.



THIS IS WHERE WE LAUNCH

STRATEGIC THEME THREE

Provide international students with the skills, connections and knowledge to advance their career or entrepreneurial aspirations.

OUR BROAD OBJECTIVES

To increase the attractiveness of Perth as a study destination by providing every international student with access to opportunities designed to increase their employability attributes and enhance employment outcomes.

OUR COMMITMENTS

We will promote the opportunity for each international student (irrespective of their level of study, institution, course and location) to collect experiences leading to an individually unique portfolio, that stands out from others.

We will collaborate with service providers, industry, government and members, to assist students in gathering rich, valuable experiences throughout their student lifecycle.

We will establish a point of differentiation which separates Perth from other destinations in Australia based on employability.

INITIATIVES AND OUTCOMES

1 Establish an integrated portfolio of employability projects that augment and complement the services provided by members and address the specific needs of international students.

By March 2019, StudyPerth will conduct a RFP process to identify priority projects and appropriate funding models and will commence implementation by July 2019.

2 Establish a "Passport to Perth" program, engaging international students to undertake a range of extra-curricular activities to familiarise themselves with their new city, foster friendships and improve their English.

By September 2019, a "Passport to Perth" program for operation during 2019-20 will be established and promoted.

3 Establish a database of "StudyPerth" Alumni locally and overseas that StudyPerth can mobilise for mentoring, internships and marketing opportunities.

By June 2020, a database of WA alumni and a WA Alumni Engagement Strategy will be established and maintained.

THE PLANNER

		2019				2020				2021				2022				2023				2024				
		Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	
LIVE	Establish an International Student Centre in the CBD, offering support and advice to international students, and facilitating social, cultural and professional engagement programs.																									
	Deliver a series of events and activities to assist international students in their study journey, participation in community life and search for employment.																									
	Maintain, and, continually promote a sense of community and social support for international students through a series of engagements and communications channels.																									
	Celebrate and acknowledge international students through regular official events, receptions and awards in conjunction with the WA State Government, industry and City of Perth.																									
	Collaborate with Tourism WA, tourism operators and other stakeholders to develop a joint strategy, promoting Perth globally as a first-choice destination for international students, their visiting friends and relatives.																									
	Establish partnerships to deliver benefits to international students in banking, tourism, telecommunications and professional development.																									
LEARN	Undertake initiatives to increase the reach of the Airport Welcome Desk and provide useful, relevant information, advice and merchandise consistent with the needs of international students.																									
	Establish a digital marketing campaign "Destination Perth", promoting Perth as a first-choice study destination in priority regions.																									
	Establish and maintain relationships with education agents in priority regions by creating and maintaining a comprehensive database, publishing a regular agent newsletter.																									
	Establish and support a Regional Advisory Panel (RAP) for each priority region to plan joint activities, agent events and campaigns, such as inbounds, outbounds and digital activities.																									
	Keep members and other stakeholders engaged and informed through a regular newsletter identifying activities, events and opportunities.																									
	Develop and review the online Resources Area with useful collateral, imagery, videos, research, publications, InfoGrabs and data – for use by member institutions and their agents, as well as WA Trade and Tourism Offices and other stakeholders.																									
LAUNCH	Develop and maintain a media strategy to promote international education to the WA community, building a narrative, seeking out positive news stories and emphasising benefits of international education to the WA community and economy.																									
	Establish an integrated portfolio of employability projects that augment and complement the services provided by members and address the specific needs of international students.																									
	Establish a "Passport to Perth" program, engaging international students to undertake a range of extra-curricular activities to familiarise themselves with their new city, foster friendships and improve their English.																									
	Establish a database of "StudyPerth" Alumni locally and overseas that StudyPerth can mobilise for mentoring, internships and marketing opportunities.																									

MEASURING OUR SUCCESS

We will measure the success of our Action Plan through the following Key Performance Indicators (KPI):

STUDENT SATISFACTION

How do you rate Perth for the following factors related to international students?

Existing Students and Prospective Students

	2019	2020	2021	2022
- Safety and security	baseline tbd	3.0	3.5	4.0
- Arrival	baseline tbd	3.0	3.5	4.0
- Support	baseline tbd	3.0	3.5	4.0
- Living	baseline tbd	3.0	3.5	4.0
- Overall satisfaction	baseline tbd	3.0	3.5	4.0

KPIs by year (Likert 5 point scale)

FAMILIARITY WITH PERTH

How familiar were/are you with Perth?

	Existing Students					Prospective Students			
	2018	2019	2020	2021	2022	2019	2020	2021	2022
- I knew/know some basic facts about Perth	33%	35%	37.5%	40.0%	40.0%	42.5%	45.0%	47.5%	50.0%
- I was/am quite familiar with Perth	10.5%	12.5%	15.0%	17.5%	20.0%	15.0%	17.5%	20.0%	22.5%
- I knew/know Perth very well	3.2%	5.0%	7.5%	10.0%	12.5%	5.0%	7.5%	10.0%	12.5%

BRAND LOYALTY

Using Net Promoter Score, on a scale of one to ten, how likely would you be to choose Perth as a study destination?

	2018	2019	2020	2021	2022
Existing Students	12.7%	15.0%	20.0%	25%	30.0%
Prospective Students	33.3%	35.0%	37.5%	40%	42.5%

LIVE

LEARN

LAUNCH



www.studyperth.com.au
#LiveLearnLaunch #StudyPerthInAction

