



Australian Government

# National Strategy for International Education 2025





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The document must be attributed as the *National Strategy for International Education 2025*.



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“I miss Australia. I miss the peace of Brisbane, the amazing food of Sydney, the wonderful galleries and museums of Melbourne, the splendid scenery of the Gold Coast and last but not least my dear friends and professors at UQ.

I can still remember clearly the noises possums make at the top of my house in the evening and the awful taste of vegemite... no offence. And the delicious corned beef I had on the farm.

I could tell you stories of my Aussie adventure all day and all night but today I want to talk about three words that impressed on me most when I was there. That is diversity, potentiality and family.

**Diversity.** In class my professor always emphasised the importance of diversity, whether in human resource management or trade and business. Globalisation and localisation has been the core of our case studies. People in Australia treat difference with respect.

**Potentiality.** “Why not just try?” My foreign friends in Australia always tell me this. In the past it was hard to imagine I could complete a 3000 word essay with critical thinking and high formality but I achieved this... I got the highest mark.

**Family.** I have been taken care of by my Australian families, professors and friends. Even the bus drivers, the cashiers, and the strangers doing morning exercise always said hello to me with big smiles.

All in all, I believe this colourful, wonderful, amazing experience will be my life treasure.”

Excerpt from a speech delivered by Ms TAO Xiaolei, senior student from the School of English for International Business, Guangdong University of Foreign Studies. 15 April 2016



## Minister's foreword

The development of Australia's first *National Strategy for International Education 2025* highlights the importance of international education to Australia. Recognised as one of the five super growth sectors contributing to Australia's transition from a resources-based to a modern services economy, international education offers an unprecedented opportunity for Australia to capitalise on increasing global demand for education services.

The intent of the strategy is to ensure Australia remains a leader in the provision of education services to overseas students. Australia already has a well-deserved reputation for the quality of our education and research, however, to fully realise our potential we must be both strategic and ambitious.

To achieve this, we must build on our existing education, training and research strengths, to deliver high quality, innovative products and services to students that meet or exceed their expectations. This will enable us to withstand increasing competition and sustainably grow our market share, whilst maintaining the quality for which we are renowned.

The strategy particularly recognises the importance of innovation in achieving our goals, aligning our efforts with the Australian Government's *National Innovation and Science Agenda*. Although traditional forms of education will remain in high demand there are new and emerging forms of education where there are significant opportunities for both students and providers. These include blended delivery models, online professional development, and offshore and edu-tourism opportunities.

Collaboration and partnerships are also a key focus of this strategy. They can afford tremendous opportunity for expansion into markets that otherwise might be prohibitive, enabling smaller providers to achieve scale and broaden their education offerings. There is also a role they can play in promoting a continuum of education, encouraging students to progress through the Australian education system, transitioning from school to higher education or vocational qualifications or between providers.

This strategy, together with the long-term market development roadmap, *Australian International Education 2025*, signals the sector's and the government's commitment to work together to advance international education by identifying new products and new opportunities for expansion, and building on our current presence in existing markets.

In order to achieve this, it is critical that we embrace the role as a driver of change. We must be conscious of what our competitors are doing, particularly what they are doing better than us. It is vital we are honest about our shortcomings and proactive in addressing concerns when they arise. We must also remain cognisant of the needs and expectations of



Minister Colbeck visiting Jingshan School, Beijing, April 2016.

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industry, tailoring our education product to meet changing requirements. The majority of the strategy will be driven by the education sector; however, there is a clear role for government in facilitating growth of Australian international education. Government must ensure that where there are interacting policy levers, such as with student visas and settings in trade agreements, our policies are mutually compatible and internationally competitive.

The strategy is the result of lengthy consultation with the sector, with the ideas and vision of education stakeholders brought together by the Coordinating Council for International Education. Their willingness to work together in developing this strategy is a testament to their commitment to the growth and development of Australian international education.

The Australian Government thanks the following sector expert members of the Coordinating Council for International Education for their leadership in developing this strategy:

- » Ms Sue Blundell, former Executive Director, English Australia
- » Ms Kate Carnell AO, former Chief Executive Officer, Australian Chamber of Commerce and Industry
- » The Hon Phil Honeywood, National Director, International Education Association of Australia
- » Ms Belinda Robinson, Chief Executive Officer, Universities Australia
- » Mr Bill Spurr AO, Chair, Education Adelaide
- » Mr Malcolm White, former Acting Chief Executive Officer, TAFE Directors Australia.

To support the strategy's implementation, the government has announced the creation of an ongoing council. The council participants will represent a broad cross-section of Australian education stakeholders, and will have responsibility for the development of the implementation plan, to realise the ambitions outlined in this strategy.

As the first Minister for International Education I am proud to present Australia's first international education strategy. It is a vital step in developing this essential sector and will drive continued excellence and growth over the coming years.

**Senator the Hon Richard Colbeck**

Minister for Tourism and International Education



# Executive summary

Australia's first *National Strategy for International Education 2025* sets out a 10-year plan for developing Australia's role as a global leader in education, training and research. The strategy and its goals and actions have been developed looking through three lenses: the benefits and opportunities for students, for Australia, and for the world. This balance is essential to ensure that we continue to meet the needs of students, business and industry while we grow.

## **Australian international education: now**

Australian international education is a world-leading brand. Hundreds of thousands of students are attracted to Australia each year, and Australian teaching and research is delivered around the world. It provides high-quality education for students at all levels, from school through to higher education, vocational education and training and English language tuition. It is a valuable component of the Australian economy, and it builds capacity and networks for national and international business and industry. However, there continue to be significant opportunities to expand and improve our education offerings.

## **National Strategy for International Education 2025**

The *National Strategy for International Education 2025* aims to build on the current success of the system to grasp new opportunities.

The strategy is built on three pillars:

- » Pillar 1—Strengthening the fundamentals
  - Goal 1: Building on a world-class education, training and research system
  - Goal 2: Delivering the best possible student experience
  - Goal 3: Providing effective quality assurance and regulation
- » Pillar 2—Making transformative partnerships
  - Goal 4: Strengthening partnerships at home
  - Goal 5: Strengthening partnerships abroad
  - Goal 6: Enhancing mobility
  - Goal 7: Building lasting connections with alumni



- » Pillar 3—Competing globally
  - Goal 8: Promoting our excellence
  - Goal 9: Embracing opportunities to grow international education.

The development of the strategy has been informed by consultation with sector stakeholders through the Coordinating Council for International Education.

### **Strategy benefits and opportunities**

The pillars, and their accompanying goals and actions, are designed to deliver benefits and opportunities for students, for Australia and for the world. Students will benefit from high-quality education, supported by effective industry links and student services. Australia will benefit from increased market share, connection with new and emerging markets, and stronger international relationships. The world will benefit from industry-ready graduates and increased capacity in education and research.

### **Australian international education: into the future**

We have immense opportunities to grow Australian international education: new markets, new partnerships, new areas of teaching and research, new technology, and new modes of delivery. Our innovation will capitalise on technological advances to meet the needs of students and provide them with the skills needed by tomorrow's industries. New markets and partnerships will support delivery of Australian education across the globe. Most importantly, we will continue our commitment to the quality that is the essential foundation for all of these efforts.





# Building on excellence

## Australian international education

Australia has a state-of-the-art education system that delivers high-quality education and training products.

Australian international education encompasses all levels of the education system:

- » **Schools**—Australian schools support more than 3.7 million students each year, with a broad curriculum delivered by university qualified teachers. Focussing on growing our international student numbers at the school level will provide significant opportunities for continued engagement through further education.
- » **English language**—Australia provides English language teaching to students in Australia and in their own countries through formal in-country programs or distance education. For many students, this is a stepping stone to further study in Australia.
- » **Vocational education and training**—Australia’s vocational education and training system has been developed with industry to meet the needs of employers as well as students.
- » **Higher education**—Australia’s higher education system consists of 169 higher education providers, including 43 universities that attract international students, researchers and academics, and produces in-demand graduates.
- » **Research**—by a network of international collaborators.

Sector providers include those delivering student and teacher training, frameworks and content, education technology and software, and research and development.

Supporting all levels of education, Australia has rigorous quality assurance and student protection systems. We also have attractive visa arrangements to draw the best students and researchers to Australia, and to encourage work-study arrangements that increase industry experience and graduate employability.

Australia consistently ranks among the most popular study destinations for international students. In 2015, there were 498,155 students who chose to come to Australia to further their education. Australia is ranked third in the world for attracting international students in tertiary education, with around 6 per cent of the market, and we significantly outperform our competitors on a per capita basis.

## Looking to the future

### Global trends

Global trends can play a significant role in the international education market. Whilst some of these trends present a threat to growth, many also create real opportunities for those who are able to meet the needs of the market.

Increased global development and industrialisation, particularly within the Indo-Pacific region, will increase demand for skilled workers. Some countries face a significant shortfall.

An increase in incomes and a growing middle class, again within the Indo-Pacific region, is increasing demand for high-quality schooling and higher education with strong employability outcomes. Today's students also want greater choice in what, where, when and how they learn.

The global economy is driving increased mobility across the workforce, with many students, professionals and researchers relocating to take advantage of education, training, research and employment in other countries.

Improved technology is enabling the development of new modes of education delivery, including onshore, in-market and online. In-market and online delivery will broaden the reach of Australian education products.

### Our competitors

The majority of the international market is serviced by a few countries, with the top six educating just over 50 per cent of all internationally mobile students. Australia's chief competition currently comes from the United States and the United Kingdom, who hold 19 per cent and 10 per cent of the market respectively, and we are closely trailed by France, Germany, Japan and Canada. Like Australia, these countries are also actively seeking to increase their market share.

In addition, emerging players like China and India are keen to expand their international education offerings, especially in higher education. They are also increasing their competitiveness in the market by offering courses in English. Just as Australian education providers look to opportunities offshore, these countries are also actively pursuing offshore delivery, including here in Australia.

### Future opportunities

The increase in global education needs and the rise of new technologies represent significant opportunities for Australian international education to grow and compete.

Australia is well positioned to play a leading role in educating students to help meet the changing workforce needs of the global economy.

With employability a key driver for why students choose to undertake a particular course of study, there is a need for education providers to offer not only qualifications that give the skills desired by industry, but also work integrated learning opportunities that further boost the employability of graduates. Australian educators are working closely with industry to develop these products.



Keeping abreast of the developments in relevant countries is vital to realising our potential future growth. We need to accurately predict labour market opportunities where we can offer a quality education experience that meets the needs of local industries.

Many of these opportunities may occur offshore, and could also centre on capacity building, such as training the trainers, as well as providing direct training. Opportunities may also exist in the provision of less formal training, where the focus is on achieving competencies designed to address particular skills requirements, as opposed to a full qualification.

A 2015 report by Deloitte Access Economics, *Growth and Opportunity in Australian International Education*, commissioned by Austrade, identifies new and emerging priority markets. Growth is expected to continue to come from China and India, with the Philippines and Thailand also offering strong potential. The Australian Government has also identified China, India, Indonesia, Vietnam, South Korea, Malaysia and Hong Kong as important markets to pursue.

In-market delivery will broaden the number of students who can access Australian education products. This may occur through partnership arrangements with local providers, onshore presence of Australian education providers or through distance learning. Given the scale of the potential demand, Australian training providers may increase capacity through partnership or consortia arrangements with one another when entering these markets. The success of this strategy is dependent on stakeholders working together to grow our international education offerings.

With all of these opportunities, it is important to remember that they will only be realised if we continue our commitment to high quality. This is what attracts students and industry to us to meet their needs, this is what gives us access to new markets, and this is what will provide the basis for growth.

### **Melbourne's critical mass of biomedical excellence**

The Parkville biomedical precinct and surrounds are home to around 10,000 scientists, clinicians and technical staff engaged in biomedical and health care research, practice and training. The research institutions include the University of Melbourne, Monash University, the Walter and Eliza Hall Institute of Medical Research, the Murdoch Children's Research Institute, the Florey Institute of Neuroscience and Mental Health and the Commonwealth Scientific and Industrial Research Organisation (CSIRO). This co-location facilitates research collaboration and organisations in the precinct, and researchers have created and commercialised many medical and technical innovations—for example, the bionic ear, retinal imaging, vaccines, diagnostics, microsurgical instruments and antibiotics.



# Benefits and opportunities

## For students

Through the strategy, we aim to improve student access to high-quality education, supported by effective industry links and student services.

The most recent International Student Survey (2014) indicated that 93 per cent of international students selected Australia as a study destination because of the reputation of Australian teaching institutions, the quality of teaching and assurance of their personal safety. Testament to the quality of Australian education is the number of international alumni of Australia who go on to become senior figures in their own countries.

Australian universities are ranked highly in terms of their international outlook, with 24 of our universities featuring in the 2015 Times Higher Education World's Most International Universities list. This list assesses the diversity of a university's student body and the extent to which its academics collaborate with international colleagues.

The strategy will build on these achievements. New modes of education delivery and new national and international partnerships will allow more students to have access to an Australian education. Although onshore learning in Australia will remain a core component of Australian international education, learning will increasingly occur in-market and online.

New visa arrangements and links with industry will prepare students for the workplace and improve employability. In 2013, changes were made to allow greater access to post-study work for international students who studied onshore in Australia. These post-study work visas enable international students to remain in Australia on completion of a higher education degree for 2–4 years—more than many other countries. In addition, we have announced changes to our student visa processing arrangements, making them simpler and easier to navigate.

## For Australia

Through the strategy, we aim to increase market share, build connections with new and emerging markets, and develop stronger international relationships.

International education is currently one of Australia's top service exports, valued at over \$19 billion in 2015 (including fees and associated expenditure). The sector currently

supports more than 130,000 jobs in Australia. International education is forecast to be one of the main sectors on a high growth trajectory, acknowledging the significant increase in demand from middle-income economies with large and mobile youth populations.

The Deloitte Access Economics report, *Growth and Opportunity in Australian International Education*, projects that Australia's onshore enrolments will grow by around 45 per cent by 2025, which equates to Australia hosting around 720,000 students onshore. This growth presents significant opportunities.

India, for example, has indicated it seeks to train around 400 million people by 2022. Given the scale of this demand, there is great potential for Australian training providers to play a significant role in helping India to meet this target. The Australian Government is working closely with India to increase our trade and investment linkages and we have appointed an education ambassador to India to help promote our education services. China presents similar opportunities for Australia, with current student numbers representing only a fraction of the potential. The China-Australia Free Trade Agreement places us well to take advantage of this opportunity.

Our education and specific research strengths attract students, researchers, businesses and entrepreneurs to collaborate with Australia. This is particularly important in research and development, with international collaborations leveraging our research capacity and delivering valuable outcomes in a wide range of disciplines.

Whilst the majority of international students study in metropolitan areas, there are significant opportunities for growth in regional Australia. Education institutions in regional Australia provide considerable research strengths, especially in agriculture, marine science and tropical medicine. Study opportunities in regional Australia can provide tremendous experiences for international students, with tight-knit communities and often plenty of hands-on experience.

Importantly, we recognise that international education offers Australia far more than just economic benefits. It offers opportunities to build enhanced bilateral and multilateral relationships, which increase cultural awareness and social engagement. In addition, diplomacy is advanced through Australian educated alumni who develop lasting connections at personal, organisational and government levels. All of this is fostering better relationships with our regional neighbours and the rest of the world.

## **For the world**

Through the strategy, we aim to increase the world's capacity in quality education and research and deliver industry-ready graduates in a range of disciplines.

Our location within the Indo-Pacific region places Australia in an ideal position to contribute to meeting the increasing need for education at all levels—schools, vocational education and training, higher education and English language.

Our technological innovations will allow delivery of such education around the world. Our research strengths and collaborative efforts in the technology space are providing answers to global economic, social and environmental challenges.



We are particularly focused on providing students with the skill sets needed for business and industry now and into the future. Links between education providers and industry are providing essential understanding and experience for a new generation of graduates. Our expertise in a range of niche areas can also be of particular value to emerging economies, and help to build their workforce capacity. Australia has specialist offerings in areas such as tropical medicine, agriculture, mining and marine studies.

We have a proven track record of leadership in the development of educational frameworks and curricula. For example, our vocational qualifications in leading services industries such as tourism and hospitality are highly regarded. Other countries look to our education systems as their guide to best practice.

#### Exporting Australian aviation to the world

Australia has a long and celebrated history of aviation excellence. This reputation and expertise has positioned an Australian training school to successfully deliver aviation qualifications in Saudi Arabia. Aviation Australia, in partnership with Shamel Commercial Investments of Saudi Arabia, established Aviation Australia Riyadh College of Excellence in late 2014. The college trains civil aviation engineers along with students from the Royal Saudi Air Force.

The course curriculum is taught in English and uses work integrated learning approaches. Training is conducted at a purpose-designed aviation training and maintenance facility at King Khalid International Airport in Riyadh. Students work on real and simulated aircraft at facilities that include a hanger and an aircraft maintenance environment. Students also receive on-the-job training at an aviation maintenance workplace. Graduates are awarded an Australian diploma that is endorsed by Saudi Skills Standards.

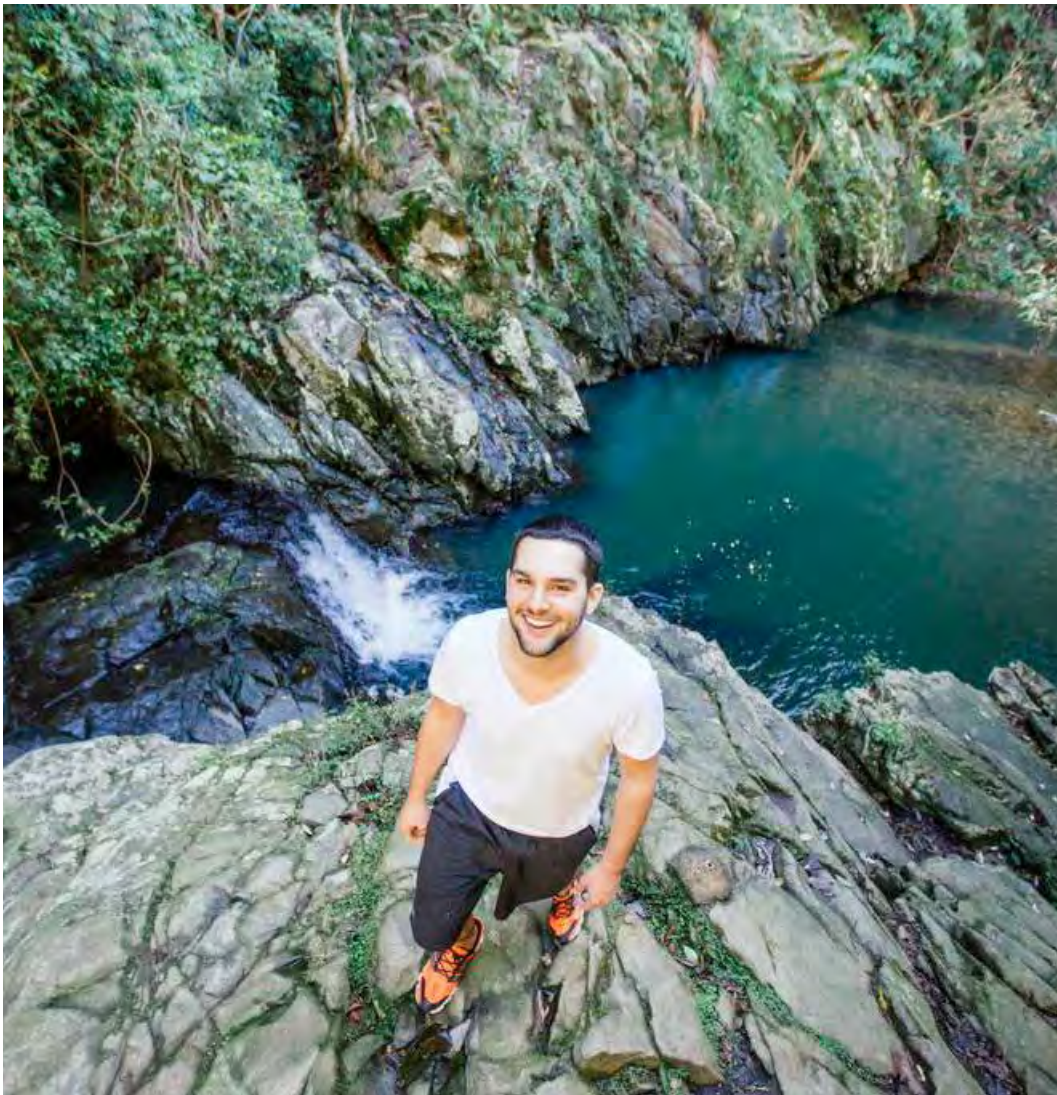
During training, the college supports the development of broad employability skills through guidance in the preparation of cover letters and resumes, interviewing skills and other job search related assistance.

## SMART farming

Researchers from the University of New England have developed the Sustainable Manageable Accessible Rural Technologies (SMART) Farm, which tests technologies developed to improve crops, pasture and livestock.

In a collaboration between the university, CSIRO, and numerous large and small enterprises, an array of sensors delivers data to create a living map of growing conditions, including soil moisture, plant growth, temperature, air humidity and winds. This information offers valuable insights into plant, soil and climate interactions at various scales, informing decisions such as when to fertilise, sow seed or move cattle. Farmers can also monitor animals through ear tags, giving them important health information such as when an animal is unwell.

SMART Farm data is also being used in Australian classrooms to inspire the next generation of agricultural scientists and farmers.



City of Gold Coast Student Ambassador, Mr Dylan Cooper from the United States of America, enjoying Australia's unique natural environment as part of his study experience.





## The strategy

**Intent: To ensure Australian international education helps students, communities and industry around the world, meeting their expectations.**

### Measures of success

Success in meeting the objectives of this strategy will be measured by:

- » benchmarking against international standards
- » the employability of graduates
- » quality of the student experience
- » increased international collaboration and alumni engagement
- » growth in market share from the current level of 6 per cent.



International students building personal and professional connections that will last a lifetime.

<b>Pillar 1 Strengthening the fundamentals</b>	<b>Goal 1 Building on a world-class education, training and research system</b>	<b>Action 1.1:</b> Developing Australia's role as a global leader in education, training and research  <b>Action 1.2:</b> Setting nationally consistent approaches that support the Australian international education sector
	<b>Goal 2 Delivering the best possible student experience</b>	<b>Action 2.1:</b> Supporting students  <b>Action 2.2:</b> Informing student choice  <b>Action 2.3:</b> Preparing students for global engagement
	<b>Goal 3 Providing effective quality assurance and regulation</b>	<b>Action 3.1:</b> Maintaining strong quality assurance systems  <b>Action 3.2:</b> Ensuring strong student protection
<b>Pillar 2 Making transformative partnerships</b>	<b>Goal 4 Strengthening partnerships at home</b>	<b>Action 4.1:</b> Engaging with the broader community  <b>Action 4.2:</b> Encouraging better links with business and industry
	<b>Goal 5 Strengthening partnerships abroad</b>	<b>Action 5.1:</b> Building confidence through government-to-government engagement  <b>Action 5.2:</b> Strengthening collaboration through institution-to-institution partnerships
	<b>Goal 6 Enhancing mobility</b>	<b>Action 6.1:</b> Supporting international mobility through practical visa settings and work arrangements  <b>Action 6.2:</b> Expanding student, education and training professional and researcher mobility  <b>Action 6.3:</b> Supporting graduates through qualifications recognition
<b>Pillar 3 Competing globally</b>	<b>Goal 7 Building lasting connections with alumni</b>	<b>Action 7.1:</b> Engaging alumni
	<b>Goal 8 Promoting our excellence</b>	<b>Action 8.1:</b> Promoting Australia as a high-quality international education provider
	<b>Goal 9 Embracing opportunities to grow international education</b>	<b>Action 9.1:</b> Building on innovative education and training services to meet student and employer needs  <b>Action 9.2:</b> Promoting opportunities in regional Australia  <b>Action 9.3:</b> Identifying and responding to new opportunities



# Pillar 1

## Strengthening the fundamentals

Australia's international education system delivers education, training and research for students, business and industry around the world. This well-regarded system is based on some fundamental structures and principles.

We aim to deliver the highest quality education. We have high-calibre institutions, expert teachers and innovative researchers, and strong quality assurance for all stages of the learning journey through schools, vocational education and training, English language, higher education and research.

We value our students and strive to offer them an unmatched study experience. Pioneering student protection arrangements are designed to safeguard international students by setting out national standards for student recruitment, course quality and delivery.

This first *National Strategy for International Education 2025* confirms our commitment to strengthening the fundamentals through a national approach. To remain a provider of choice for international students, it is crucial that we continue to evolve and improve our education offerings, and that we are committed to meeting our students' needs, and remaining relevant to the industries and societies of the future.

### Goal 1: Building on a world-class education, training and research system

Australia will build on our education, training and research system to ensure it remains among the best in the world.

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#### Action 1.1

Developing Australia's role as a global leader in education, training and research

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Australia's excellence in education, training and research translates to benefits and opportunities for students, for Australia and for the world. We equip students with the skills, knowledge and attitudes to be productive, globally aware citizens who can confidently respond to the challenges of tomorrow.

Innovation is vital to further develop our role and expand our market. New and attractive education products and services that capitalise on technological advances will meet the needs of new students and provide them with the skills needed by industry in the future. Learning will increasingly occur in-market and online, as well as onshore. New partnerships will support delivery of Australian education across the globe.

Australia will:

- » embrace best practice in all aspects of education, training and research
- » continue to develop a diverse, flexible and innovative education and training system
- » develop and support innovative education products and services.

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## Action 1.2

Setting nationally consistent approaches that support the Australian international education sector

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This strategy recognises the importance of the sector, highlights the opportunities available and the actions to take advantage of them, and promotes coordination between all stakeholders.

The strategy has been developed through a coordinated national effort. This shared approach for Australian international education reflects the views of the education sector, business and industry, and governments.

Ongoing, regular engagement between governments, peak bodies, education providers, business and industry, students and the broader community will encourage the sharing of ideas and intelligence to align our activities and ensure consistent policy settings across jurisdictions. By harnessing and coordinating our resources, we will deliver Australian international education that meets and exceeds the expectations of students and their employers.

Australia will:

- » work together to set nationally consistent approaches that support the Australian international education sector
- » engage with all levels of government and other stakeholders in key international education initiatives.

## Goal 2: Delivering the best possible student experience

Australia will provide a rewarding experience for international students.

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## Action 2.1

Supporting students

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Students need a supportive and enabling environment to reach their full potential. Further developing student supports will ensure that students have the assistance they need to perform academically and make meaningful social, professional and cultural connections.



Ms Fitri Widiyanti of Indonesia studied Medical Science at Flinders University, South Australia as a recipient of an Australian Government Endeavour Postgraduate Award. The Australian Government is committed to supporting international capacity building.

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Australia is a sought-after destination and provider of international education. We are highly regarded for the experience we provide for students, evidenced by the fact we are the world's third most popular destination for international tertiary students.

We will look for new ways to deliver and improve support services, affordable and convenient accommodation and public transport. We will also facilitate work opportunities. International students can work while studying and apply for a work visa following completion of their study. These arrangements support professional opportunities and contribute to the development of international networks. Experience gained through working in Australia is highly regarded internationally.

As part of our improvement processes, we will listen to international students to ensure that their needs are met. There are student representative bodies at the institutional, state and national levels, and we aim to work together with them to continually improve the student experience.

Australia will:

- » deliver support that meets or exceeds international student needs
- » build capacity for international student employment
- » encourage a strong international student voice and continually improve our performance based on student feedback.

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## Action 2.2

### Informing student choice

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Accurate and up-to-date information is key to ensuring students, parents and sponsors make informed choices.

Australia excels in the provision of reliable information through a variety of media, including online portals by institutions and governments. Information from robust data collection and analysis, including graduate employment outcomes and student satisfaction surveys, drives continuous improvement and is accessible through public websites such as Quality Indicators for Learning and Teaching. Students also have access to quality careers advice and links with employers throughout their learning journey.

We will provide more in-depth information and analysis that is relevant and useful to international students and their families. New sources of information, such as the Future Unlimited website, will complement existing portals.

Australia will:

- » provide accurate and relevant information to prospective, current and graduate students
- » provide quality careers advice throughout the learning experience.

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## Action 2.3

### Preparing students for global engagement

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All sectors—business, industry, academia and government—now require a highly mobile, highly competent workforce that is culturally aware and has strong problem-solving skills.

Australia's student-centred approach to teaching encourages students to be self-directed, critical thinkers. At the same time, our multicultural society, highly internationalised institutions and international outlook, along with programs that encourage foreign language learning and intercultural awareness, foster the acquisition of cultural competencies. Work integrated learning and work experience, such as internships and volunteerism, prepare students for the workplace. These factors interact to produce graduates with the skills, knowledge and attitudes necessary for success in the global labour market.

The employability of our graduates will be a key measure of success against Australia's goal to be the global leader in education, training and research. We will focus on developing employability and opportunities for work integrated learning, enhancing the nexus between education and employment.

Australia will:

- » provide work experience opportunities that prepare students for the global labour market
- » deliver highly employable, globally in-demand graduates.

### Goal 3: Providing effective quality assurance and regulation

Australia will support our education system with a robust quality assurance and regulatory environment with a focus on continual improvement.

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#### Action 3.1

##### Maintaining strong quality assurance systems

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Robust quality assurance is critical to delivering a high-quality student experience and maintaining Australia's reputation in international education. Australia's quality assurance system supports integrity and ensures confidence in Australian qualifications.

Australia has independent national regulators for vocational educational and training, higher education and English language education, as well as state and territory-led regulation in the schools sector. The system is underpinned by legislation and based on strong partnerships between regulators, governments, industry and providers. It covers all modes of delivery, including online, distance, onshore and offshore.

All education providers that offer courses to international students studying in Australia on a student visa are required to be on the *Commonwealth Register of Institutions and Courses for Overseas Students*. To register, a provider must demonstrate their compliance with the *National Code of Practice for Providers of Education and Training to Overseas Students*. The code is legally enforceable, further protecting the rights of international students.

Australia's education quality will continue to be strengthened by our national regulators working with education providers and peak bodies through internal and external quality assurance mechanisms.

Australia will:

- » continue to espouse the highest standards of quality in the delivery of education and training
- » lead and promote world's best practice quality assurance.

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#### Action 3.2

##### Ensuring strong student protection

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Strong governance frameworks ensure that international students receive the courses and the quality education they expect, protecting both the students and Australia's international reputation.

Australia has one of the strongest and most effective student protection arrangements in the world, with safeguards for students at every stage of their education.

The *National Code of Practice for Providers of Education and Training to Overseas Students* sets out standards for Australian education providers in student recruitment, and in the delivery and quality of courses. Australia has also adopted the *Statement of Principles for the Ethical Recruitment of International Students by Education Agents and Consultants* (the London Statement).

The *Education Services for Overseas Students Act 2000* (the ESOS Act) was introduced to specifically protect the rights of international students. It ensures quality education products are delivered and supports the integrity of the student visa program. Tuition protection provided under the ESOS Act also means students can complete their studies in another course or with another education provider, or receive a refund of their unspent tuition fees, if a provider is unable to fully deliver a course. Australia's Overseas Student Ombudsman provides free, independent and impartial complaint services to international students in private education and training.

We will maintain our high standards and ensure there are always strong student protections in place.

Australia will:

- » demand the highest levels of professionalism and integrity in the recruitment of international students
- » continue to set world standards in international student protection.

### Innovation in exploration

Western Australia is home to the largest group in the world focused on innovative research and development in mineral exploration and resource management. The Centre for Exploration Targeting is a unique applied research enterprise working on cost-effective, high-quality mineral exploration. The Centre is a collaboration between the mineral exploration industry, the University of Western Australia, Curtin University and the Government of Western Australia.

Over 60 national and international companies integrate with the centre, providing a gateway to mining and minerals opportunities worldwide for students and early career researchers. It is an appealing destination for both international researchers and students and is delivering research results that are increasing the rate and the quality of discoveries made in mineral exploration.





Ms Courtney Vagg, a VET student from St Stephen's School in Western Australia. Industry engagement and work-ready graduates are a hallmark of Australia's vocational education and training sector.


### Vocational education and training in the Indian Ocean region

St Stephen's School is the largest vocational education and training (VET) in schools provider in Western Australia, awarding more than 700 VET certificates per year. VET delivered as part of a school curriculum combines industry-recognised competencies, skills and knowledge with sound educational practices. This approach prepares students for an ever-changing work life with transferable, globally relevant skills.

St Stephen's is now building partnerships throughout the Indian Ocean region to deliver VET. As part of its global strategy, St Stephen's has established its own registered training organisation called St Stephen's College. Drawing on its VET in schools expertise, the college will offer VET certificates to students throughout the Indian Ocean time zone as well as locally, by using enhanced digital delivery methods.

International students enrolled in a St Stephen's College course can study an Australian qualification while remaining at home. These qualifications are portable, flexible and transferable, and will provide pathways to further study and the global labour market.

St Stephen's provides these options to build regional capacity and enhance opportunities for school students, whether they are studying in South Africa, Tanzania, India, China or Australia.



# 2

## Pillar 2

# Making transformative partnerships

Genuine ongoing partnerships between Australian business and industry are critical to the success and competitiveness of Australian international education. Cooperation can enhance graduate employability outcomes, support productivity and growth, improve research investment and output, and encourage technology and innovation transfer.

The Australian Government has entered into free trade agreements with China, South Korea and Japan. These agreements will play an important role in increasing the flow of students between our nations and we will seek to include similar provisions in other free trade agreement negotiations.

In addition to our free trade agreements, the Australian Government has actively sought to enter into memoranda of understanding and other cooperative arrangements with other countries.

We are seeing increased collaboration and partnerships between educational institutions, not just at the tertiary level through research agreements with universities, but increasingly earlier in the education pathway, with sister school arrangements. To help promote these arrangements, the Australian Government was instrumental in establishing the *Building Relationships through Intercultural Dialogue and Growing Engagement* (BRIDGE) program, which connects Australian teachers, students and school communities with their counterparts across Asia.

We also recognise the value of the partnerships formed with our global alumni. They make a significant contribution, helping build a firm foundation for future trade and business growth and enhancing cross cultural understanding and relationships. The *Australia Global Alumni Engagement Strategy* recognises the importance of our talented and diverse global alumni community and fosters lasting, genuine relationships.



International students enjoying a well-deserved study break. Visiting family and friends of international students contribute to Australia's tourism and hospitality sectors.

### Bringing the world into Australian and Chinese classrooms

In 2014, a year five class at Scotch Oakburn College in Launceston, Tasmania, wrote to President Xi Jinping, inviting him to visit Tasmania. The President and his wife took up their offer and included Tasmania on their itinerary. During this trip they met with students from Scotch Oakburn.

President Xi Jinping and his wife extended a reciprocal invitation to the students from Scotch Oakburn College, and in 2015, students and staff visited Jingshan School in Beijing. The two schools have now formalised an exchange relationship, enabling students from each school to experience life in another country.

During a visit to Jingshan School in April 2016, Minister Colbeck met with some of the students and teachers who will be travelling to Scotch Oakburn College later in 2016. The students from Scotch Oakburn had prepared a video in Mandarin, welcoming their Chinese exchange partners to Australia.

The ethos of Jingshan School came from the former President of China, Deng Xiaoping when he said *"Education should be geared toward modernisation, toward the world and toward the future."* These words have prevailed as the driving force for education reform in China to this day.

### Box Hill Institute—a leader in global engagement

Box Hill Institute in Victoria hosts around 800 international students from 50 countries and territories to study in Australia. With a strong history of international engagement, Box Hill was the winner of the 2015 Victorian International Education Award for Excellence in International Education—TAFE.

Delivering courses to more than 5000 students around the world, in conjunction with international campus partners in China, Kuwait, Malaysia, Saudi Arabia, Singapore, the United Arab Emirates and Vietnam, Box Hill makes transformative partnerships every day.

Box Hill has also harnessed the opportunities of borderless education by establishing in 2007 Box Hill College Kuwait (BHCK).

BHCK is the sole private institute in Kuwait delivering higher education in-country exclusively for women. Programs are accredited under the Australian Qualifications Framework and by the Kuwait Private Universities Council and Kuwait Ministry of Higher Education. With a strong commitment to creating a quality learning environment, BHCK is identifying and responding to new opportunities by preparing women in Kuwait for employment and further study.

### Goal 4: Strengthening partnerships at home

Australia will encourage local community and business and industry engagement to maximise the benefits of Australian international education for students, communities and businesses.

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#### Action 4.1

##### Engaging with the broader community

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Australia has a diverse international student population. This diversity provides us with a unique opportunity to build friendships, cultural understanding, respect and ongoing relationships. Engagement between international students and Australian local communities is pivotal to a positive student experience. Local governments and sporting and community groups help to build connections with international students and benefit from student diversity. Communities with which international students share a common language and heritage also offer important support.

International students make an invaluable contribution to our society. We will continue to encourage greater engagement between students and the communities in which they reside.

Australia will:

- » recognise, celebrate and communicate the benefits that international students bring to Australia
- » develop and share best practice approaches for connecting international students with communities.

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## Action 4.2

### Encouraging better links with business and industry

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Encouraging robust links between our international education sector and Australian business and industry supports enhanced graduate employability outcomes, research investment and output, and technology and innovation transfer.

Australia has a global reputation for sound business acumen and industry innovation. Australian businesses and industry make a valuable contribution to our education, training and research sectors, and partnerships between researchers and industry are delivering Australian innovation to the marketplace. Australian businesses also provide internships and work-based learning opportunities for students.

We will continue to engage with industry to ensure our education and training systems are giving their future workforce the skills they need, including by encouraging ongoing educational engagement with industry and business. We will also continue to facilitate investment in high-quality research and innovation, and for partnerships in commercialisation and technology transfer. This will be supported by the Australian Government's *National Innovation and Science Agenda*.

Australia will:

- » maximise the involvement of business and industry in education and training
- » facilitate further industry-research connections.

## Goal 5: Strengthening partnerships abroad

Australia will broaden our international engagement to support our role as a quality provider of international education.

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## Action 5.1

### Building confidence through government-to-government engagement

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Government-to-government engagement provides vital support for Australia's international education sector by laying the foundations for bilateral and multilateral collaboration. This opens new opportunities for countries and their students and providers.

Australia's international government-to-government and multilateral engagement encompasses cooperation in a range of areas including quality assurance, institutional accreditation and regulation, market access and promotion, qualifications recognition and research collaboration. Australia can also play a vital role in assisting with capacity building in emerging economies through financial assistance, designing or implementing training frameworks, and teacher exchanges. The Indo-Pacific region is a particular focus in government-to-government engagement. We have recently entered into free trade agreements with China, Korea and Japan, and are a signatory to the Trans-Pacific Partnership. These agreements will enhance our economic and social ties with these countries.



Mr Satoru Yamamoto from the Japanese Ministry of Education, Culture, Sports, Science and Technology (MEXT) taking part in the MEXT-Australian Government Department of Education and Training's officer exchange program. Government-to-government engagement is fundamental to strengthening international education.

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The Australian Government will continue to provide access to, and recognition of, our international education sector through formal government-to-government representation and agreements, including through free trade agreements, memoranda of understanding, multilateral fora and working groups.

Australia will:

- » build and maintain strong government-to-government relationships to promote Australia's national interests in international education, training and research
- » support international capacity building.

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## **Action 5.2**

### **Strengthening collaboration through institution-to-institution partnerships**

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Institution-to-institution partnerships offer a wealth of opportunities for providers, students and researchers.

The partnerships support the provision of education and training through multiple institutions; credit transfer and qualifications recognition; student, professional and researcher exchange; joint degrees and research; and consultancies. Australian education providers and research institutes have a long and successful history of international partnerships with tangible returns.

Australia is keen to help education providers explore ways to further develop such partnerships, including country-to-country partnerships or domestic partnerships that may provide access to new international markets.

Australia will:

- » support education providers and research institutes in their international education, training and research efforts
- » expand institution-to-institution partnerships.

## Goal 6: Enhancing mobility

Australia will maximise student, academic and researcher mobility.

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### Action 6.1

#### Supporting international mobility through practical visa settings and work arrangements

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Australia welcomes international students, academics and researchers from around the world. This contributes to lifting our capacity for world-class education, training and research.

Australia offers a range of visa options to facilitate the entry of students, academics and researchers. These visa policy settings also enable international students on a student visa to undertake part-time work while studying, which helps to maximise graduate outcomes. This is a significant benefit for the student and a competitive advantage for Australia.

We will continually evaluate our visa settings to ensure we offer a fair and accessible system to encourage the most talented students, academic staff and researchers to come to Australia.

Australia will:

- » maintain competitive visa settings that facilitate the mobility of international students, academics and researchers
- » provide accurate and reliable information to international students on their visa conditions and work opportunities.

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### Action 6.2

#### Expanding student, education and training professional and researcher mobility

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Arrangements that expand mobility opportunities allow students, professionals and researchers to take advantage of education, training, research and employment in other countries. This can enhance learning and experience, as well as future career and collaboration opportunities.

We have a particular focus on engaging with our Indo-Pacific neighbours to develop transformational relationships in our region and a more regionally engaged Australian workforce. Australia's investment in scholarships—such as the Australia Awards, Endeavour Scholarships and Fellowships, Endeavour Mobility Grants and the New Colombo Plan—to enable study, research and professional development in Australia, and for Australians to do the same overseas, is one of the largest in the world.

Our efforts are complemented by scholarships and mobility offerings from other countries. Scholarships provided by partner governments to their citizens indicate that Australia is regarded as a highly attractive destination.

Australia will:

- » support student, education and training professional and researcher mobility through scholarships and other offerings
- » build partnerships with other countries to support mobility.



Ms Firdha Rosemalinda Paulina, a participant in the Northern Territory Cattlemen's Association Indonesia-Australia Pastoral Industry Student Program. International student exchange creates mutual understanding, respect and lifelong connections.

### New Colombo Plan

Under the New Colombo Plan, 10,000 Australian undergraduates are being supported to study and intern in the Indo-Pacific from 2014–2016. The program is enhancing understanding between Australia and other countries in our region, providing Australian students with new opportunities to study and intern in world class universities and companies, and providing valuable experience that enhances students' employability upon graduation. The program will expand further in the period 2016–2018.

### Action 6.3

#### Supporting graduates through qualifications recognition

Positive qualifications recognition practices underpin the partnerships, linkages and collaborations that support successful mobility and a globally mobile workforce.

Australia promotes positive qualifications recognition practices to support students and workers. Australian qualifications are highly regarded and widely accepted around the world. The Australian Qualifications Framework (AQF) ensures consistency in qualification types and learning outcomes, quality of qualifications approved against high-quality national standards, and portability of easily understood qualifications. The AQF, as an integrated national



policy, guarantees national standards in education and training to support transparency in the recognition of Australian qualifications overseas. The AQF covers qualifications from schools, higher education, and vocational education and training to support national and international mobility.

Through sustained international cooperation, we can shape positive qualifications and skills recognition practices relevant to a globally mobile workforce. The ultimate goal is to achieve borderless mobility through acceptance of the quality and relevance of Australian education, training and professions. As a global partner, Australia also has a responsibility to support the positive recognition of overseas qualifications, while upholding the integrity of professional standards.

Australia will:

- » provide leadership on qualifications recognition domestically and internationally to support improved recognition practices
- » promote Australia's quality assured qualifications internationally to build trust, acceptance and recognition overseas.

### Goal 7: Building lasting connections with alumni

Australian institutions and business will work together with governments to maintain meaningful connections with alumni for mutual benefit.

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#### Action 7.1

##### Engaging alumni

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There is significant opportunity for Australia to leverage links with the millions of international students who have studied on our shores. Such links would serve to facilitate students' continued academic and professional success, and support greater international connections and partnerships for Australia.

Australia has had a long history of international engagement, and many alumni and their families now hold influential positions in government and business throughout the world. They play key roles in strengthening Australia's reputation and relationships, and in promoting Australian international education.

To further engage our alumni, the *Australia Global Alumni Engagement Strategy* has been developed. This will help to strengthen the ongoing bond between alumni and Australia, enable ongoing networking and engagement for alumni, and help to build sustainable cultural and economic relationships between countries.

Australia will invest in building positive and enduring connections throughout the world with alumni. Sustained and enduring alumni engagement opportunities should be an inherent component of every student's Australian study experience, and core business for Australian education providers.

Australia will:

- » celebrate and support alumni success
- » develop innovative global alumni engagement strategies and build alumni networks.

### **Saving the world from space junk**

The Cooperative Research Centre (CRC) for Space Environment Management is a consortium of universities, aerospace industry companies and space agencies, including the Australian National University, RMIT University, EOS Space Systems, Lockheed Martin, the NASA Ames Research Centre, Japan's National Institute of Information and Communications Technology, and Optus.

The CRC is helping scientists find and track Earth-orbiting debris that might collide with satellites or with Earth. The CRC is also developing ways to deal with this debris—the ultimate aim is to hit the space junk with lasers to slow its orbit and allow it to fall back into the atmosphere and burn up harmlessly.

Researchers estimate that more than 300,000 pieces of space junk, from tiny screws and bolts to larger parts of old rockets, are in orbit around Earth.

### **A partnership for growth in edu-tourism**

International students have become the face of the Tasmanian tourism industry under an innovative partnership between the University of Tasmania (UTAS) and the Tourism Industry Council Tasmania.

The International Student Job Match Initiative places students studying at UTAS with tourism operators across Tasmania, helping them to gain valuable work experience while addressing skill shortages experienced by tourism operators during the peak summer tourist season.

International students have a heightened level of cultural awareness, are often multilingual and are looking to build on their study experience. Through this initiative, the students gain workplace skills and have the opportunity to further develop their English language through direct engagement with Australian and international visitors.

International education and tourism are Australia's biggest services sectors, and important social and economic contributors to our local communities. The Job Match Initiative builds on the strengths of both sectors for the mutual benefits of students, employers and the wider community.



# 3

## Pillar 3

### Competing globally

We are conscious of intensifying competition in international education from both traditional and emerging players. A consistent and coordinated national effort will be key to addressing this challenge.

We need to continue to promote Australia as a high-quality international education destination. It is vital that we demonstrate to other countries and to potential students the value of an Australian education. Students and their parents or sponsors want to be assured that they are investing in education that will deliver career benefits and demonstrate a return on their investment. We have a good message to sell, with quality education products supported by competitive visa settings and post-study work options.

At the same time, it is vital that we continue to work to ensure our international education matches this message. We will need to maintain the value and trust placed in an Australian education. We will also need to identify new opportunities, and to develop and evolve our products and services to meet the needs of tomorrow's students, business and industry. Australia's international education community stands ready and able to embrace new opportunities, to diversify and innovate, and to exemplify the highest standards of quality and student experience.

#### Goal 8: Promoting our excellence

Australia will promote itself as a world-class international education provider.

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#### Action 8.1

Promoting Australia as a high-quality international education provider

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Promoting Australia as a high-quality international education provider builds trust, and supports the growth and development of our education sector.

Australia has a well-deserved reputation as one of the world's most attractive places to study and live. Australia consistently performs well in surveys on education and research quality, liveability, student satisfaction and employment outcomes. Our education providers have become experts in international student service delivery over many

years. Our education, training and research excellence has built our popularity as an international collaborator. Countries around the world look to our world-class systems and learning products.

Australian international education will continue to build on its strengths and move forward as a united sector. We will promote Australia as a high-quality international partner and destination in established and emerging markets. In particular, the Austrade market development roadmap, *Australian International Education 2025*, will ensure Australia is competitively marketed in the global international education arena. Without restricting individual brands, we will work together to promote our shared excellence to be regarded as the best. During the next 10 years, Australia will aim to significantly expand its market access, especially in new and emerging regions.

Australia will:

- » promote itself as a high-quality international education destination.



International students enjoying a high quality living and learning experience in Australia.

## Goal 9: Embracing opportunities to grow international education

Australia will embrace opportunities to grow international education by being more innovative, inclusive and responsive to the needs of students and employers.

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### Action 9.1

Building on innovative education and training services to meet student and employer needs

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New educational products and services offer new opportunities for students. In particular, improved technologies enable us to be a borderless society, where learning can occur anywhere at any time. This is fuelling new ways of education delivery, including onshore, in-market and online. At the same time, today's students are more connected, more mobile and more affluent. They want greater choice in what, where, when and how they learn, and in the services available to them.

Australian education providers have embraced technology and innovation in learning, teaching and student services, and have proven their ability to quickly adapt and respond to new technology, student choice and emerging global demands. Learning management systems, adaptive learning technology and online continuous professional development are all delivering new ways of global learning. We are also learning from our students—new research into how students learn is helping to optimise educational technology and course design.

Australia will:

- » embrace technology to support the development of cutting-edge education and training services
- » embrace innovative education, training and research practices developed both nationally and internationally.

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### Action 9.2

Promoting opportunities in regional Australia

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Although international students have traditionally gravitated towards major cities, there are often significant advantages in choosing a regional Australian education experience.

International student satisfaction with the living and learning experience in regional Australia consistently rates highly. These ratings are based on lower living costs, greater access to accommodation and work opportunities, closer interaction with the local community, and access to Australia's natural environment. Many of Australia's top areas of research strengths are located in regional Australia. These include agriculture, marine science and tropical medicine.

In turn, regional communities that have embraced international students have benefited through improved cultural understanding and international connections, helping them reach out to the world.



We will promote the positive benefits to the student and the wider community of education in regional Australia. We will also promote excellence in regional disciplines to attract international students and researchers.

Australia will:

- » attract more international students to regional communities by promoting internationally the excellence and the advantages of education, training and research in regional Australia.

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### **Action 9.3**

#### Identifying and responding to new opportunities

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New opportunities in education, training and research will support the growth of the sector, and the delivery of products and services for our future students, business and industry. Opportunities may arise in terms of new markets, new partnerships, new areas of teaching and research, new technology, and new modes of delivery.

Australia's world-class international education sector has been built through its agility in identifying and responding to new opportunities throughout the world, while remaining dedicated to quality.

We must continue to exercise this agility in finding new and innovative connections that will meet student, business and industry needs, and further develop the sector. Accurate and timely market research and intelligence will be critical. We will need to ensure that we are appropriately targeting our resources to identify and respond quickly to new and emerging opportunities.

Australia will:

- » conduct market research and intelligence sharing to inform new policies and strategic directions for international education
- » be agile and responsive to opportunities to increase the number of international students and international partnerships, capitalising on identified growth areas such as schools.

### Student-centred technology is changing the way we teach and learn

An Australian innovation is changing the global approach to teaching and learning. Moodle—an online, open platform learning management system (LMS)—is paving the way for customised education interactions. The company’s mission is to support teachers to teach and students to learn.

From its beginnings in Perth in 2001, Moodle has expanded to a global community of more than 70 partners, 200 active developers and 65 million users. The company counts some multinational corporations and world-leading education institutions, such as Monash University, among its millions of users. When Monash University was looking to upgrade its LMS, the flexibility offered by Moodle gave Monash academics new opportunities to design content and activities with the student experience at the fore.

### Living laboratories for climate change

The Low Carbon Living Cooperative Research Centre (CRC) is blending social sciences and technology research by creating buildings and precincts of sustainability and low carbon living.

Building on its multidisciplinary research base, the CRC is examining how communities live and interact with new energy and sustainability technologies. Three ‘living laboratories’ are testing integrated energy, water, waste and transport solutions. The researchers are measuring the social factors associated with sustainability, such as the value proposition for residents and the choices they make. This research aims to provide the tools for reducing the carbon footprint of urban systems.

The CRC is a partnership between industry, government organisations, overseas universities, Curtin University, the University of New South Wales, the University of South Australia, the University of Melbourne, Swinburne University of Technology, the United Nations Environment Programme and CSIRO.

