

Australia
Market Intelligence Report
Volume 11, Issue 1
January 2011

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International education grows in SA

The Age, December 29, 2010

International education has surpassed iron and copper ore in annual export earnings to become South Australia's second largest export after wine. Despite the recent difficulties facing the international education sector in Australia, South Australia continues to outperform much of the country, and the sector is valued at \$1.052 billion, SA Premier Mike Rann says. SA's share of the international education market has increased to 5.6 percent compared to 5.4 per cent at the same time last year.

Mr. Rann commented that 'Adelaide has earned a reputation for providing world-class education opportunities and we want to be seen as the most supportive and welcoming state for international students to live and study ...'

150,000 students head to 18-month dead end

The Australian, January 6, 2011;

An estimated 150,000 students seeking permanent residency in Australia have had the door all but shut in their faces by tighter immigration rules. The government now gives priority to employer-sponsored applicants aiming to better link immigration and labour demand after the previous policy encouraged the proliferation of "dodgy" colleges selling courses largely for migration rather than education. Applicants whose course skill is no longer on the skilled migration list have been given an 18-month temporary visa to allow time to get work experience and secure sponsorship. The Council of International Students Australia is lobbying the government to exempt about 455,000 students who had already started their course when the changes were announced last February.

Coming up, body to rank rankers

The Australian, Higher Education Supplement, January 12, 2011;

Love them or hate them, it seems that university league table rankings are not going away. Simon Marginson, professor of higher education at the University of Melbourne says, "We are likely to see more university rankings, not less, in 2011". Marginson says, however, that the good news is that these rankings should become more specialised and provide rankings on specialised areas such as quality student services, reputation of business school and research citation impact.

With increased volume of rankings comes the need to sort and rate the different comparative data on offer and to address this need, the International Rankings Expert Group (IREG) will shortly launch its rankings audit exercise of ranking the rankers.

Education faces hard years

The Australian, January 6, 2011; The Australian, January 12, 2011; The Australian, Higher Education Supplement, January 12, 2011; Campus Review, 17 January, 2011
Australia's international education market will continue to haemorrhage for at least another three years, with the Immigration Department forecasting overseas student arrivals dropping to 64,500 by June 2014 compared with 134,700 in March 2010. Australia's Immigration 'Red Book' predicts a decline of 50,000 within a year. It has attributed the projected decline to a new points test, tougher immigration checks, assaults on students, a stronger dollar, quality audits of education providers and a fresh US campaign for Indian students. The Immigration Department said that the previous unsustainable growth in international student numbers had put the country's international education and skilled migration programs at risk. "The risk is that low quality education providers become 'visa factories' selling a migration outcome" rather than Australian qualifications.

Tony Pollock, chief executive of international student recruiter, IDP, said he saw no signs in the market of an eventual halving in commencements. Mr. Pollock predicted a drop of around 20 per cent over the next year and said that recovery was probably at least two years away.

The Gillard government is encouraging universities to refocus on domestic growth but such expansion could be affected by declining revenues from premium-paying international students, despite the government funding more domestic places.

The government funding and removal of caps on domestic places has created issues for some universities such as the University of Victoria which is losing domestic students to other local universities such as the University of Melbourne. The University of Melbourne is expanding its undergraduate offers by 8 per cent and dropping its entry requirements for general science and arts degrees.

Auditors praise Carnegie Mellon

Campus Review, January 17, 2011

Five years after opening its doors in Adelaide, South Australia, Pittsburgh's Carnegie Mellon has just received its first AQUA (Australian Universities Quality Agency) audit and come through with flying colours. Carnegie Mellon was commended on its near-perfect retention and graduation rates and its ability to engage with the community and the application of skills to real-world problems.

The Adelaide campus of Carnegie Mellon offers masters degrees in public policy and IT. It receives strong support from the South Australian government and received millions of dollars in start-up finding from the state and federal governments. The state government has put up an estimated \$23 million for establishment costs, rent and scholarships.

Universities move to end summer breaks

The Australian, Higher Education Supplement, January 12, 2011; The Australian Financial Review, January 10, 2011

A recent survey of the 39 Australian universities by the *Australian Financial Review* found that in an effort to produce more graduates more quickly and add to Australia's degree-qualified workforce, more Australian universities are moving to add a summer semester of study to the traditional structure of two 12-week semesters. The universities in the survey considering a trimester option include the University of New England in Armidale, Macquarie University in Sydney and the University of Technology in Sydney. The current Australian university structure consists of two semesters, run from March until June then from July until November.

Trimesters that include an additional semester of study over the summer, are becoming more attractive as a means of increasing enrollments in an environment of deregulation and increased competition amongst institutions. Several universities including Deakin in Melbourne, Bond University on the Gold Coast, University of Canberra, Charles Darwin and CQUniversity, already offer summer semester courses.

Transparency benefits international education

The Australian, Higher Education Supplement. January 19, 2011

Australia has placed second to Germany on a new index which rates countries on their policies regarding the promotion and engagement of internationalization in higher education. The study conducted by the British Council, ranks 11 countries, including Australia, the US and the UK (it does not include Canada or New Zealand), on how prepared they are to engage internationally.

The study examines various aspects of policy including how open it is, how it promotes its higher education abroad and what are the policies in terms of ease and support of mobility of teaching staff, researchers and students.

Local ownership threatens IDP expansion plans

The Australian, Higher Education Supplement. January 19, 2011

Mitch Leventhal, vice-chancellor for global affairs at State University of New York and former head of North American operations for IDP, has said that the fifty percent ownership of IDP by Australian universities is standing in the way of IDP realizing its full potential as a global recruiter of students. Dr. Leventhal believes that IDP is "the international recruiting company the world's universities need" but that recent pressure to perform for its Australian university owners is pulling IDP away from its current drive to recruit into the US.

IDP Chief executive, Tony Pollock, said that the Australian interests and the plan for global expansion go hand in hand and that without its current foray into the US, IDP would not have been able to keep its Indian offices open or possible to

Foreign students feel safer

The Age, January 11, 2011

The results of a survey conducted by the Australian federal government between late 2009 and mid-2010, show that 86 per cent of international students were satisfied with their safety. This compares to a similar survey conducted in 2006 that indicated that only 75 per cent of respondents were satisfied with their security. This is welcome news to the international education industry, which is currently experiencing a decline in enrolments.

These results are however, lower than those of a recent survey of international students at 162 universities in the UK, Europe, North America, South Africa, Singapore and New Zealand. This survey showed 89 per cent of students were satisfied with their safety, 3 per cent higher than in Australia.

The federal Education Department will conduct another survey in 2012 to monitor the impact of the international student strategy released last October.

New program of safety and security for international students in Melbourne

ABC News Breakfast, 20 January 2011

Andrew McLeod, CEO of the Committee for Melbourne announced the launch of a new program for safety and security for international students in Melbourne. Part of the program involves working with local employers and police to inform and educate international students working in the city about potential problem areas in the city where they should exercise caution. Mr. McLeod said that many large cities have dangerous areas but newly arrived residents are not always knowledgeable of where these areas are.

This new program is one of the measures being taken by the City of Melbourne to counter the recent bad publicity surrounding attacks on international students from India. Other initiatives being taken include the provision of a student welcome desk at the Melbourne airport and offering privileged access to cultural events within the city for international students.

New chairman Paul Greenfield wants review of Go8 Role

The Australian, 19 January 2011

University of Queensland vice-chancellor Paul Greenfield is the new chairman of the Group of Eight (Go8) Secretariat. The chairman role rotates between the vice-chancellors of the eight university members every two years. During his tenure as chairman, Greenfield would like the Group to review more strategic considerations such as distinguishing those things in which it is distinctive versus those areas where it is more strategic to work with other institutions. An example of the latter would be the big challenges such as framing the Tertiary Education Quality and Standards Agency. On the other hand, in its representation to the main university coalition in China known as the C9, the Go8 can negotiate more effectively on its own.

Griffith's new global partners

The Australian, 19 January 2011

Griffith University is now the first Australian member of UCosmic, a system which, Christopher Madden, pro vice-chancellor (international) of the University believes, will aid the university to identify possible partnerships with other institutions in the world and achieve its internationalisation objectives.

Mitch Leventhal, a developer of the program and vice-chancellor for global affairs at the State University of New York says that UComic is a database which shows a clearer picture of international links that universities have. It shows where students are coming from and assists in determining which formal agreements are producing results and which could be allowed to lapse. The software can also be used when planning receptions for visiting delegations. It can, for instance, provide a list of staff with degrees from a Beijing institution in the event of a visiting delegation from a Beijing University. While members of the consortium can be involved in the development of the software, any institution would be able to use the new open source version of UCosmic. The new version will support a search of global linkages by language group.

Army of Helpers get University of Queensland shipshape

The Australian, 19 January 2011

The University of Queensland's main campus in St, Lucia was one of the worst-hit university campuses in Queensland by the recent flooding. Armies of helpers that include Griffith, Southern Cross and Sunshine Coast University staff have pitched in to assist in the campus clean-up.

UQ's Gatton campus located in the Lockyer Valley, one of the worst flood-affected areas, provided refuge for family pets in their school for veterinary sciences.

Queensland University of Technology's Gardens Point campus located in the Brisbane CBD only suffered flooding of lower car parks located near the river.

Griffith University's South bank campus is closed until further notice but managed to avoid extensive flood damage by sandbagging its Conservatorium of Music prior to the flood.

The University of South Queensland located in Toowoomba escaped the lethal flash flood and offered accommodation to staff trapped by the floods.

Central Queensland University in Rockhampton incurred limited damage of \$120,000 but has offered refuge to hundreds of people in relief centres set up at its relief centres on its Rockhampton and Emerald campuses.

New “Study in Australia” website

Austrade, Washington D.C., 20 January 2011

The Australian Government has just announced the launch of its new Study in Australia website specifically for North American students and advisors. The website, <http://www.gostudyinaustralia.org>, provides official, comprehensive and unbiased information on studying in Australia.

Features include:

- Latest information on Australia through live Twitter and Facebook feeds
- Information on [study programs](#), internships and short-term programs
- Downloadable [resources](#) – including study abroad, undergraduate, postgraduate and pre-departure guides
- Ask a Student feature where students can contact Australian alumni about studying in Australia
- [Scholarship and financial aid](#) resources
- Useful links and information on [student visas](#)
- Student videos and photos about studying in Australia
- Resources for alumni and how to [stay connected](#) to Australia

Austrade, Global Education News

January 20, 2011

Canadian Strategies for international students

The Ontario and Quebec provincial governments have announced new schemes aimed at attracting talented international PhD students. The two approaches are quite different but both are aimed at increasing international student enrolments.

US Universities giving up on Japan

Universities from the USA are increasingly giving up on the Japanese market as enrolments from the latter continue to plunge. Undergraduate programs at USA universities have been particularly hard hit as prospective Japanese students look to Canada and other countries.

UPCOMING EDUCATION EVENTS IN AUSTRALIA

4th Annual Higher Education Congress

7 – 9 March, 2011 | Sydney Convention Centre

The Annual Higher Education Congress brings together over 250 key decision makers to debate the industry's most pressing issues affecting higher education in Australia.

Contact: +61 2 8908 8555

www.acevents.com.au/higheredu2011/

Universities Australia Higher Education Conference

2-4 March, 2011 | Hotel Realm, Canberra ACT

The conference provides a forum for the sector to discuss the policy agenda for higher education in Australia and internationally, and focus on important issues for higher education in the national interest. (Universities Australia is the Australian equivalent of the AUCC.)

Contact: +61 2 6285 8100. (If you wish to be informed when registrations for the 2011 Higher Education Conference are open, please contact Arminia Sorbara.)

www.universitiesaustralia.edu.au/page/318/about-us/annual-conference/

2011 Australian Exchange Fair Circuit

28 March – 12 April, 2011 | Various Australian universities

Now in its seventh year, the circuit is a collaboration between universities in Australia as an initiative to get more Australian students studying overseas. It provides an opportunity for partner institutions from around the world to visit their Australian partners to try and attract more Australian exchange students. It has proved popular with foreign institutions that now plan to visit either different sections of the circuit every year or to do the whole circuit in alternate years.

Contact: Canadian institutions should contact their Australian exchange partner

www.ieaa.org.au/exchangefairs

The 9th Annual Higher Education Summit

27 – 29 April, 2011 | Sofitel, Brisbane

The 9th annual Higher Education Summit will be a three-day event, featuring specifically tailored streams across a wide range of topics. Streams include:

- Domestic Students
- International Students
- Regional Development
- Student Experience

Contact: +61 2 9080 4307, registration@informa.com.au

www.highereducationsummit.com.au/

The AGE VCE and Careers Expo

6 – 8 May, 2011 | Caulfield Racecourse, Melbourne VIC

An education event for Years 10, 11 and 12 students, their parents and teachers. The AGE VCE and Careers Expo is Australia's longest running and most successful education and careers event. In 2010, it attracted over 30,000 visitors and 175 exhibitors. The expo Visitor Guide will be published in the AGE newspaper the week before the expo.

Contact: +61 3 9596 8881, team@resourcesforcourses.com.au
www.resourcesforcourses.com.au/

The Sydney Morning Herald HSC and Careers Expo 2011

3 – 5 June, 2011 | Royal hall of industries, Moore Park, Sydney NSW

An education event for Years 10, 11 and 12 students, their parents and teachers. The Sydney Morning Herald HSC and Careers Expo held in June 2010 was a great success with nearly 16,000 visitors and 128 exhibitors. It is the most successful education and careers event in New South Wales. The expo Visitor Guide will be published in the Sydney Morning Herald newspaper the week before the expo.

Contact: +61 3 9596 8881, team@resourcesforcourses.com.au
www.resourcesforcourses.com.au/

2011 Australian Council for Private Education and Training Conference

25 – 26 August, 2011 | Brisbane, Queensland

ACPET is the national industry association for independent providers of post-compulsory education and training, including higher education, English language and vocational studies for Australian and international students.

Contact: +61 3 9412 5900, acpet@acpet.edu.au;
www.acpet.edu.au

English Australia Conference 2011

22- 24 September, 2011 | Hotel Hilton, Adelaide, South Australia

This national ELICOS industry event, now in its 23rd year, is of relevance to anyone involved in or providing services related to the delivery of English language programs to international learners. The English Australia Conference provides professional development opportunities for teachers, managers, marketing staff, student services staff, registration staff, teacher trainers, administrators, accommodation providers, government stakeholders, promotional bodies, etc.

Contact: +61 2 9264 4700, easec@englishaustralia.com.au
www.englishaustralia.com.au/

2011 New Zealand International Education Conference

August 2011 | Sky City Convention Centre, Auckland, New Zealand

More details of the 20th Annual International Education Conference will be available early 2011.

Contact: conference@educationnz.org.nz
www.educationnz.org.nz

25th Australian International Education Conference (AIEC)

11 – 14 October, 2011 | Adelaide Convention Centre, Adelaide

The AIEC is the premier international education conference in the southern hemisphere each year. Last year the conference attracted more than 1,200 Australian and international delegates working in higher, secondary, English language and vocational education, government and non-government agencies, the corporate sector and multilateral funding agencies. This is an excellent opportunity to network and gain invaluable knowledge about the international education sector. This year's event promises to be big as it will be the AIEC's 25th anniversary.

Contact: +61 3 9925 4579, admin@ieaa.org.au

www.aiec.idp.com/

NOTE: *The Canadian High Commission would be pleased to assist any Canadian organization or government staff planning to attend events in Australia or New Zealand. In addition, we can assist in developing a program to meet with Australian or New Zealand educational institutions, peak bodies and / or governments.*

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December 15, 2010**