



ACEN Q

Queensland's
International
Education and
Training Strategy -
what does it hold for
employability,
community
engagement and
WILL



Queensland
AUSTRALIA
endless opportunities

TIQ Trade &
Investment
Queensland
AUSTRALIA



International Education and Training Strategy to Advance Queensland 2016-2026

Strategic imperatives

Initiatives

ENABLING INITIATIVES 	1. IET Partnership Fund	2. IET Partnership Plan	3. IET Summit	
PROMOTING QUEENSLAND INTERNATIONALLY 	4. Showcasing Queensland to the world	5. Communicating with the world	6. Major events sponsorship, participation and	7. Bringing the world to Queensland
	8. Ministerial education, training and research missions	9. Taking Queensland students to the world	10. Maximising global partnerships and delivery options	
	11. Facilitating business for Queensland	12. Queensland as a high-quality research destination	13. Embracing disruption to support growth	
ENHANCING THE STUDENT EXPERIENCE 	14. Improving pre-departure awareness	15. Affordable and quality accommodation	16. Transport connectivity and accessibility	17. Enhancing employability
	18. State-wide student hubs	19. Alumni engagement	20. Harnessing the student voice	21. Monitor quality issues
	22. Student Innovation Challenge			
STRENGTHENING OUR REGIONS 	23. Regional international education clusters	24. Local Government partnerships	25. IET and tourism collaboration	
	26. Regional best practice network	27. Supporting an internationalised schools sector across Queensland		
CONNECTING THE INDUSTRY 	28. International Education and Training Unit	29. International Education And Training Advisory Group	30. Ministerial Champion	31. Queensland IET Excellence Awards
	32. Connecting with the national agenda	33. Engage on sectoral issues	34. Community engagement	35. Sector capacity building and leadership development
	36. Improving data and research			

Queensland's enabling initiatives

1 International Education and Training Partnership Fund

The IET Partnership Fund will provide financial support for collaborative initiatives that assist in positioning Queensland as a leader in international education.

An annual fund of \$1.2 million will be available to consortia to deliver initiatives relating to the four strategic imperatives of the Strategy and will encourage matching funds to leverage greater investment in international education and training.

2 International Education and Training Partnership Plan

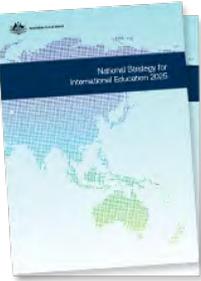
The IET Partnership Plan will build on advice from the sector to inform IETU's annual program of marketing and promotion. This plan will span sectors and regions with the aim to align collective marketing and promotional efforts. The Partnership Plan will be developed in concert with the sector and will include information about digital campaigns, trade fairs and events, cooperative marketing activities, alumni events, ministerial trade events and inbound familiarisation visits.

3 International Education and Training Summit

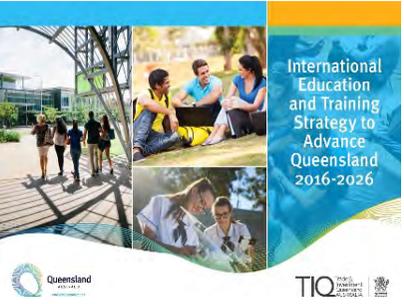
The IET Summit will bring together the industry and supporting partners to plan for future activities, reflect on strategy implementation and tackle emerging issues.

The event will enable all sectors, regions and supporting service providers to coordinate, collaborate and engage with government. The event will be held in key locations across Queensland on an annual basis.

3 tiers of government – challenge and opportunity



+



+



Australian Govt

+

State Govt

+

Local Govt

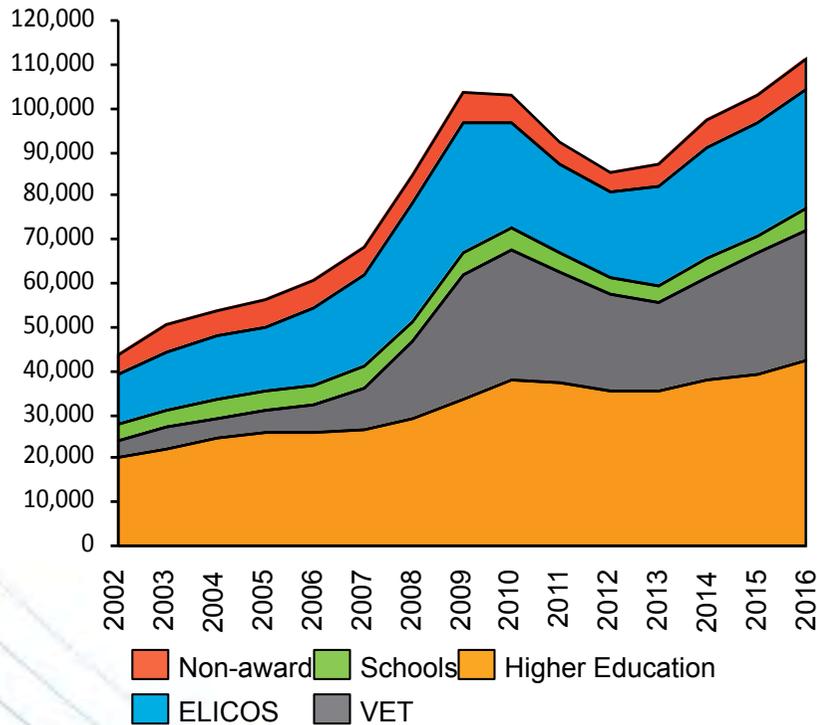
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Focus on international education

More students than ever before

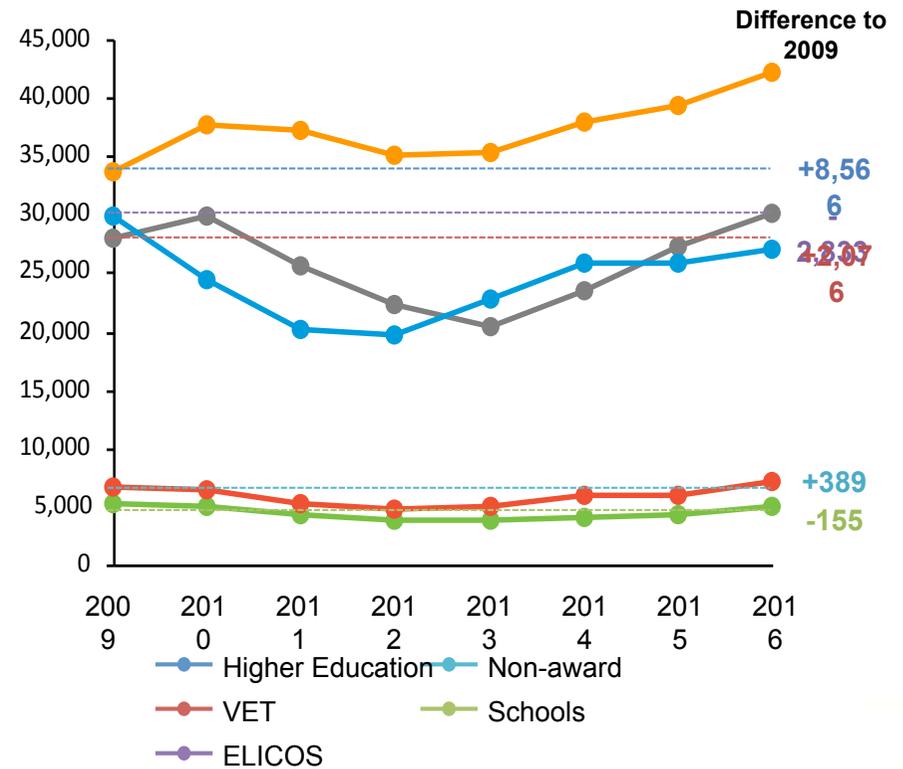
Commencements returned to 2009 peaks

Overseas students enrolments by sector, Queensland, 2002 - 2016



Recovery has been strongest in HE

Overseas students enrolments by sector, Queensland, 2002 - 2016



Note: 2016 data has been forecast based on information on for Q1-3 and Q4 as share of overall for previous three years.
 Note that economic contribution may differ based on sub-sector as the value of the student to the Queensland economy differs.
 Source: Austrade (AEI) (2016) 'International Education Student Data'

Policy Context

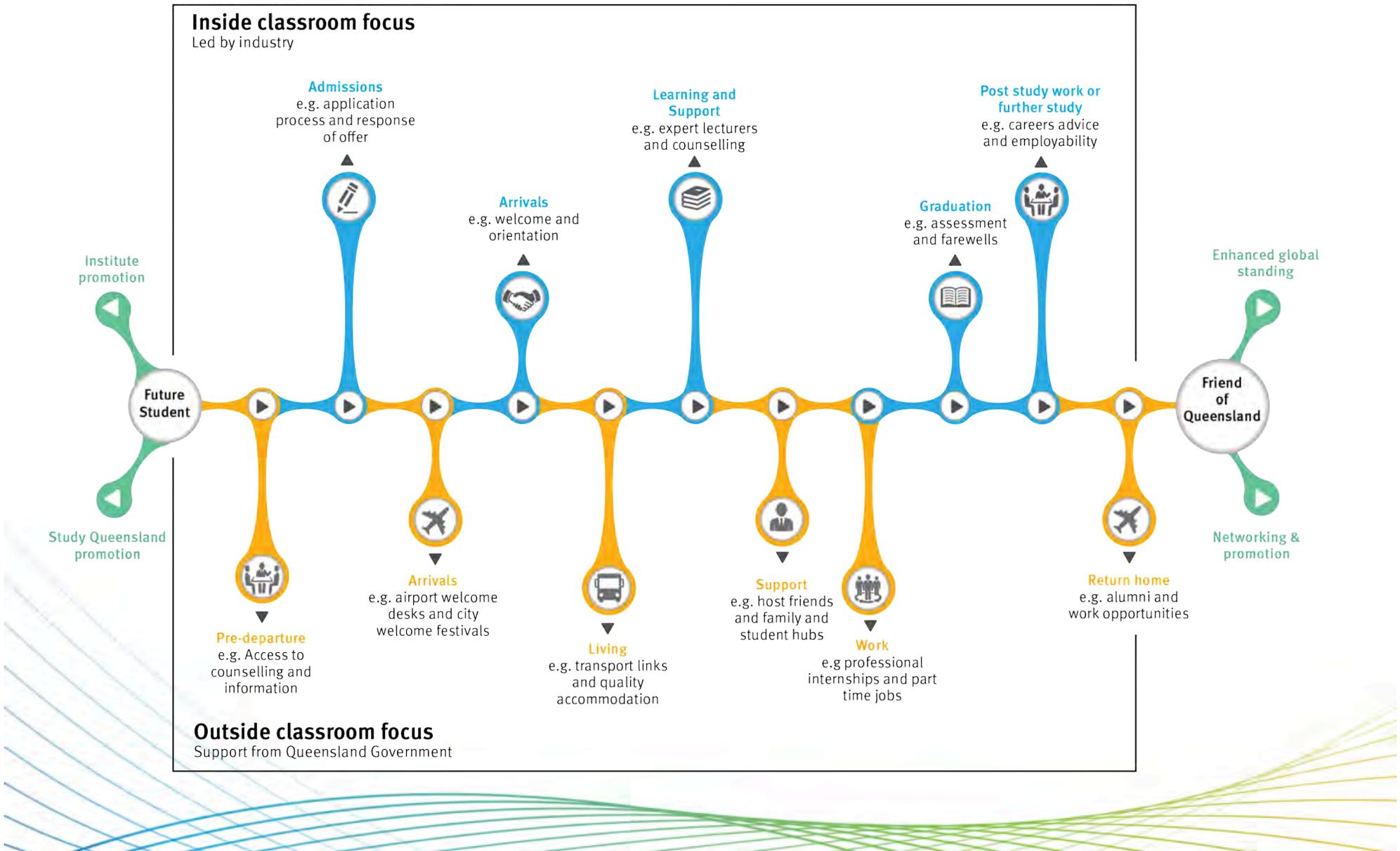


Australian Government
Productivity Commission

NOJA POWER®

- **Impact of international students on Australian job market finally revealed (SBS 27 March 2017)**
- While it's likely that some foreign students are “substituting” for young Australians in these jobs, Mr Sherrell said it was a complicated field of study and it's too soon to call for reform.
- The Productivity Commission reported last year that a “lack of fundamental data on employment patterns” of students was making it difficult to assess whether working rights should be limited, but it was likely that students were making an impact.
- "Given the number of students and graduates involved and their geographic and demographic concentration, these effects are likely to significant," it stated.
- “I came to Australia to study in an English-speaking environment,” she said.
- "Working is part of an important aspect of my life here, and by working in Australia I can actually mingle in society and get better practice with my English."

Student Experience- inside & outside the classroom



$$E = (Q + S + WE) \times C$$

Source: Paul Redmond University of Leeds

E = employability

Q = qualifications

S = skills

WE = work experience

C = contacts



17. Enhancing Employability

- Create an online platform as a central repository of available internships, Work Integrated Learning (WIL) and work experience programs. The platform may also promote skills and workshops for students, information for business and ways for the community to engage.
- Expand the pilot with the Australia China Business Council and work with other bilateral business councils to roll out the Export Partnership Program, which offers internships with Queensland exporters.
- Volunteering experiences through 115 accredited Visitor Information Centres (VICs).
- Support campaigns, through institutions and student hubs, to ensure that students have information regarding their work rights in Queensland.

Measures of Success

- Participation in programs from students and employers
- Usage of platform from key groups (students, institutions, business)

Key Dates 2017

- **July** – Report on ACBC Internship Pilot due
- **May** – Confirm VIC partnerships and process for internships
- **July** – Commence design of digital internships platform
- **August** – Call for EOIs from other bilateral councils
- **2018-** full program delivery and ongoing evaluation





18. State-wide student hubs

- Create a network of state-wide student hubs and referral centres.
- Hubs will provide a range of services depending on the local need and will offer at a base level – referral to service providers, deliver social and cultural activities to support integration and promote further study options in Queensland.
- A Brisbane Student Hub pilot is currently underway in partnership with Study Brisbane, Study Queensland, the State Library and MDA.
- Queensland's Visitor Information Centre (VIC) network partnership to deliver enhanced student services and engagement, including accredited VICs offering referral to the 1800 QSTUDY hotline for students and localised initiatives depending on the region.

Measures of Success

- Student engagement with hubs
- Client engagement and satisfaction
- Value for money service delivery

Key Dates 2017

- **March** – Hubs announced in Brisbane, Gold Coast and Cairns
- **March**– VIC partnership agreement
- **July**– proactive promotion of 1800 QSTUDY



36. Improving data and research

- Commitment to influence the development of improved data collection and priority research to improve performance of the international education and training sector.
- We will work with the Australian Government to improve data collection and research.
- Prepare a **research agenda**, renewed annually, in partnership with the sector to encourage new research.
- Gaps – study tours, offshore delivery, access to work integrated learning, regional statistics

Measures of Success

- Improved data metrics
- Improved access

Key Dates

- **April** – Innovator in Residence Opens
- **4 July** – Mid Winter Researchers Seminar and release of Research Agenda
- **Ongoing** – research projects

$$E = (AO + CO + IO) \times C$$

E = employability

AO = alumni office

CO = careers office

IO = international office

C = collaboration



9. Taking Queensland students to the world

- Promote the value of two-way international education and work with providers to encourage more Queensland students to engage in international education.
- Work with providers and the Australian Government in promoting the value of an international education experience during studies to grow the number of Queensland students participating in student mobility activities and in national programs such as the New Colombo Plan and Endeavour Awards.
- Leveraging DET's Global Schools initiatives.
- Support for return events for students who have an international experience and or activities that grow student mobility.

Measures of success

of Queensland students undertaking an international experience

Key Dates

- **Ongoing** – engagement with the sector, partners and funding agencies
- **April 17** – Exchange Fair
- **July 17** – Release of baseline report on Queensland's outbound student mobility





19. Alumni Engagement

- **Why:** they are ultimately our brand, ambassadors and advocates for Queensland
- **What:** 'Friends of Queensland' events aligned with key trade missions and other activities will acknowledge alumni as brand ambassadors.
- Work with providers to support alumni-led mentoring programs for students
- Ensure that Queensland alumni (inbound and outbound) are included in the Australian Government Global Alumni Strategy.
- Alumni excellence will be recognised through the annual Queensland IET Excellence Awards.

Measures of Success

- Engaged alumni willing to refer and recommend Queensland
- Active supporters of employability initiatives

Key Questions

- How can we better integrate alumni with careers advice?
- What is the role of the state vs institution vs Australian Government?
- What is best practice in this space?



34. Community Engagement

- Embed international student 'welcome' and ongoing community engagement into other community programs.
- Engage with Multicultural Affairs Queensland, not for profits and directly with the community to ensure that international students are included in community welcome events and activities.
- A 'Welcome to Queensland' campaign, both digital and face to face, will be developed in partnership with stakeholders.
- Further initiatives may be funded through the IET Partnership Fund.

Measures of Success

- Campaign metrics
- Others to be confirmed

Key Dates

- **Jan/Feb 17** – Design welcome campaign
- **Mar- April 17** – Deliver welcome campaign
- *Other activities to be identified*



$$2+2 = 5$$

Whole is greater than the sum of its parts



International Education and Training Partnership Fund

- Launched 21 Jan- closed 27 Feb 2017
- More than 1500 downloads of the EoI
- \$1.2 million per annum - future years two rounds of \$600,000 each.
- Consortia bids and matching funding requirement (50:50)
- 15 fast track projects announced
- Projects must align and deliver outcomes related to the four strategic imperatives and selected initiatives
- Some projects identified as business as usual

Measures of Success

- Number of applications **42**
- Matching funds generated **\$1.8 M including in-kind**
- Project outcomes - **watch this space**

Key Dates 2017

- 28 March - Stage 1 Fast track projects announced
- April- Stage 2 projects and business as usual projects
- 30 June – Round 2 opens
- June-July- Regional Roadshow
- Sept – 2017-2018 projects

Areas for innovation 2017-2018

Affordable and quality accommodation

Student Hubs

Branding– a framework for state and city brands

Enhancing employability

Alumni engagement

Community Engagement

2017 Road Map

February
to March

20 Feb – Best Semester Abroad Graduation

27 Feb – Partnership Fund Pilot Round closes

20-24 March – Queensland at Asia Pacific Association of International Education

24-31 March – Inbound Familiarisation visit

28 March – IET Summit

April - IET Partnership Fund projects announced

April – June International Partnership Plan

April 5-7 – ANZA Cairns

May – Chengdu Cup and Queensland promotion

May – Singapore Business Development Manager commences

June 30 – IET Partnership Fund Opens

July – Partnership Fund Regional Roadshow

4 July – IEAA Mid Winter Researchers Seminar, Innovator in Residence, Research Agenda

August - Launch of the IET Excellence Awards

24-31 August – VET inbound famil

September – International Students Meet Parliament

November – IET Excellence Awards

December- IET Year in Review Report

October
to Dec

July
to Sept

April
to June

Tracking our success: International Education and Training Strategy to Advance Queensland 2016-2016

Vision

A strong and sustainable international education and training (IET) industry that facilitates global engagement, produces lifelong ambassadors for Queensland, and becomes a key catalyst for growing Queensland's knowledge economy.

Goals

Harness Queensland's comparative advantages to reposition Queensland as a leading destination for international education and training in the Asia-Pacific region – aspiring to contribute to Australia's overall standing and 20 per cent of the national market share by 2026.

- Marketshare
 - 16.2% of national total
- Regional enrolments
 - 30%
- Student Experience
 - 90% satisfaction
- Client Satisfaction
 - In progress

Connect. Be connected.

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