



# **Expert Members of the Council for International Education Implementation Plan 2018**

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## Part 1: Introduction

2017 has seen continued strong growth in international education, with ABS data indicating it added \$28 billion to the Australian economy in 2016-2017. Onshore student numbers grew and providers had continuing success in off-shore delivery.

Expert Members consulted with the sector to recommend a number of key projects funded through the inaugural Enabling Growth and Innovation Fund. These projects will provide much needed data on student accommodation, research and data gaps, student engagement and will provide support to key sector organisations such as the Council for International Students Australia.

In 2018, Expert Members move to the next stage of implementation, shifting focus towards those activities most likely to engage, galvanise and add value to the sector in realising the objectives of the National Strategy for International Education.

This Implementation Plan articulates the areas of strategic focus for Expert Members and sets out clear key deliverables.

In order to ensure the Implementation Plan remains current, it will be reviewed at each meeting of the Expert Members.

In their September 2017 workshop, Expert Members agreed to five areas of strategic activity. Due to the volume of work associated with strategic activities, it was agreed consideration of the fifth activity, being *Examining the role, function, training and regulation of agents*, would be delayed until 2019.

## Part 2: Strategic Focus for 2018

The below tables provide some of the actions and activities that Expert Members and/or their Working Groups will consider in 2018.

### a. Providing the best possible student experience, including developing employability skills and regional engagement

Ensuring strong student support	
A1	Consolidating views on strategies that the sector can implement to help reduce workplace exploitation of international students and to increase students' recourse to equity if they have experienced exploitation.
A2	Determining ways to facilitate consistent and accurate pre-departure information for students.
A3	Progressing the recommendations from the 2016-17 EGI project on student accommodation to improve international students' experiences with finding accommodation and living in Australia.
A4	Developing advice on how the sector can enhance the study experience for international students, including through student governance on campus and in engagement with domestic students.
A5	Developing advice on sector strategies to capitalise on work integrated learning and strengthen employability outcomes for international students, and ensuring more comprehensive, proactive careers advice.

### b. Developing a nationally consistent approach to marketing and branding of international education

Achieving marketing and brand consistency	
B1	Developing a roadmap for the national brand
B2	Destination marketing – maximising coordination
B3	National processes for incident response and management from a reputation and brand perspective
B4	Reviewing competitor practice in target sectors or markets to identify opportunities and better practice at both a provider and government level
B5	A better articulation of the Council's role around two of Austrade EGI funded projects: <ul style="list-style-type: none"> <li>responding to the outcomes of the 2016-17 EGI project to develop a strategic messaging framework and development of a sector engagement plan to facilitate use and maximise impact</li> <li>responding to the outcomes of the 2016-17 EGI project to develop a market action plan – ensuring sector engagement in implementation and longer term, assisting with evaluation of effectiveness</li> </ul>
B6	Providing advice on how data can better be utilised for marketing and promotion purposes

### c. Enhancing international cooperation through in-country projects, research collaboration, two-way mobility and transnational education

Planning for the transformation of international education	
C1	Undertaking and commissioning research on market dynamics and industry needs (including onshore and offshore, across sectors, new markets, online)
C2	Surveying the 10 largest companies about global skills and learning needs to improve delivery to international students
C3	Developing advice on how the sector can capitalise on current and future opportunities, innovation and alternative delivery
C4	Investigating the capacity of the schools sector to meet demand. The research would draw on existing data, and inform a supply side strategy for school.
C5	Providing advice to the sector and government on how to leverage emerging markets, for example Latin America

## Planning for the transformation of international education

C6	Providing advice on how data can better utilised to assist the sector to plan for new and innovative forms of education delivery.
C7	Providing advice to Minister Birmingham on emerging cooperative opportunities with China, to inform a potential visit in 2018

### d. Communicating the benefits of international education to the Australian community

#### Development of a community awareness policy including development of a regional engagement strategy

D1	Developing advice on how Government and the sector can work together to attract more international students to regional communities and promote the excellence and the advantages of education, training and research in regional Australia. For example, developing initiatives that can address common misconceptions about regional Australia, and demonstrate the value of the student experience in regional Australia
D2	Providing advice on best practice in study tours for years 9-12 students
D3	Providing advice on how data can better utilised to build community and regional engagement
D4	Developing an outreach strategy for EMs and Government to engage with industry and employers in sharing information on the benefits international education brings to Australian businesses, communities and the economy, particularly in regional areas, and through case studies with international students.
D5	Establishing a social media and online presence for the Council to better disseminate the work of the Council to the sector.

### e. Enabling functions

E1	Evaluating the actions of <i>Enabling Growth and Innovation</i> grants in achieving the objectives of the program.
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#### Key

	Proposed high priority activities
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### Part 3: Expert Member Meeting Schedule and Deliverables

The Secretariat maintains a forward schedule of Council and Working Group meetings. This schedule is updated regularly and published on govdex. Agenda items will be drawn from the activities and priorities outlined in *Part 2 - Strategic Focus for 2018*.

In general, Expert Members will meet face-to-face on a quarterly basis. The Full Council will meet once a year. Expert Members will also work on activities and priorities (as outlined in *Part 2 - Strategic Focus for 2018*) between face-to-face meetings to ensure the extensive and vital work program is delivered.

#### 3.1 Standing agenda items

Item	Decision Points
Minutes of previous meeting	Endorse minutes
Report from Convener	n/a
Report back from Working Group (by Chairs)	TBC
Report back from Expert Members on Action Items from previous meeting	TBC
Update on 2-3 key EGI projects	n/a
Review of Implementation Plan	Agree any updates to the Implementation Plan
Next steps	Agree Action Items

#### 3.2 Schedule

Meeting	Discussion Items	Decision points
1 December 2017	Implementation plan	Endorse the 2018 implementation plan
	Report to the Prime Minister	Endorse the report to the Prime Minister
	Minister Birmingham's trip to China	Agree to provide advice out of session
	Latin America	Agree a handling strategy for responding to the COALAR Chair
	Community awareness	Consider an update from IEAA on developments and next steps
9 February 2018	Enabling Growth and Innovation (EGI) Fund, including <ul style="list-style-type: none"> <li>• Strategic discussion of the program</li> <li>• Priorities for 2018/19</li> <li>• Report back on two key projects               <ul style="list-style-type: none"> <li>○ KPMG project on student accommodation</li> <li>○ Austrade (Deloitte) project on digital engagement.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Agree priorities for funding in the 2018/19 financial year</li> <li>• Agree 2-3 current projects to be discussed at next meeting</li> </ul>
	<i>Communicating the benefits of international education to the Australian community – Engagement with the sector</i>	Agree to develop an engagement strategy for the Council, including greater social media and online presence
	<i>Enhancing international cooperation through in-country projects, research collaboration, two-way mobility and transnational education – Mobility</i>	Agree to provide advice out of session how the Australian Government can maximise the value of the Endeavour program, including: <ul style="list-style-type: none"> <li>• Better promotion of the program to maximise returns for government</li> <li>• Clearer alignment with the <i>National Strategy for International Education 2025</i>, and</li> <li>• Enhancing the current delivery model</li> </ul>
22 June 2018	Establish new working groups	Agree priorities of new working groups Agree Chairs of new working groups

		Provide suggestions for membership out of session
	Evaluate progress to date, set forward direction	Agree themes for 2018 report to the Prime Minister and 2019 implementation plan
	<i>Enhancing international cooperation through in-country projects, research collaboration, two-way mobility and transnational education - Topic tbc pending discussion of priorities</i>	
	<i>Communicating the benefits of international education to the Australian community – Topic tbc pending discussion of priorities</i>	
28 September 2018 (Facilitated workshop)	Set forward direction	Agree work for inclusion in 2019 implementation plan
7 December 2018	Implementation plan for 2019	Endorse implementation plan
	Report to the Prime Minister	Endorse report to the Prime Minister
	Establish new working groups	Agree priorities of new working groups Agree Chairs of new working groups Provide suggestions for membership out of session
	<i>Enhancing international cooperation through in-country projects, research collaboration, two-way mobility and transnational education - Topic tbc pending discussion of priorities</i>	
	<i>Communicating the benefits of international education to the Australian community – Topic tbc pending discussion of priorities</i>	
Full Council Meeting (Timing TBC)		

## **Part 4: Delivering on the 2018 priorities**

This implementation plan sets out priority areas of focus of the Council for International Education and its associated Working Groups. These will be progressively considered by the Expert Members in 2018, and informed by outcomes of projected under the Enabling Growth and Innovation initiative.