

Organisation: Navitas English

Question 1. How can government, institutions and communities better promote the valuable and unique experience of studying and living in regional Australia?

The Commonwealth Department of Education and Training invites views from interested parties on the following issues to help inform government efforts to encourage international students to have a study experience outside the current geographic areas of concentration.

Question 2. What are the barriers to regional destinations and their education institutions hosting more international students?

Government bodies off shore could allocate resources in printed media and local campaigns. Eg, Australia Unlimited campaign that was restricted to just a few countries, the material was there, videos and images could have been extended to other countries at a low cost.

Agents and students are not familiar with NT. Government, institutions and communities could develop marketing materials, brochures and guidelines to improve student's awareness regarding all the benefits of studying in Regional areas.

Government bodies constantly seek support from local agents to collaborate and launch campaigns. For example, Tasmanian government works with their local schools closely to promote Tasmania. They do joint workshops in Taiwan and visit all the agents together. Same as Trade Investment Queensland (TIQ). Austrade in association with LAE (Local agent) in Latin America and Go Study Australia in Europe.

Question 3. How can metropolitan and regional education institutions work together to create regional study opportunities for international students in ways that benefit the students, the regional communities and the institutional partners?

Location packages but making sure regional areas are visited first partnership, student exchange, credit point acquittal Share knowledge, workshop & seminars about regional areas, better marketing materials to promote these areas.

Question 4. What are the best ways to communicate the benefits of spending time in regional Australia to prospective international students and their parents?

Generating a more tailored message responding to the needs of every single market. The Japanese will look for quality, LATAM for fun and work and Europe for experience and adventure.

Approaching each nationality in different ways focusing on key selling points for each market. LATAM students are often looking for regional areas either for migration purposes or for a more relaxed and peaceful lifestyle. It should be conducted based on different needs. So far, Chinese students who go to or are now studying in regional Australia the reason is mainly for work opportunities.

Promoting more interesting and modern places as an example, rather than crocodiles and Aboriginal culture would be a good start. Nice resort area, natural beauty etc. may attract the Asian market.

Question 5. Given the strong interplay between tourism and education, particularly in regional settings, how can government, institutions and the community capitalise on the relationship, map its value and promote regional strengths?

Combining funds into offshore national campaigns instead of each organisation doing individual actions would be beneficial to do a joint campaign from the budget perspective also increasing enrolments from onshore (NSW & VIC) looking for a more affordable place to live.

Question 6. What role could fee structures and scholarships, education agent promotions, and changes to government policy settings play to encourage more students to study in regional Australia (e.g. migration incentives)?

Migration incentives are always a huge factor for students when considering regional areas for study purposes. However, exploring employability, work experience factors, cultural diversity should be a priority.

Question 7. Is there a need for greater insights into the motivations and the experience of international students in regional areas relative to metropolitan areas, using instruments such as the International Student Barometer and/or other targeted research?

There is a need to target the core reasons why students choose regional Australia, bearing in mind their cultural differences and backgrounds

Question 8. Any other comments?

No at this stage