



Meeting of Expert Members of the Council for International Education 22 June 2018

The Expert Members of the Council for International Education met in Canberra on 22 June 2018, with the meeting convened by the Hon Phil Honeywood.

Expert Members acknowledged the invaluable contribution of Ms Sue Freeman, Managing Director of First Impressions Group, who has stepped down from her position on the Council. Expert Members noted Ms Freeman's leadership in driving the *National Strategy for International Education 2025*, and her contributions to the International Skills Training Courses Program, have been instrumental in building stronger international education and training relationships for Australia.

Mr Brett Blacker, Chair of the Latin America Working Group, briefed Expert Members on the skills needs and opportunities for Australian education and training providers in this important emerging market. Expert Members and key stakeholders will explore these needs and opportunities, and the roles of the sector and government in overcoming identified barriers to engagement with Latin America through workshops across capital cities in the coming weeks.

Professor Kent Anderson, Chair of the Marketing and Collaboration Working Group, presented a *Framework for prioritising markets for collaborative international education marketing* (the Prioritisation Framework), with the general approach being endorsed by the Expert Members. Expert Members discussed the importance of coordinating efforts across Australian marketing bodies, noting that this will increase Australia's profile, improve stakeholder engagement and build industry capacity. The Prioritisation Framework will be refined to take on board Expert Member feedback and will be one of many tools considered by the sector and government in identifying joint marketing opportunities. Expert Members noted the importance of the development of the Nation Brand. Expert Members agreed that consultation across government, industry and community groups will ensure the Nation Brand is evidence-based, with clear objectives and measures of success.

Mr David Riordan, Chair of the Student Service Delivery Working Group, reported to Expert Members outlining recommendations for action to ensure Australia continues to deliver the best possible international student experience. Expert Members acknowledged work rights for international students must always be a part of Australia's visa settings, and noted the important role of employers and education institutions in the provision of information and support to international students to assist in reducing workplace exploitation. Expert Members agreed to consider the recommendations by the Working Group in more detail.

Expert Members discussed the composition and breadth of Australia's international education and training sector and its sustainability in the future. Expert Members agreed to advise where government can continue to play an enabling role, including through further delivery of data and research, to assist the sector in ensuring sustainability.

Expert Members provided views on a draft International Engagement Strategy for Vocational Education and Training 2025 which aims to promote Australia's competitive advantage in the delivery of skills and training internationally. The International VET Strategy operationalises the goals of the *National Strategy for International Education 2025* for VET by focusing on specific actions that leverage the strengths of the Australian VET system to help generate opportunities for Australian VET stakeholders to engage in skills development globally. Expert Members noted both the strengths and limitations of the draft Strategy, and noted further consultation across the sector, industry and government on the Strategy will be undertaken over the coming months.

Expert Members acknowledged progress in actioning the 2018 Implementation Plan, highlighting key progress undertaken by the Working Groups and projects being undertaken through the Enabling Growth and Innovation Program.

Expert Members will next meet on 20 July 2018 to discuss the 2017-18 Progress Report to the Prime Minister, and to set key priorities for 2019.