



AUSTRADE SOUTH ASIA
Challenging the Challenges:
India Brand Recognition



Australian Government

Australian Trade and Investment Commission

WHO WE ARE

We use our badge of government to connect Australian business to the world and the world to Australian business.



We are **1,100 people** working in over **80 offices** around the world.



Our diversity is our competitive advantage. It enables us to deliver for our clients.



We're tenacious and creative, our **entrepreneurial spirit** is our hallmark.



We value **collaboration, generosity of spirit, transparency and innovation.**

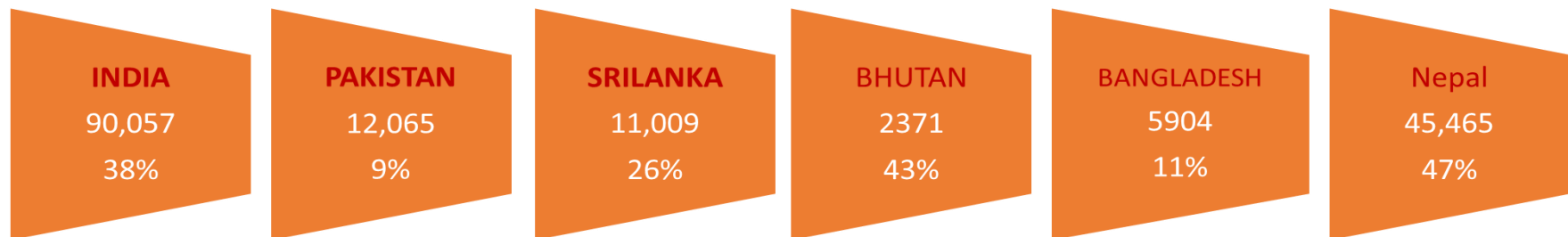
- Australia – India Education relationship
- Challenges for Australian education brand
- Building Australian education brand in India
- Austrade's focus FY2019-20

Unprecedented level of engagement

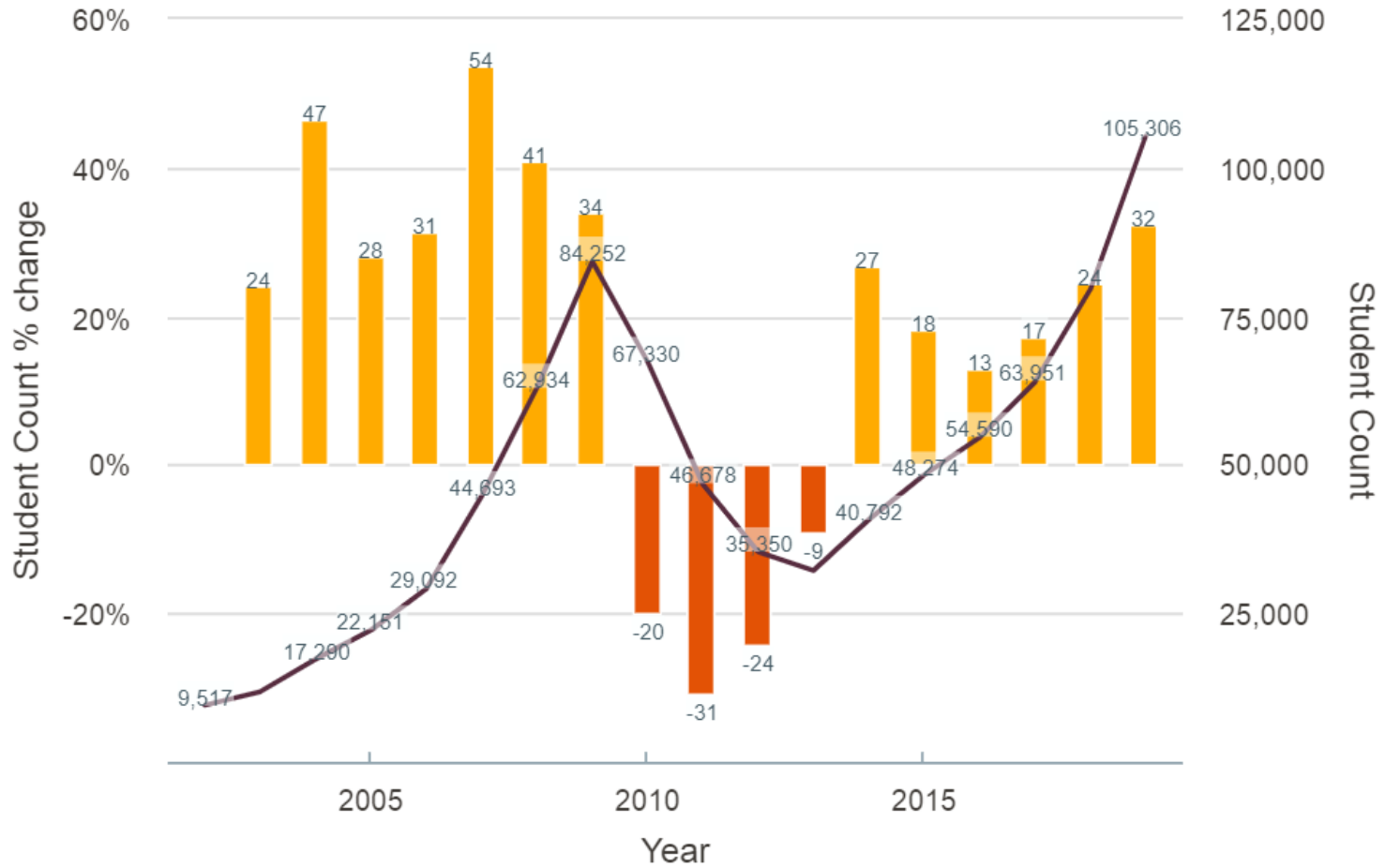
- Australia in market:
 - Institutions are more active
 - The type of activity has changed – partnerships, emersions
 - 372,000 Tourist visas granted
 - More High profile engagements ministerial visits, VCs, PVCs



YEAR on YEAR International students(headcount) and % change -2018/2019



Indian students (headcount)

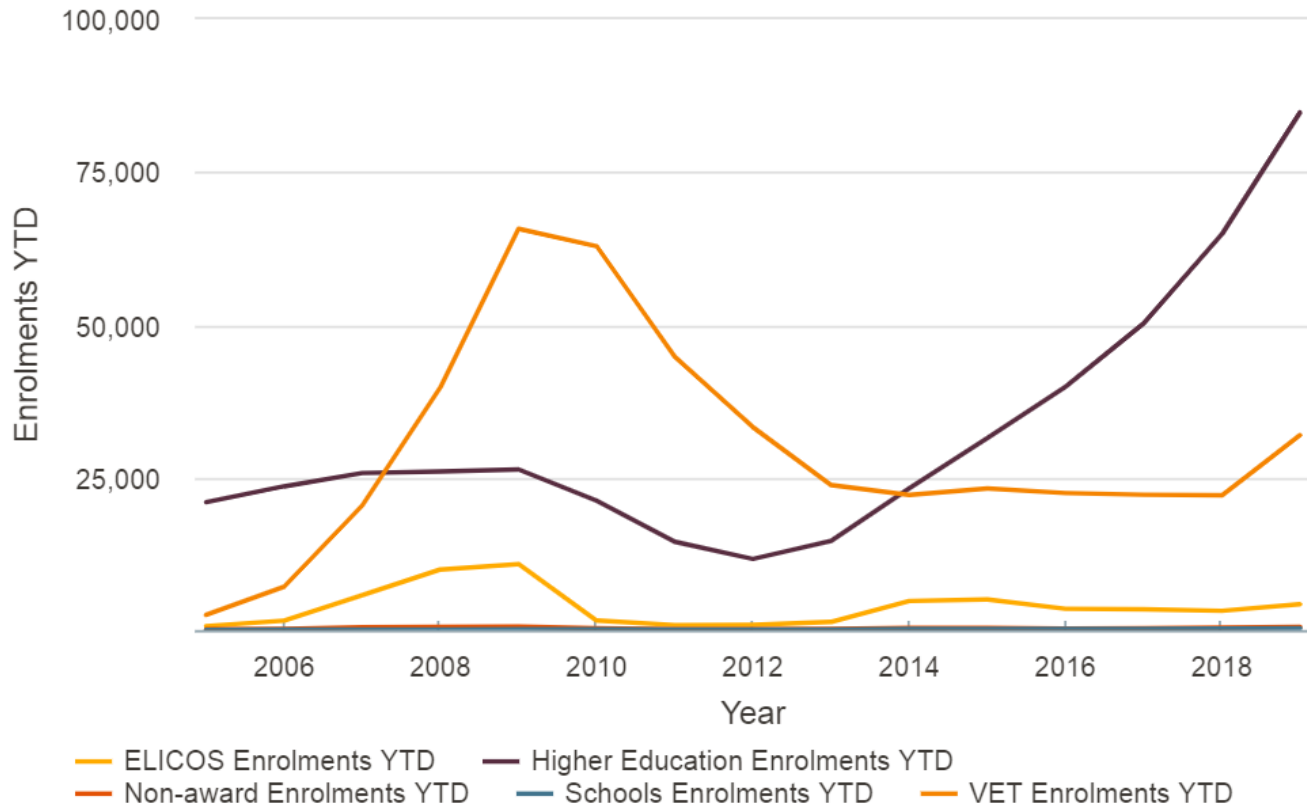


Source: Department of Education and Training
 Filtered by: Nationality India



Student data – line graph

Indian student enrolment trends



Source: Department of Education and Training
Filtered by: Nationality India and State All

Matching Perception in India with Australia's reality

Global Strategic Messages Project

- **Quality (Prestige)**
- **Employability**
- **Student experience**

- Diversity
- Environment
- Visionary



Quality

How Australia is a leading provider of high quality education.



Student Experience

How Australia provides a richly rewarding experience for students.

Employability

How Australia helps students develop, professionally and personally, to achieve career success.

Tourism Australia

CONSUMER CHALLENGES

FASHIONABILITY

Limited knowledge of Australia's offering outside of iconic experiences leads to feeling we've seen and heard it all before.

LOW URGENCY

Australia is perceived as a once-in-a-lifetime destination which can be put off for another day because of rational factors such as time, distance and cost.

COMPLEXITY

A cluttered marketing environment and low familiarity of Australia's geography and experience offering leads to feeling overwhelmed. Travellers are visiting up to 20 sites before booking.

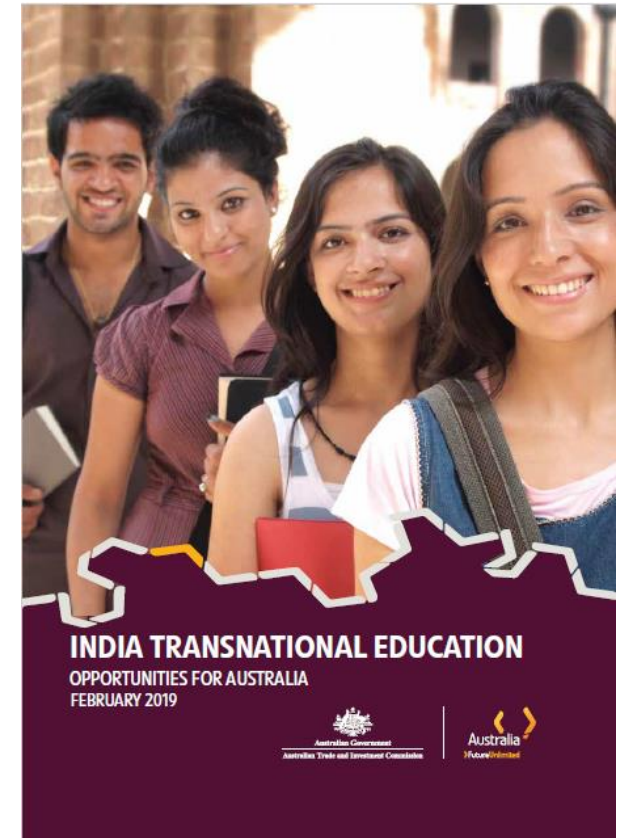
WHILE AUSTRALIA HAS STRONG APPEAL WITH CONSUMERS THESE CHALLENGES PRESENT THE GREATEST BARRIERS TO VISITATION.

Challenges to Brand Delivery

- **Perception is entrenched in many circles**
 - We are engaging with multi-generation family units
 - Working as an investment focused unit prioritizing returns
- **Build perception and build reality**
- **Competitor analysis:** How they are perceived by Indian students
 - US: Established, Recognised, Return on Investment
 - Canada: Recognised, Migration
 - UK: Heritage, Class, Accessible
 - Germany: Low fee, Employability
 - Malaysia & Singapore: Accessible, Affordable

Tools of Brand Building

- Partnerships with corporates and institutions
 - Prestige Associations / co-branding
 - R&D projects that match India's social contract
 - Engaging India's world leading corporates (R&D, internships, immersions)
- Establishing operations in the market
 - Austrade TNE entity setup report
 - Delivering executive education or bespoke corporate programs / blended
 - Managing your agents to success
 - Engaging with key decision makers



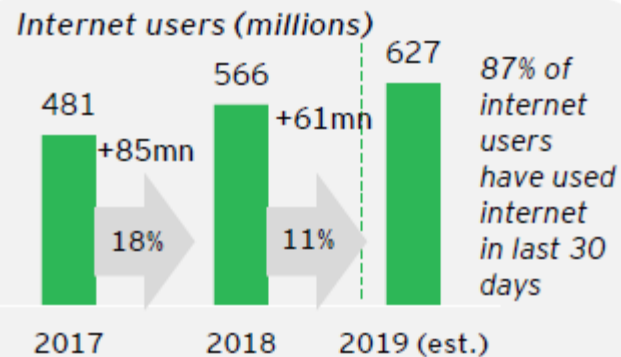
The Knowledge Cities

- Engaging to identify prestige partnerships
- Deliver brand impact by working comprehensively



India is different through digital

Rapidly increasing internet users in India



Device Growth

Most of the users in India are now accessing internet via mobile devices.



Any Mobile
88%



Smart Phone
40%



Laptop/
Desktop
15%



Any Tablet
5%

..but there exist impediments of using digital channels for advertising and engaging with consumers



Trust in the Fake Information Era



Ad Blocking Poses a Threat



Over Segmentation Can Hurt Results



Limited Reach of Vernacular Ads



Digital lacks touch and feel experience of selling

Managing your campaigns

How does this impact the way in which students consume information across digital channels?



Need for multichannel digital messaging



Use of trusted and detailed reviews
(testimonials/user generated content)



Unbiased sources and influencers



Need for "Touch and Feel" points

Improving Digital Experience

[Why Australia?](#)

[Australian Education](#)

[Live in Australia](#)

[How to apply](#)

[Destinations](#)



Study in Australia

Everything you need to know to make the most of Australia's world-class student experience.

[Great reasons to study here](#)

Find a course, institution or scholarship

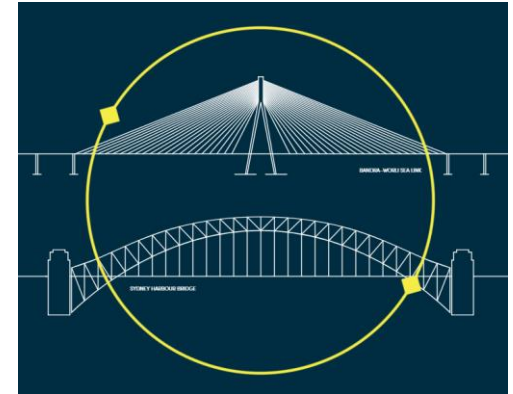
Course

Institution/School

Scholarship

AN INDIA ECONOMIC STRATEGY TO 2035

A report to the Australian Government by Mr Peter N Varghese AO



- IES recommendations:

- Education is a flagship sector for Australia-India engagement
- Fragmented Australian education brand delivery
- Knowledge of India in the Australia system

- India Market Action Plan
- India Reference Group and States Education Forum (DE)

Ministerial Champions for leading engagement sectors

Austrade Focus: FY2019/20

- **Brand Delivery**
 - Digital toolbox & platforms
 - CMO Brand workshops
 - Australia India Business Exchange (AIBx)
- **Customer Outreach**
 - Knowledge cities
 - Engaging top 80 institutions
 - Facilitating Client engagement strategies
- **Reinforce Markets**
 - Sustainability and long term view
 - Vocational Education

AUSTRALIA INDIA BUSINESS EXCHANGE

- Delhi and Mumbai during Q1 Calendar 2019
- Overarching Theme of Australia's brand recognition
- Activities are all about building the tools of brand

Invitation to principals (VCs ect) during Oct

AUSTRADE SOUTH ASIA

Education Specialists



Connect with Austrade South Asia



Peter Coleman
Trade Commissioner



Ashish Sharma
New Delhi



Sangeetha Krishnamoorthy
Hyderabad



Aditi Aggarwal
Bangalore



Neha Grover
New Delhi



Kanishka Padidilian
Colombo **Sri Lanka**



Varun Kukreti
Kolkata



Priyanka Vaidyanath
Chennai



Mostafizur Rahman
Dhaka **Bangladesh**



Mahnaaz Khan
Mumbai

Currently Recruiting
Mumbai Position #2



Azhar Shah
Islamabad **Pakistan**

Austrade South Asia

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