

# Establishing a consistent approach to offshore marketing

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Australian Government  
Australian Trade and Investment Commission



Australia  
FutureUnlimited

## National Strategy for International Education

- *Australian international education helps students, communities & industry around the world, meeting their expectations*

## AIE2025 Aspiration

- *Delivering education and skills to meet the needs of the world's one billion students in 2025*

## Council for International Education strategic priority

- *A nationally-consistent approach to marketing and branding of international education*

# AIE2025

**Sharpen market focus**

**Compete at scale**

**Maintain an Australian edge**

Australia continually recognised as a quality, unique learning provider

**Embrace borderless learning 24/7**

**Unleash Technology**

**Attract global capital**

Collaboration

Innovation

Reciprocation

Anticipation

# Establishing a consistent approach to offshore marketing

Tracy Harris  
Manager, Global Engagement and Promotions



Australian Government  
Australian Trade and Investment Commission

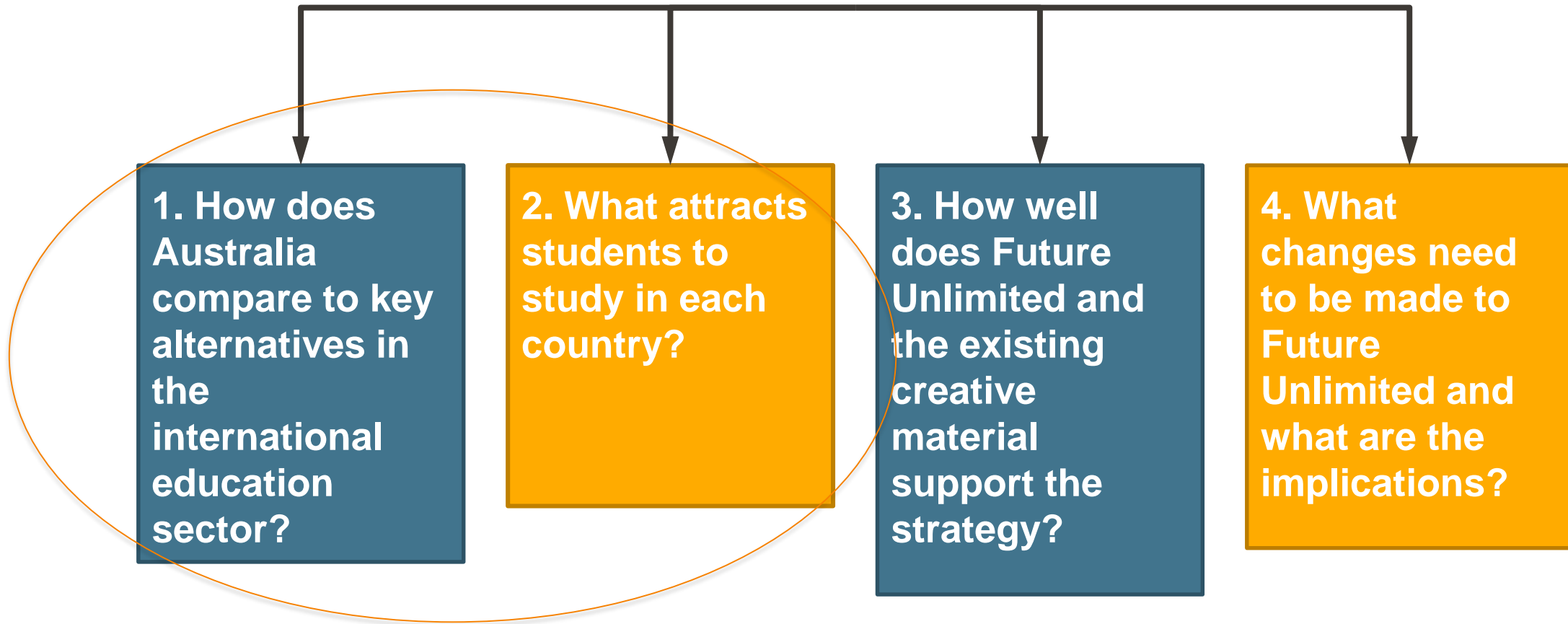


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# RESEARCH



## Market-based research to contribute to goals of AIE2025



# Research in China, Indonesia and India; international students in Australia

<b>PER MARKET</b>	<b>International students currently on-shore in Australia</b>	<b>Prospective students</b>	<b>Parents with children aged 15+</b>	<b>Education agents</b>	<b>Employers</b>
<b>Specification</b>		Incl post-grads; all to consider studying overseas	All to consider sending their child overseas for further education		Responsible for sending staff overseas for training/education.  Likely to be HR Managers
<b>Qual</b>	16 respondents on online bulletin board	16 respondents on online bulletin board	8 respondents on online bulletin board	4-5 one-on-one in-depth interviews per market	6 one-on-one in-depth interviews per market
<b>Quant</b>	N = 200 15 min questionnaire	N= 200 per market 15 min questionnaire	N= 200 per market 15 min questionnaire	X	X
		Must not reject the idea of studying in Australia			

# Overall impression of Australia vs competitor countries

## Summary



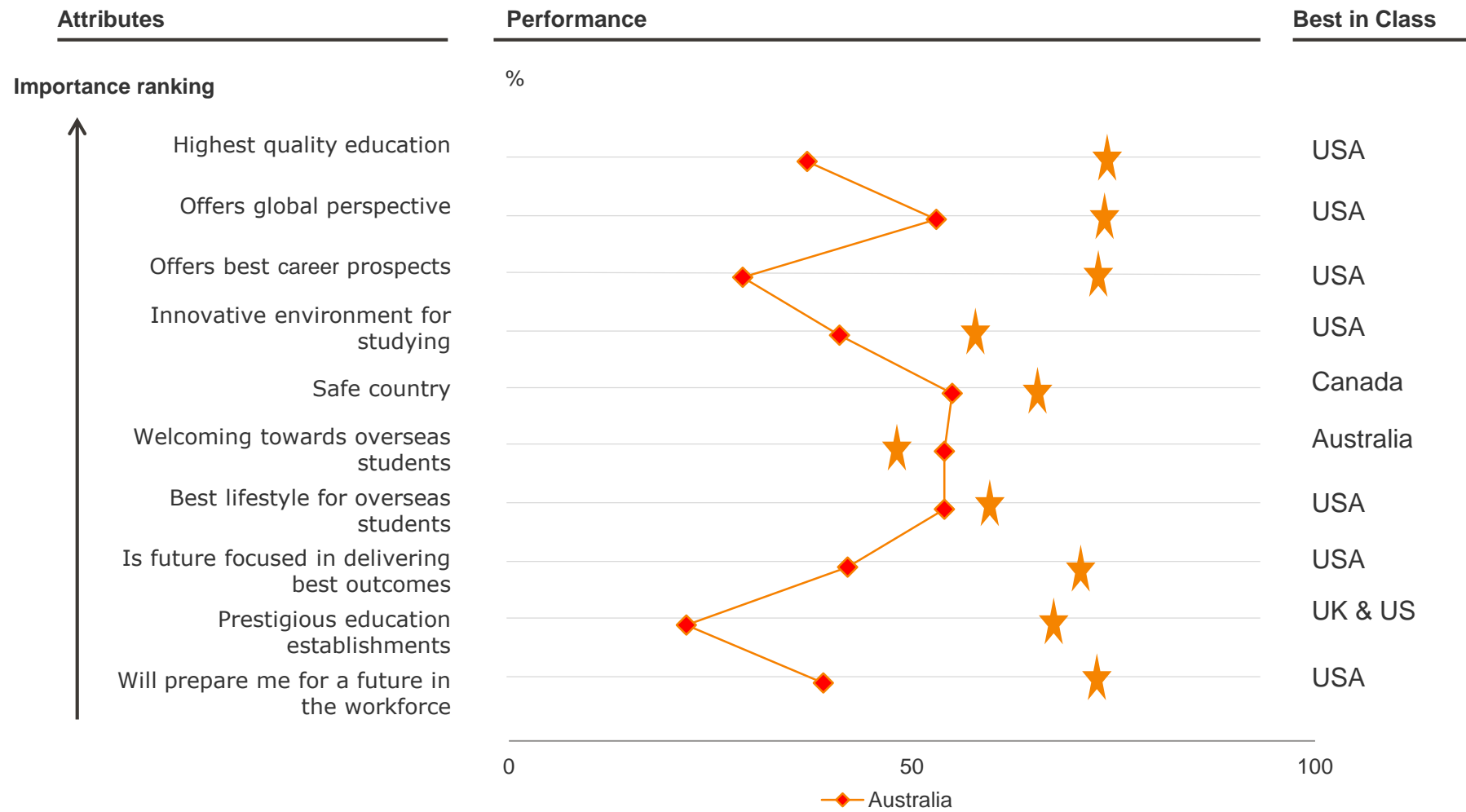
Aspect	Australia	US	UK	Canada
Overall education	✓✓	✓✓✓	✓✓	✓
Lifestyle	✓✓✓	✓✓	✓	✓
Academic excellence	✓✓	✓✓✓	✓✓✓	✓
Future prep/career	✓✓	✓✓✓	✓✓	✓
Safety	✓✓	✓	✓✓	✓✓✓

Australia is performing ‘satisfactorily’ across all aspects, but needs to stand out above just lifestyle



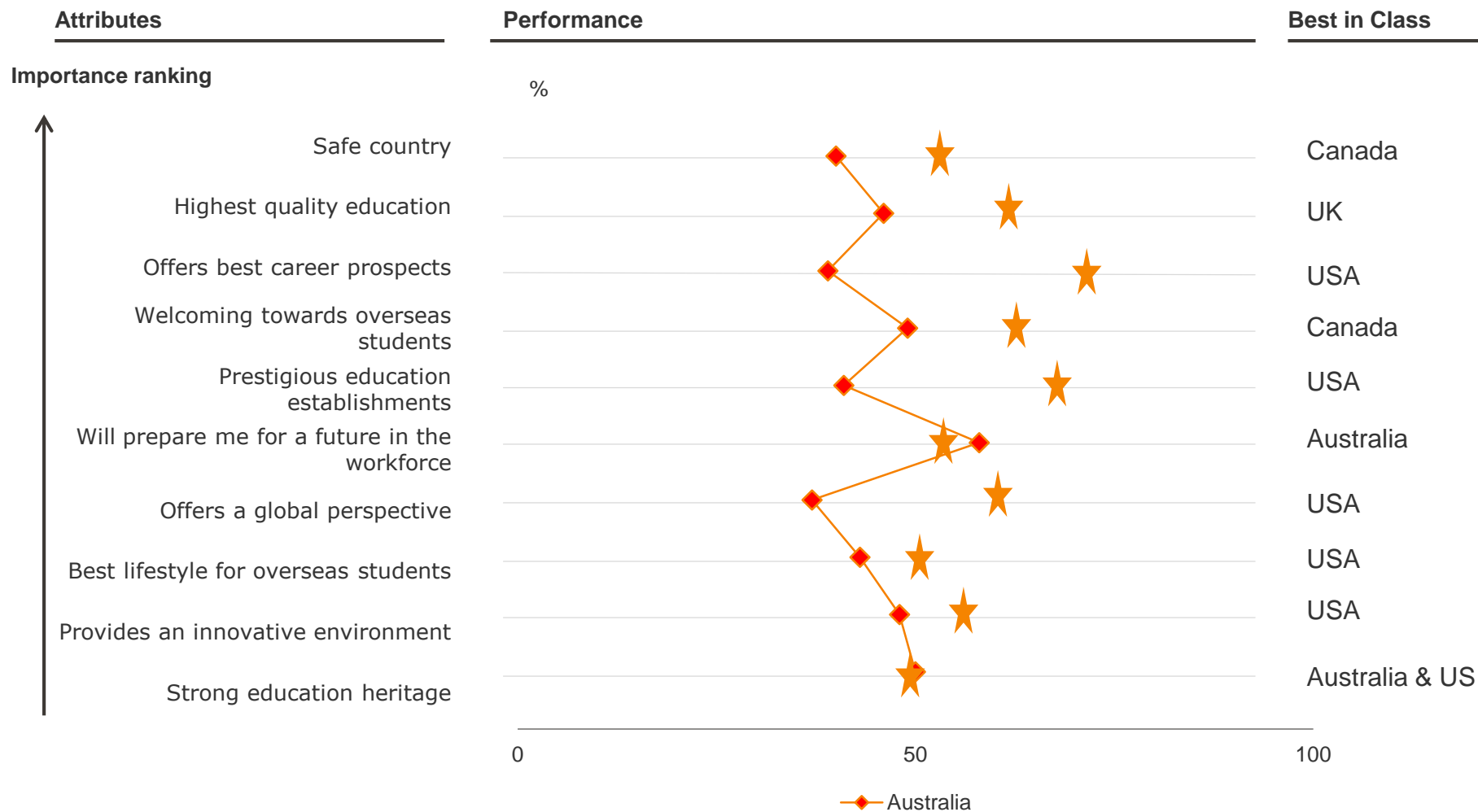


# China: quality, global education, future opportunities



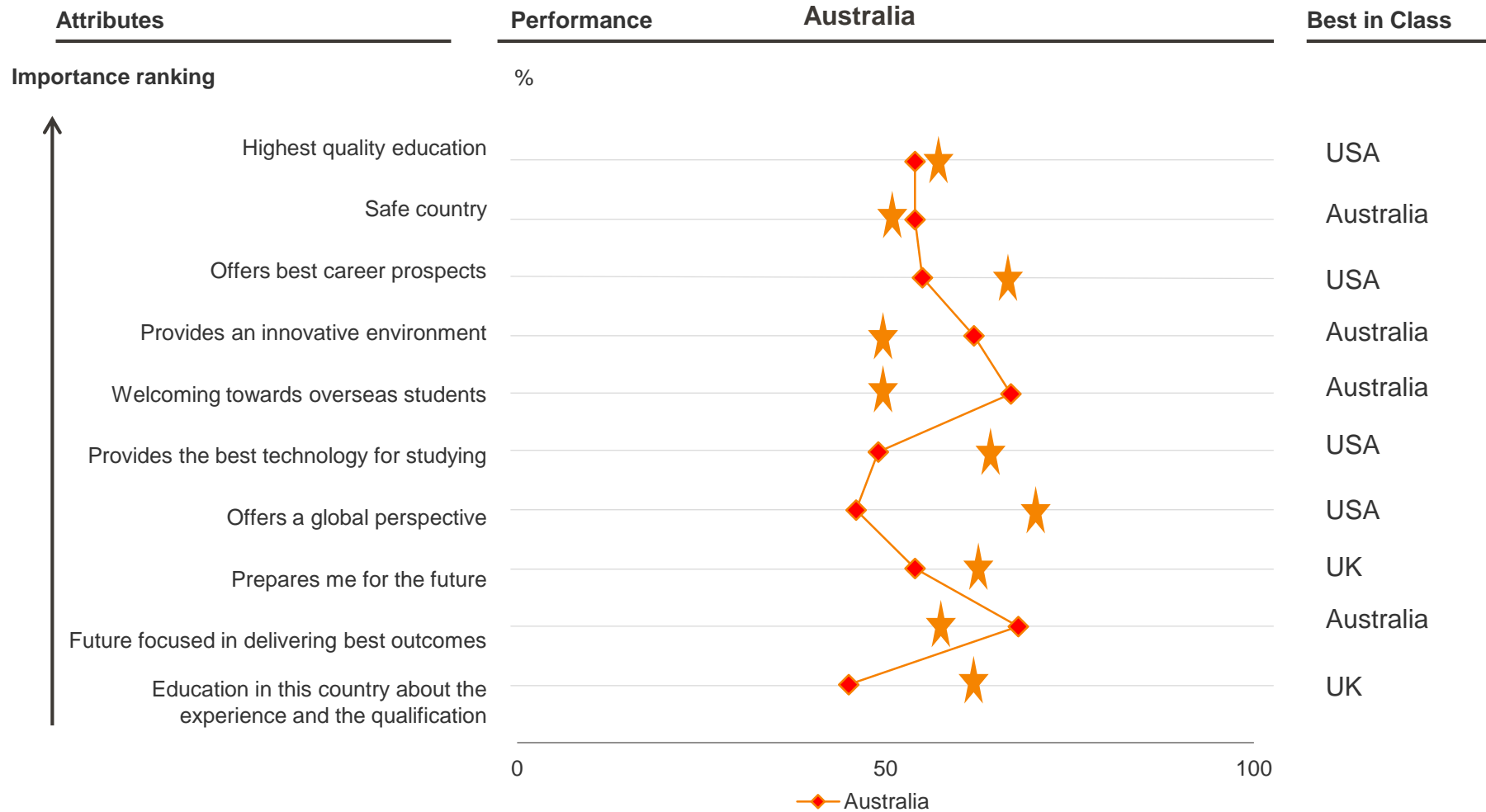


# India: safety, quality of education, future opportunities





# Indonesia: safety, quality, future opportunities



# STRATEGIC MESSAGING FRAMEWORK



## Attributes

- **Quality**
- **Relevance**
- **Future Employability**
- **Environment**
- **Student Experience**
- **Diverse Offering**

## Examples of proof points

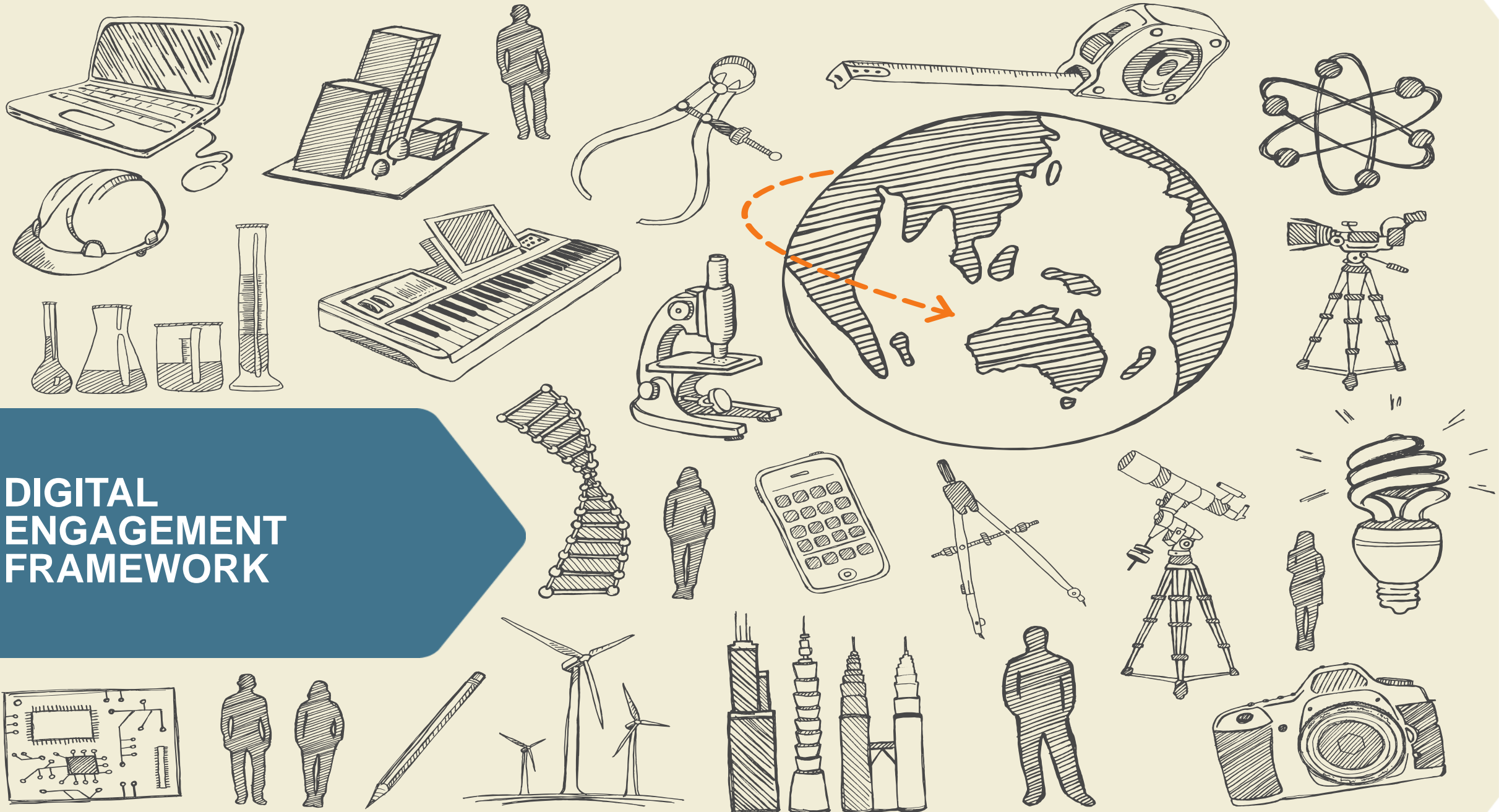
- **According to Times Higher Education, 29 Australian universities in the world's top 500 with an additional 12 in the top 500. In terms of total student numbers, this means 84% of students in Australian universities are at universities in the world's top 500.**
- **40% of international secondary school students stay with host families. Over 30% stay with relatives or other family members. 17% stay in boarding schools.**
- **Three Australian cities are in the top 10 most liveable cities in the 2017 Economist Liveability Report - Melbourne, Adelaide and Perth**



# Marketing messages



# DIGITAL ENGAGEMENT FRAMEWORK





## Digital engagement framework

An examination of Australia's **international learner/ education consumer** digital presence

- A map of current learner / consumer-facing online footprint
- Competitor scan
- Assessment of learner / consumer needs
- User journey maps
- Final findings and recommendations

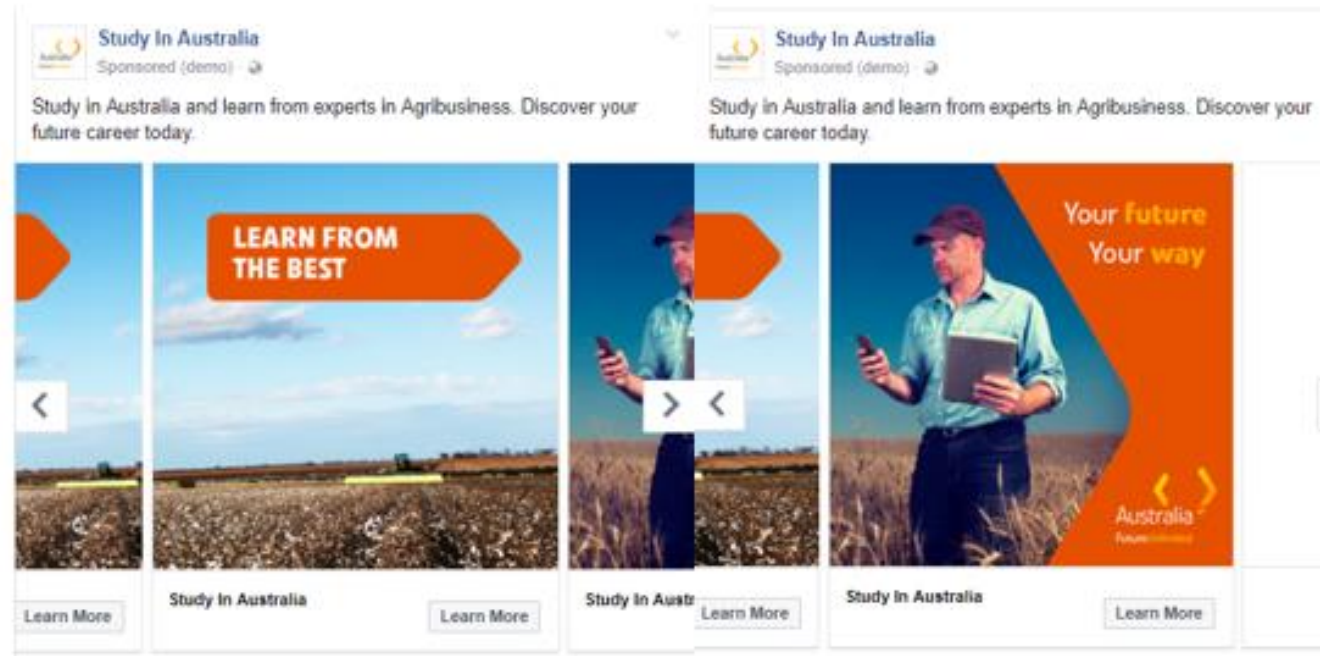
*...and then?*

Drive **evidence-grounded** conversations about a new 'Team Australia' way forward

# RECENT CAMPAIGN ACTIVITY



# Campaign in Brazil focused on specific industries



CAMPAIGN RESULTS	
731,44	PEOPLE SAW CAMPAIGN (REACH)
2,413,816	TIMES DELIVERED (IMPRESSIONS)
27,339	LINK CLICKS
\$0.18	COST PER CLICK (CPC)
1.62%	CLICK-THROUGH RATE (CTR)

## TOP DEVICES

ANDROID MOBILE	562,131
OTHER DEVICES	73,371
IPHONE	47,283
DESKTOP COMPUTER	37,501
ANDROID TABLET	10,159
IPAD	1,003



104 reactions 2 Comments

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