

# Cultivating an Internationally diverse Campus

AIEC 2017

**Michelle Hosemann:** Marketing Manager  
Monash University

**Vik Singh:** General Manager APAC  
Hotcourses Group



hotcoursesgroup

# Diversity

**Diversification** means spreading your money across different asset classes to reduce the **risk!**

So what is the **risk?**

- Government changes e.g. immigration
  - Post study work access
  - Demographic/Economic changes
  - China/India
  - Competition in the region
- Commercial**
- Segregation
  - Personal development
  - Cultural awareness/Opportunity
  - Isolation
- Student Experience**

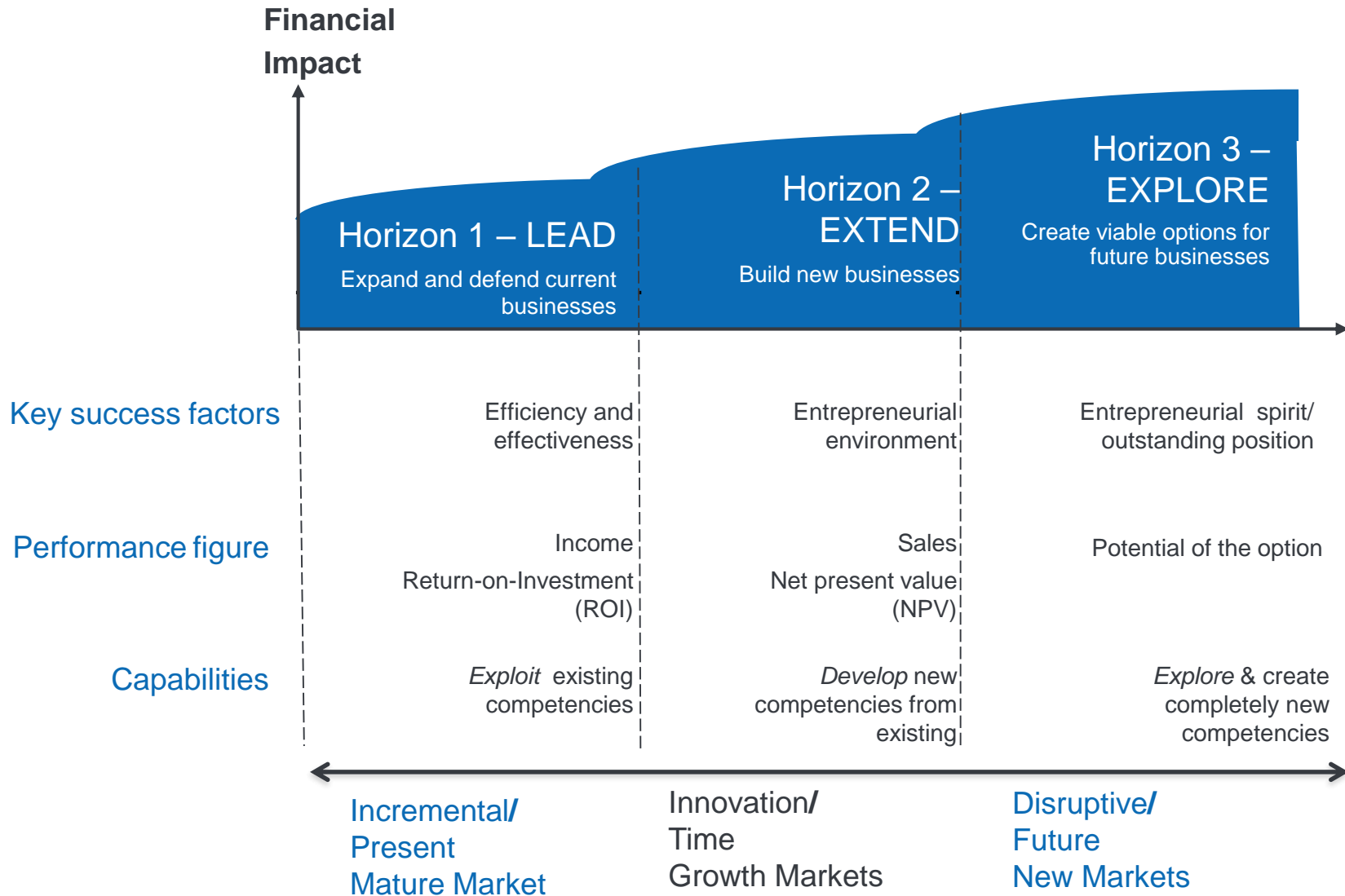


# Hotcourses Diversity Index

## Which one are you?



# Assess your landscape



# Political Events



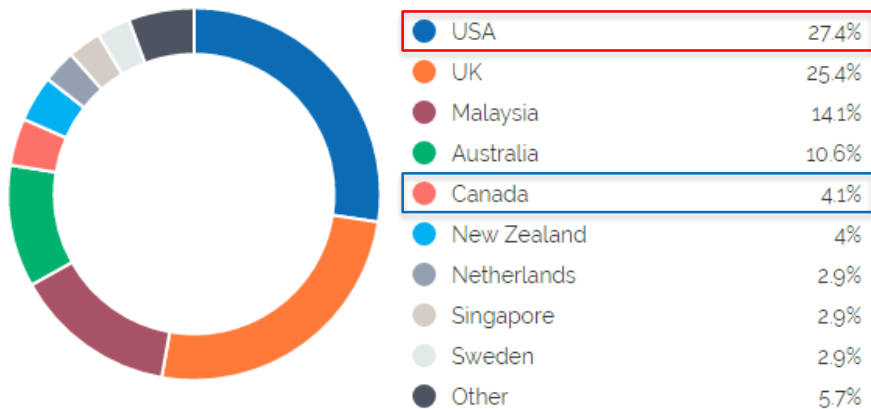


# Political changes shifting interest

## Trump administration's tighter visa and immigration policies

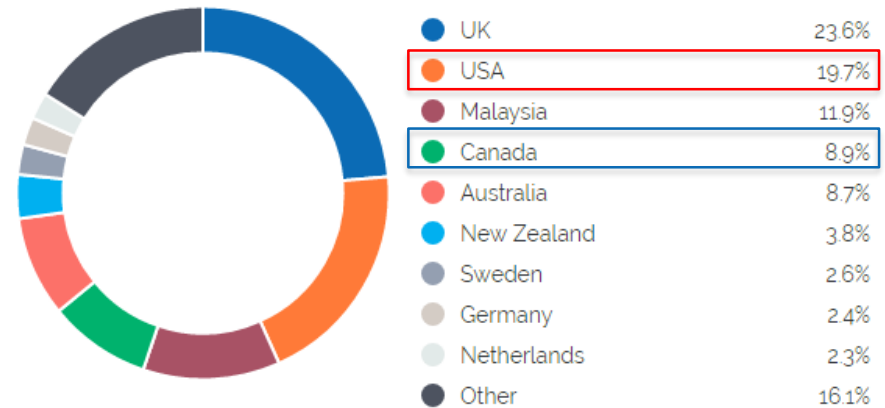
Middle Eastern students looking abroad  
Nov 1, 2015 – Apr 30, 2016  
**834,082 students**

Study destinations ?



Middle Eastern students looking abroad  
Nov 1, 2016 – Apr 30, 2017  
**910,565 students**

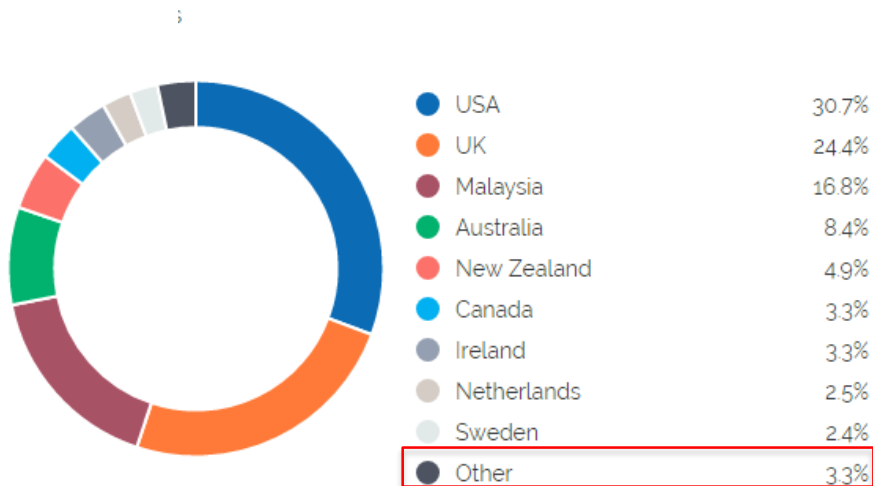
Study destinations ?



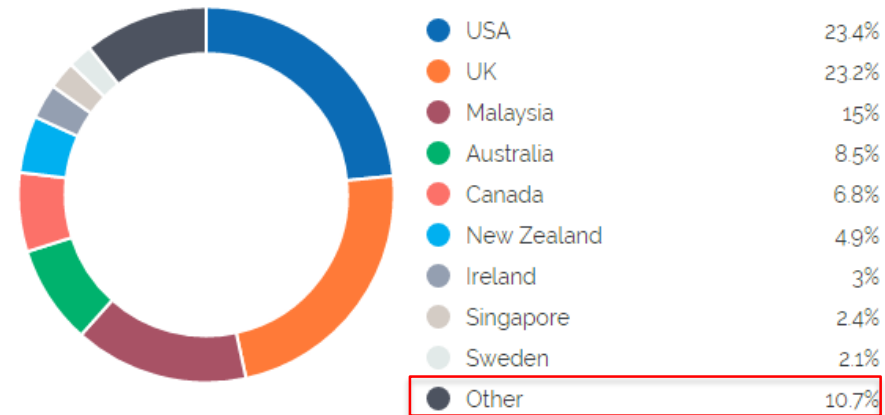
# Economic changes affecting search

## Tighter restrictions on the King Abdullah Scholarship Program

Saudi Arabian students looking abroad  
Nov 1, 2015 – Apr 30, 2016  
**67,573 students**



Saudi Arabian students looking abroad  
Nov 1, 2016 – Apr 30, 2017  
**53,700 students**



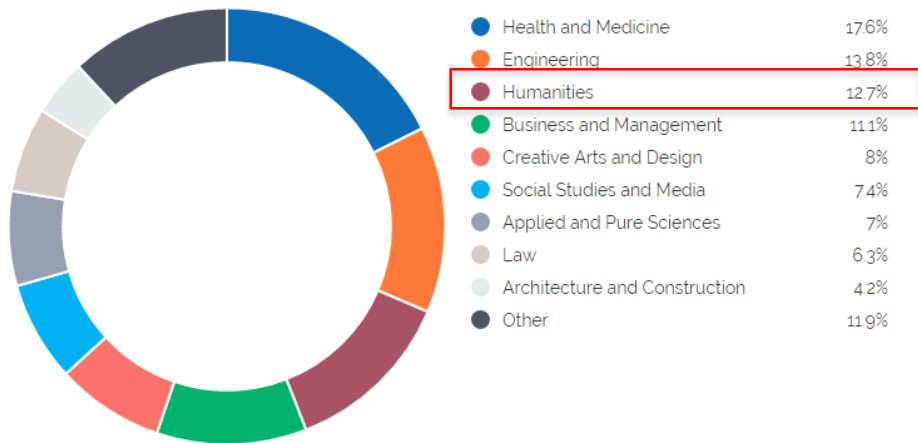


# Economic policies shifting interest

## Brazilian government's suspension of Scientific Mobility Program

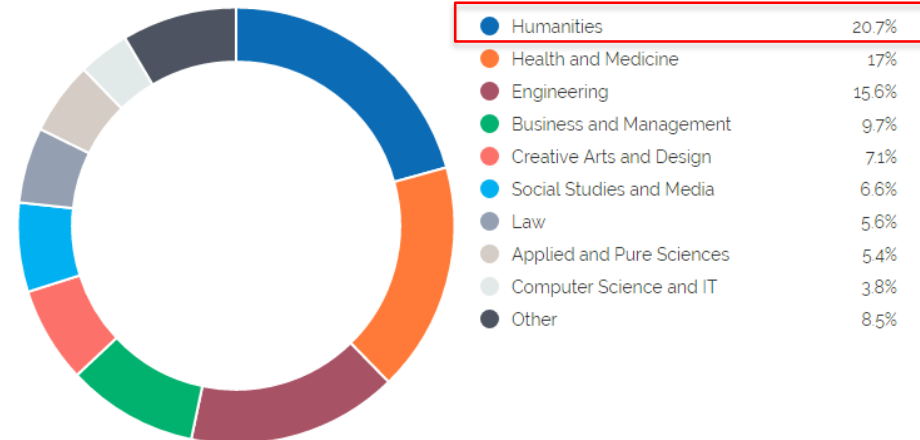
Brazilian students looking abroad  
Jan 1, 2015 – Dec 31, 2015  
**254,930 students**

Subjects ?

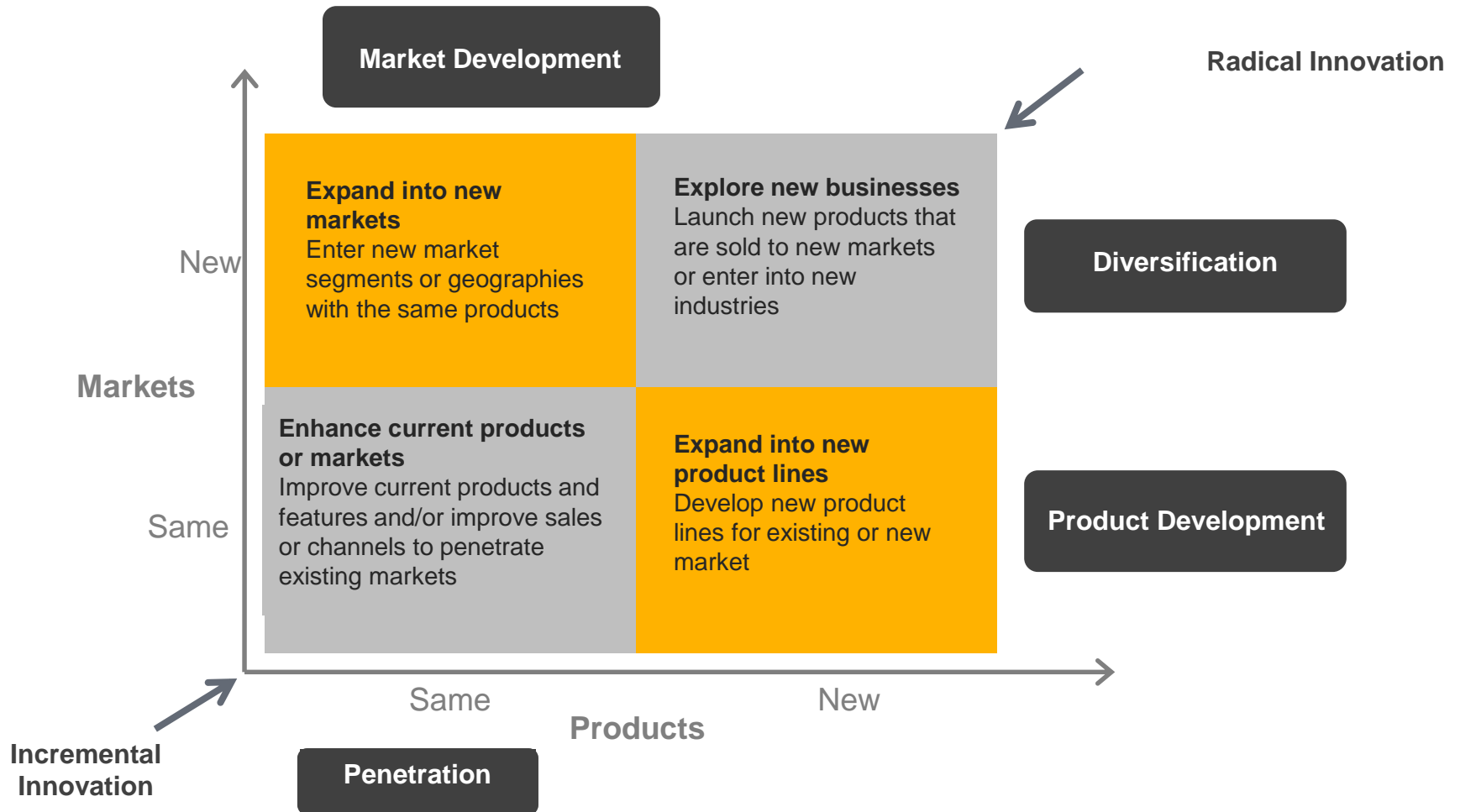


Brazilian students looking abroad  
Jan 1, 2016 – Dec 31, 2016  
**482,050 students**

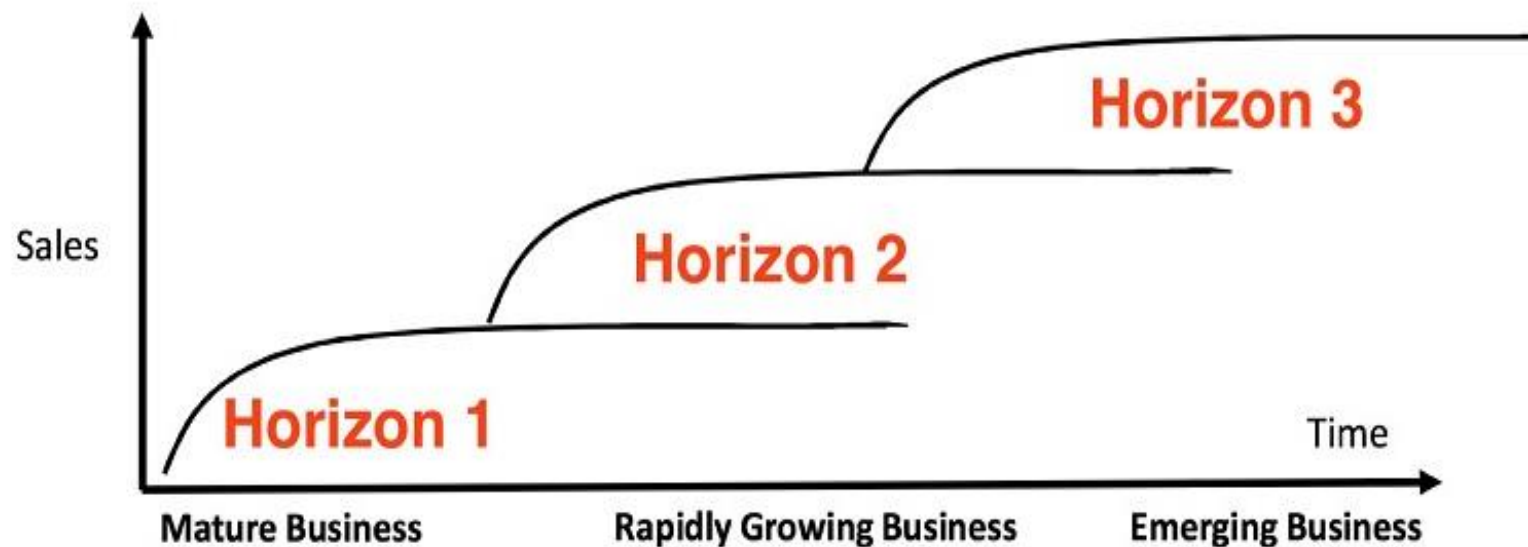
Subjects ?



# What's your business model?



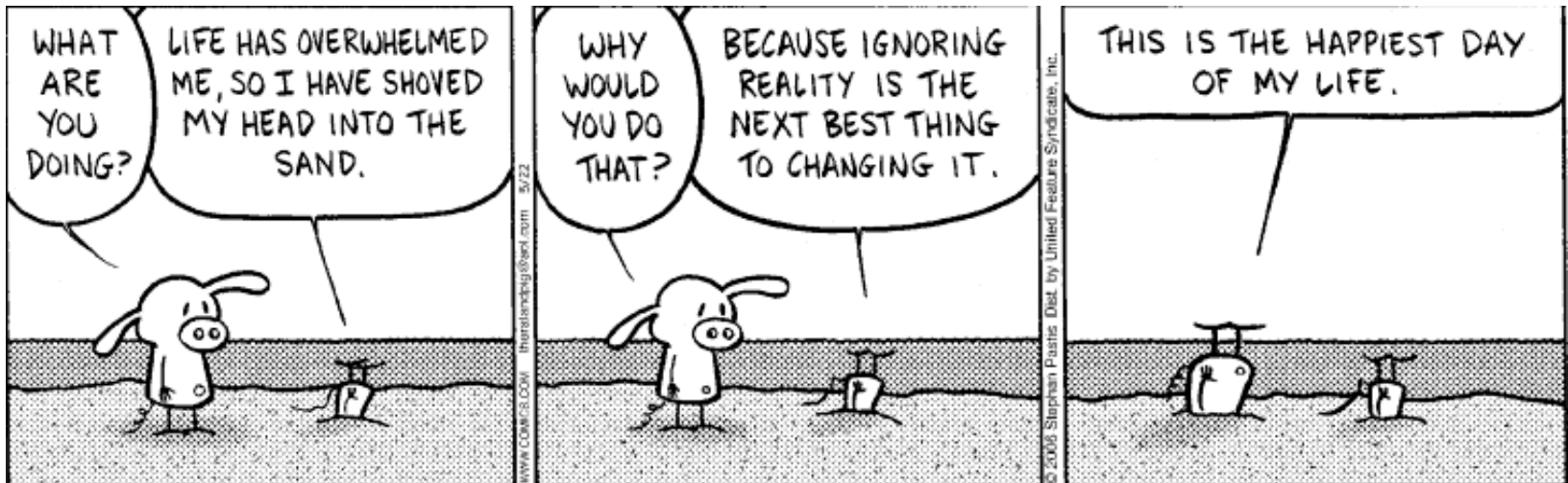
# Competitive Strategy



	Mature Business	Rapidly Growing Business	Emerging Business
<b>Objective</b>	Executing to defend, Extend and increase profitability of existing business in priority markets	New initiatives to develop and improve recruitment capacity across all current markets	Uncover new recruitment and course opportunities
	≠	≠	
<b>Capabilities</b>	Annual plan to exploit existing competencies in core markets to maintain market share	More strategic focus on marketing efforts; more aggressive in market. Innovative - Not follow status quo	Explore 'Blue Ocean' opportunities, Customized courses to suit market and employment trends. Address global market employment needs

# Toxic Assumptions

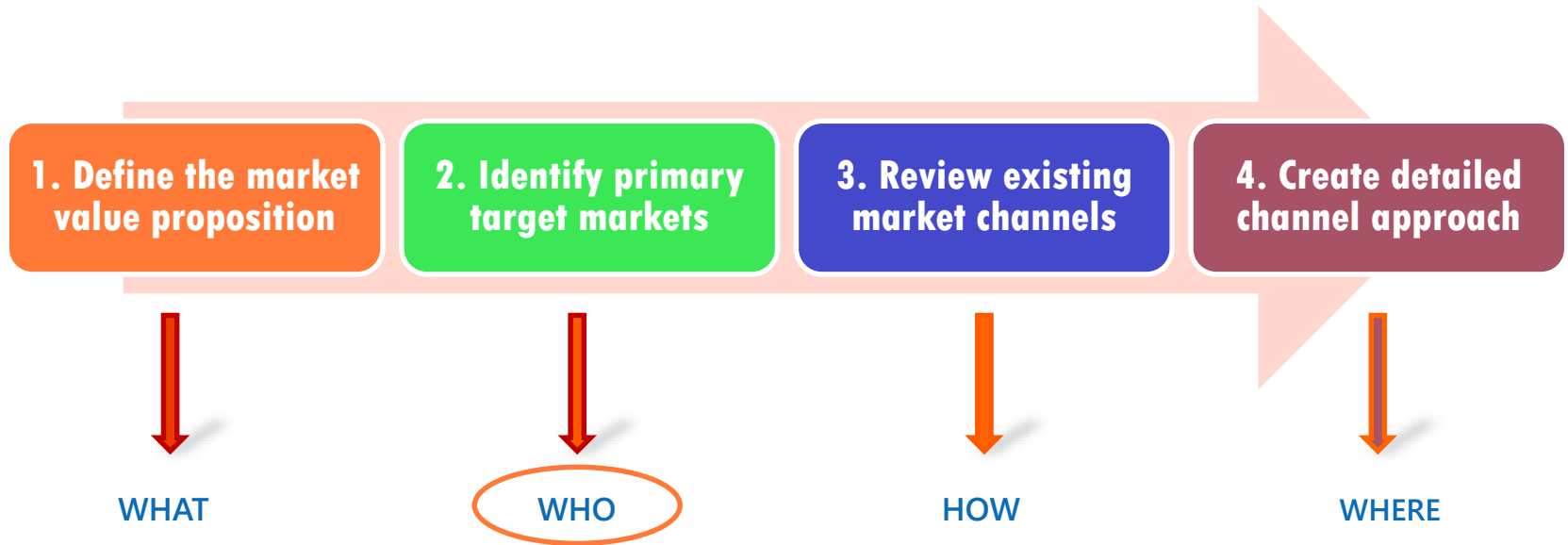
- Shared views or assumptions that commonly go unchallenged.
- Based on the current state of play.
- Prevent organisations from seeing new opportunities or underestimate macro economic forces that have the ability to change the dynamics of a market.



# Toxic Assumptions

- Type 1 – assessing capabilities incorrectly
- Type 2 – misunderstanding customers' current and future needs
- Type 3 – misunderstanding competitors' capabilities and intentions
- Type 4 – inappropriate definition of core business/activities/technologies/customers/products/markets

# What is your Go-to-Market Approach



# Challenge the status quo and ask lots of questions

## Qualitative and Quantitative Research

- Government/organisational bodies – MIP, Austrade etc.
- Partners – pathways, TNE, partnerships etc.
- Agents
- Enrolment/application data (internal sources)
- Market intelligence – external e.g. agencies, internal e.g. marketing strategy unit
- Google Search Trends
- Tourism bodies
- Competitors – keep track both nationally and internationally
- Internal staff – recruiters, marketers, academics etc.



# Insights tool

## Market intelligence on prospective international student behaviour

- Breakdown by home country
  - Destination country
  - Level of study
  - Specific institution
  - Discipline/subject
  - When searched
  - Comparisons and benchmarking
- 
- Around 37,000,000 users over a 12 month period
  - Launched early November 2015
  - Data goes back to 1 November 2014

**Students looking to study**

Date of research: May 1, 2016 - Apr 30, 2017  
Logging started 1<sup>st</sup> Nov 2014

Level: Undergraduate, Postgraduate, Vocational

Subject: Select subject

Institution: [Search box]

**+ Advanced**

**Business and Management**

- Accounting
- Business Studies
- E-Commerce
- Entrepreneurship
- Finance
- Human Resource Management
- Management
- Marketing
- Office Administration
- Quality Management
- Retail

Business and Management = 14.0%

# **Insights into diversification markets**

# Did you know....?

## Nigeria & Brazil

Growing demand for quality education from an expanding middle class is fast outstripping the capacity of Nigerian schools and tertiary institutions

Nigeria is poised to be one of the most significant growth markets in the world in international education.

Nigeria recorded the strongest enrolment growth from Australia's top 50 markets (44 per cent growth in the YTD November 2016).

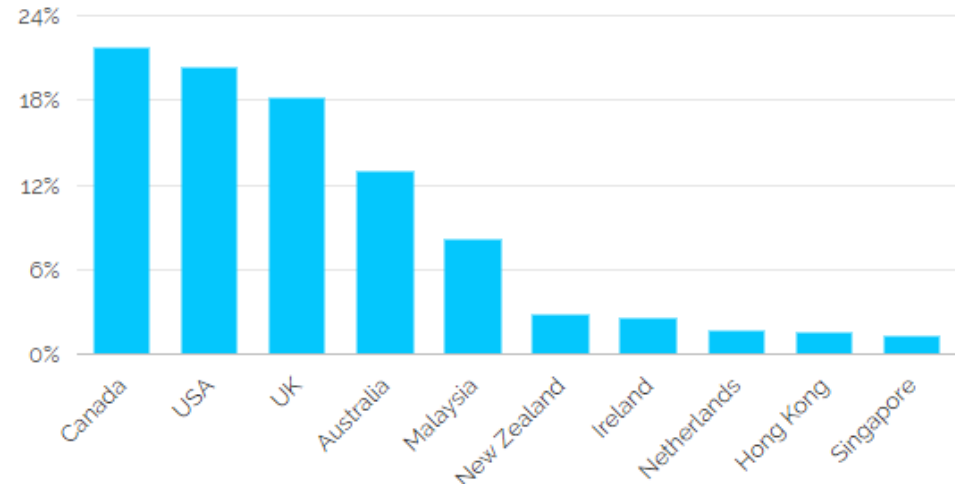
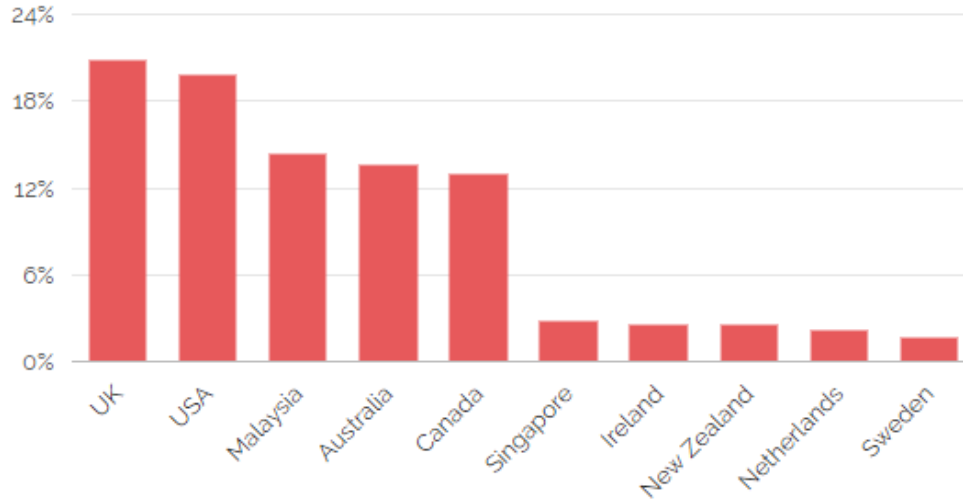
Brazil is currently Australia's sixth largest source market for international students and the number one market in Latin America ahead of Colombia

Brazil is the second largest market for ELICOS students on a student visa

Local higher education institutions are increasingly and proactively looking to forge stronger research links with Australian counterparts.

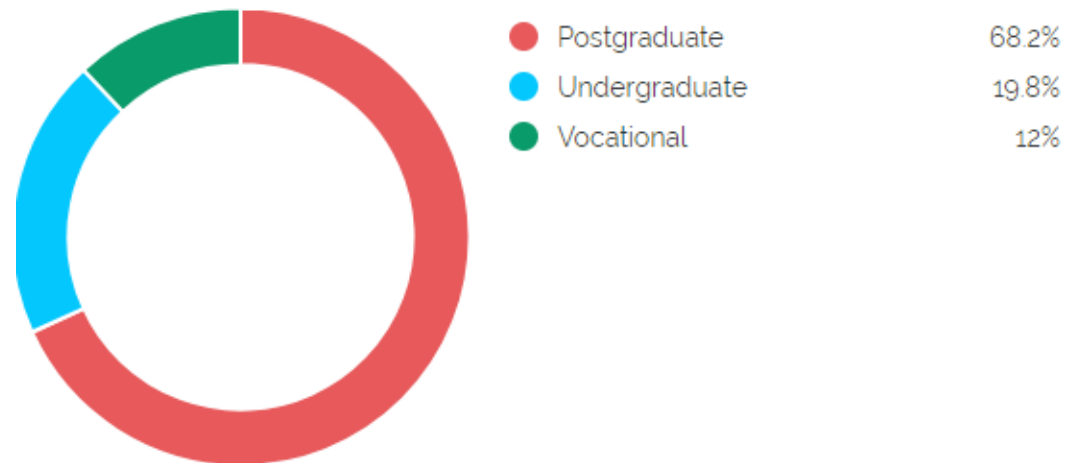
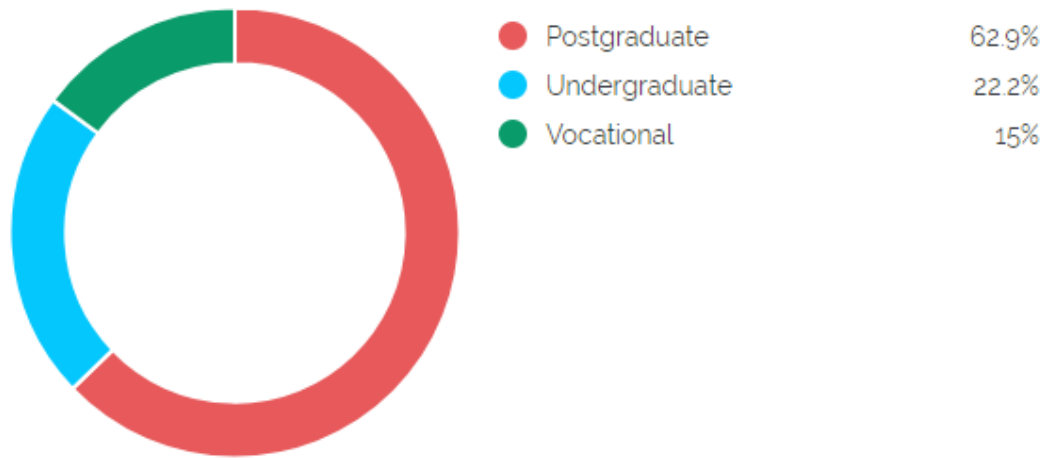
# Identifying opportunity - Nigeria

## Study destination preference 2016 Vs 2017



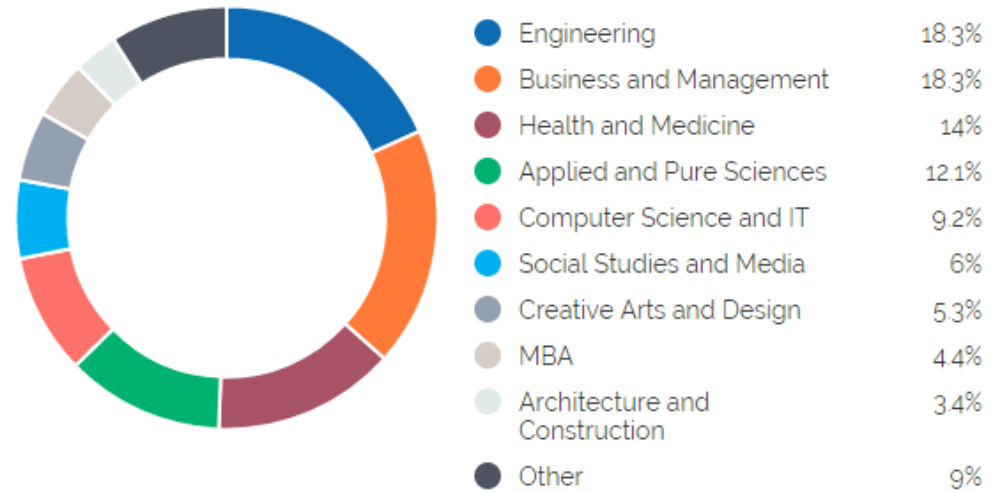
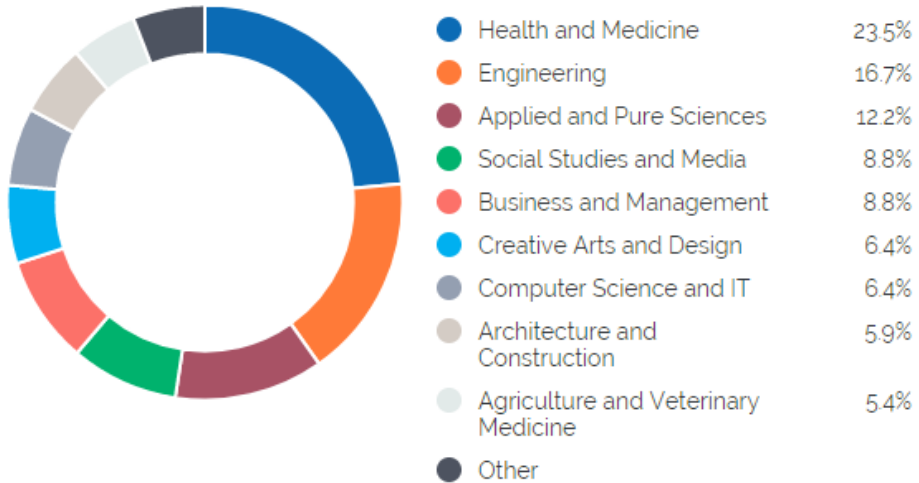
# Identifying opportunity - Nigeria

## Study destination trends – Australia vs Canada



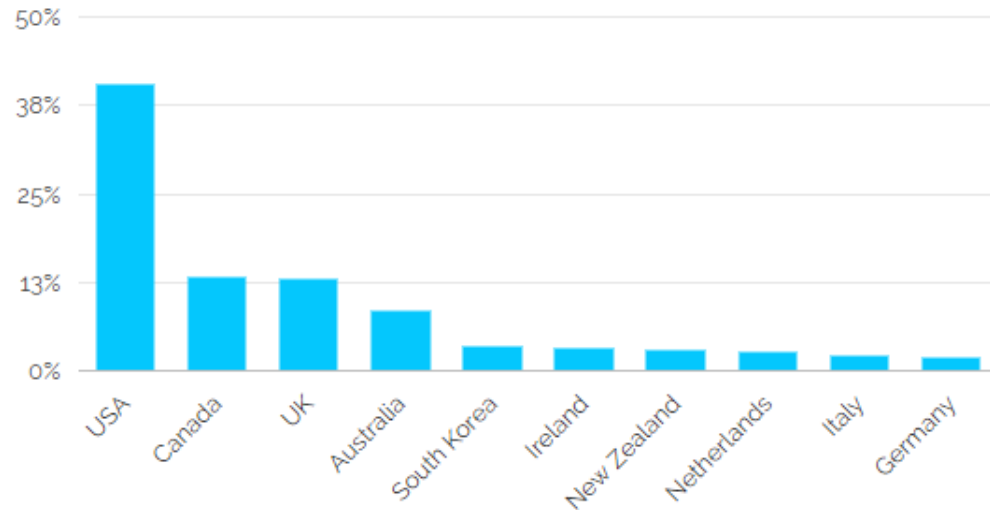
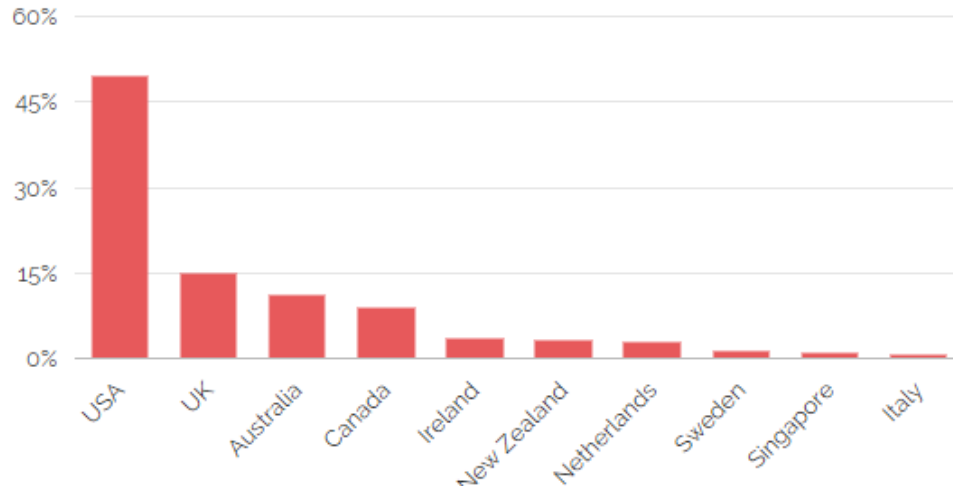
# Identifying opportunity - Nigeria

## Study destination trends – Australia vs Canada



# Identifying opportunity - Brazil

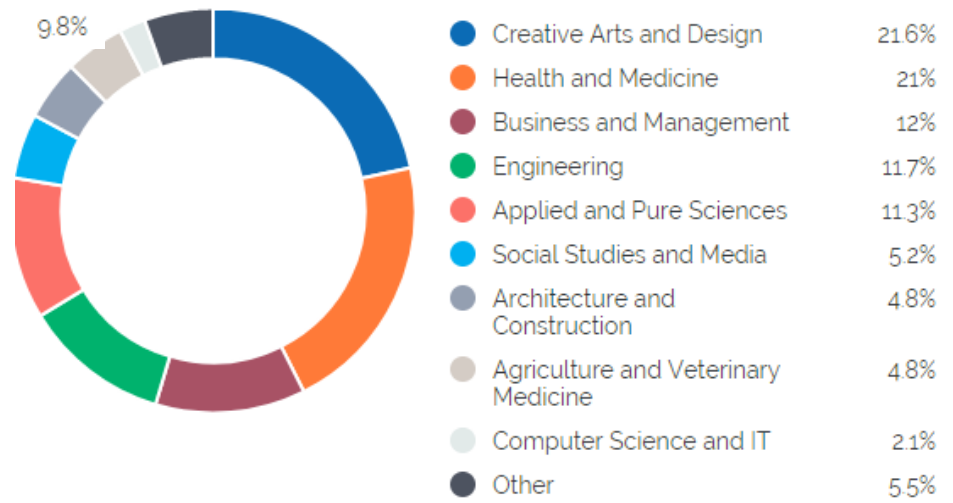
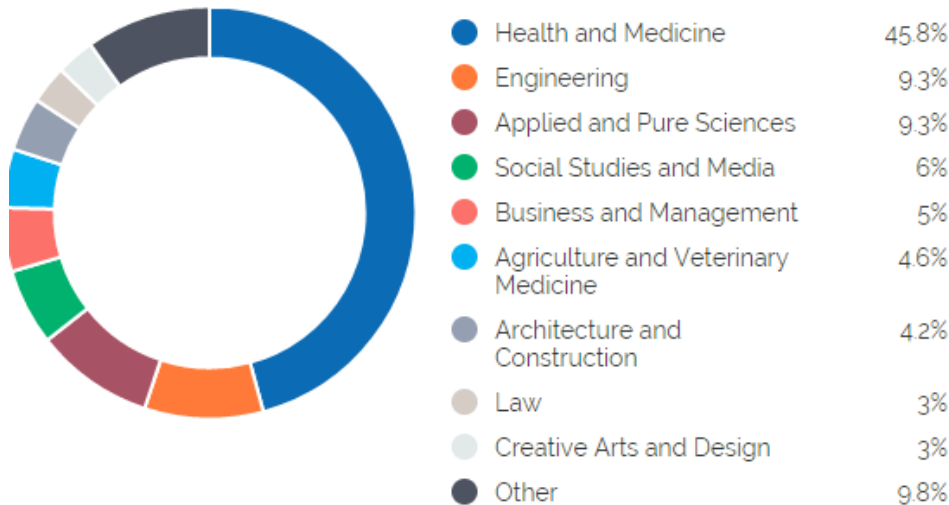
## Study destination preference 2016 Vs 2017






# Identifying opportunity - Brazil

## Study destination trends – Australia PG VS UG





*Most companies die from indigestion rather than starvation, i.e. companies suffer from doing too many things at the same time rather than doing too few things very well - **Naveen Jain***

**Questions?**