

Embracing Diversity through International Education in Regional Australia:

The case of Toowoomba

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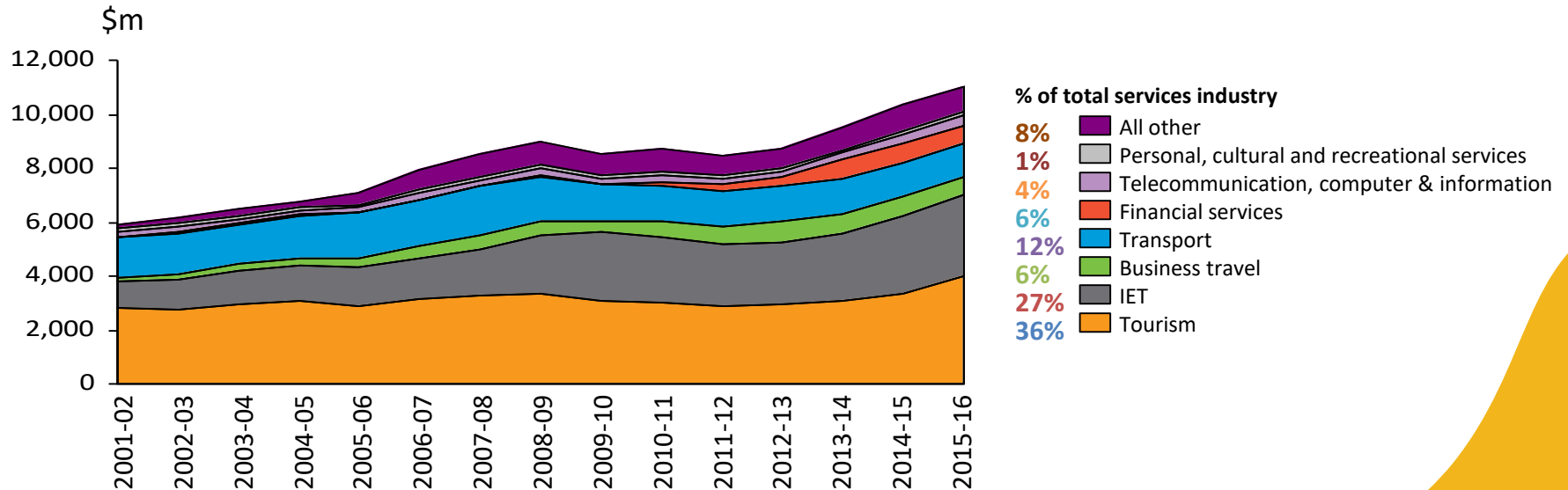
**AIEC
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IET is the second largest services export for Queensland (27%), behind tourism (36%)



Queensland major exports, Services by type of activity, 2001-02 to 2015-16



Note: ABS classification for 'personal travel' and 'education related travel' have been renamed 'tourism' and 'IET' respectively.

Source: ABS (2016) '5368.0.55.003 International Trade: Supplementary Information, Financial Year 2015-2016'

A State-wide Strategy: IET and TIQ



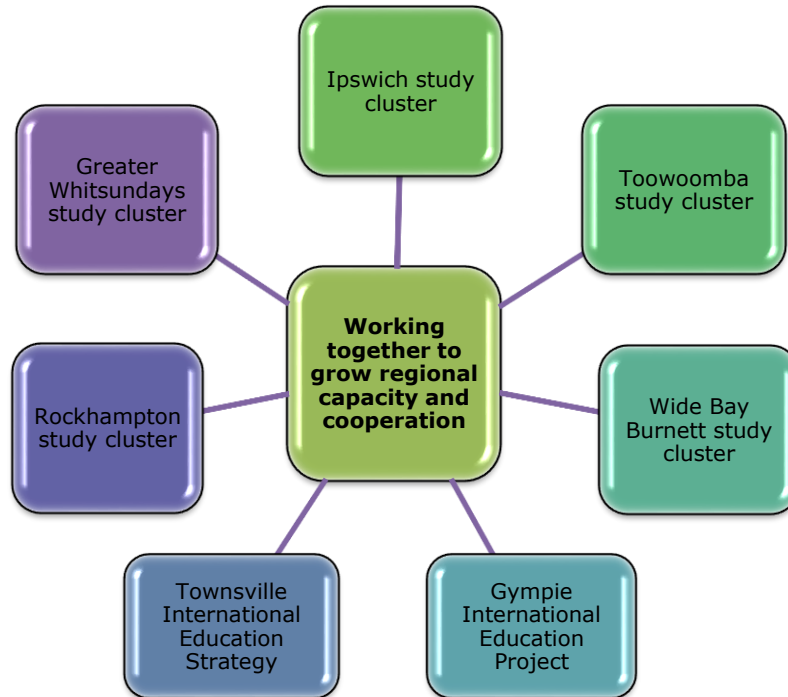
Absence of a state-wide strategy for international education, until 2016 when Trade and Investment Queensland devised:



A State-wide Strategy: IET Partnership Fund



The Strategy has proposed to advance regional Queensland via the initiative of the IET Partnership Fund. TIQ is partnering with QLD industry on 37 projects based around a number of themes including:



Toowoomba's Potential – Case Study

- An authentic Australian life experience
- Safe and biodiverse living environment
- Agricultural abundance
- Affordable cost of living
- Reputable schools in the Toowoomba region for dependants of international students
- Accessibility: new airport
- Possibility to build a community network (population of 150,000), allowing a smooth adjustment experience and successful academic journey
- Personalised Student services



USQ's Potential

- Affordable tuition fees
- Flexible and supportive environment
- A wide range of facilities catering to a range of student needs
- Outstanding student services
- A number of accommodation options
- Free airport reception and transfer to your USQ campus
- Access to a free daily intercampus shuttle bus service
- Proximity to the city facilities
- Low student-teacher ratio
- Student engagement opportunities



Supporting International Education in Toowoomba: a Personal Experience



Continuous commitment to promoting regional Toowoomba overseas and to increase its multicultural population via a number of initiatives:

- Recruitment of HDR Sponsored students from emerging markets (East Asia, Middle East & Latin America)
- Adoption of an inclusive approach to students and their families
- Introduction of school fee waiver for dependents of HDR students
- Encouragement of spouses to continue their education

What benefits does international education bring to the region?



- Multicultural exposure
- Engagement of the Local Government with International Students
- Global connections and partnership agreements with different government bodies, higher education institutions and sister cities, earning the city increased capital and diplomatic ties
- A skilled work force, trained to answer local demands
- Increased work opportunities for the region
- Toowoomba ambassadors worldwide



Future Initiatives



5 projects in the frame of the IET Partnership Fund aiming at regional development, enhancement of the student experience and creation of industry and community linkages:

- Mayor Welcome Event and International Student Ambassador program
- Study Toowoomba
- Education cluster in the Ipswich region
- Study Toowoomba International Hackathon
- Student Employability (HDR students)

Video on Toowoomba region



Thank you

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