

Tasmanian  
Global Education Growth Strategy

Presented by Erin Buttermore  
13 October 2017

# Global education



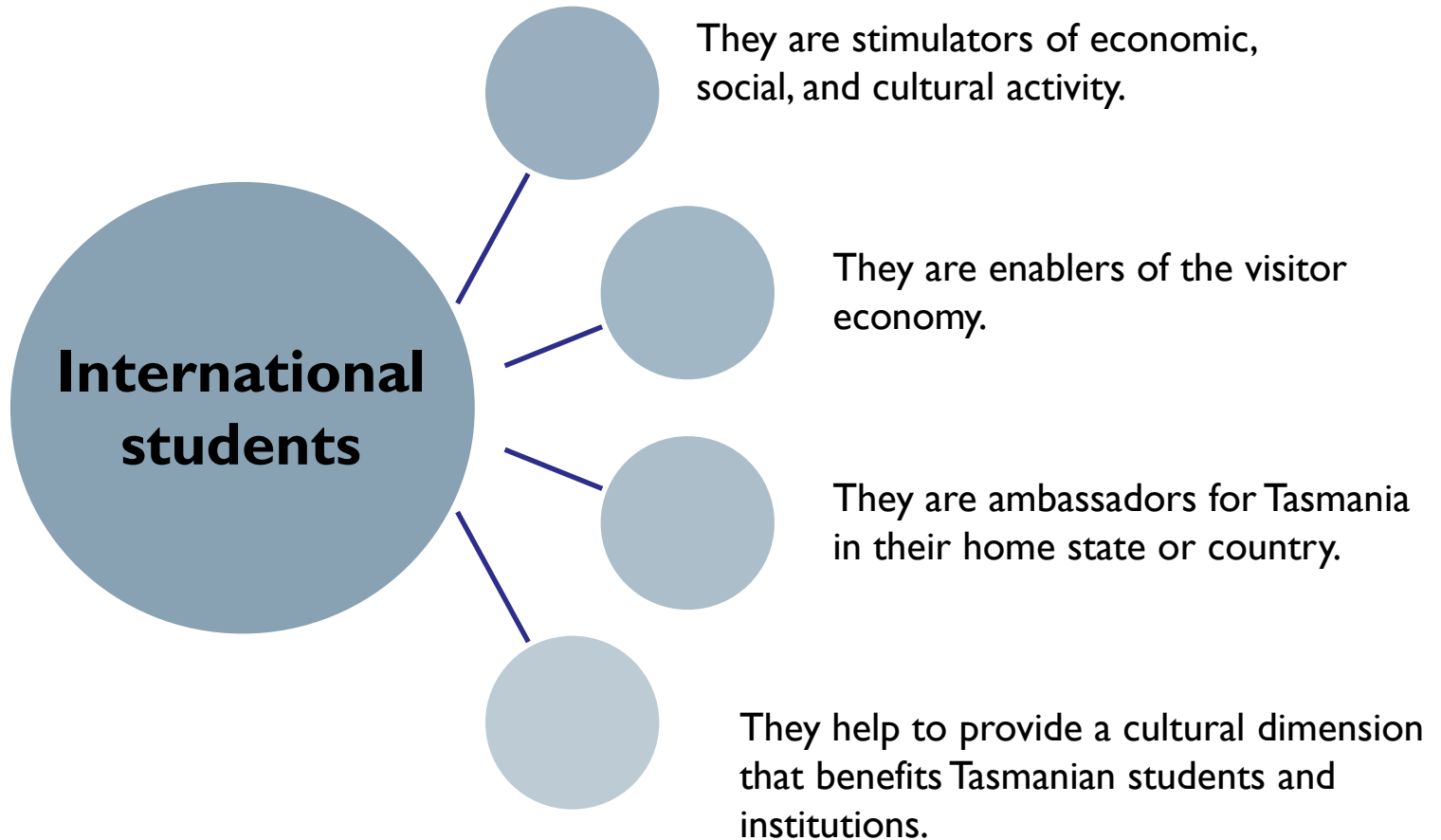
# Value of the sector



International education contributes nearly \$20 billion annually to the national economy, making it one of Australia's largest export earners. It is a significant sector in the Tasmanian economy, providing \$211 million in goods and services export revenue in 2015-2016, making it Tasmania's fourth largest export earner.



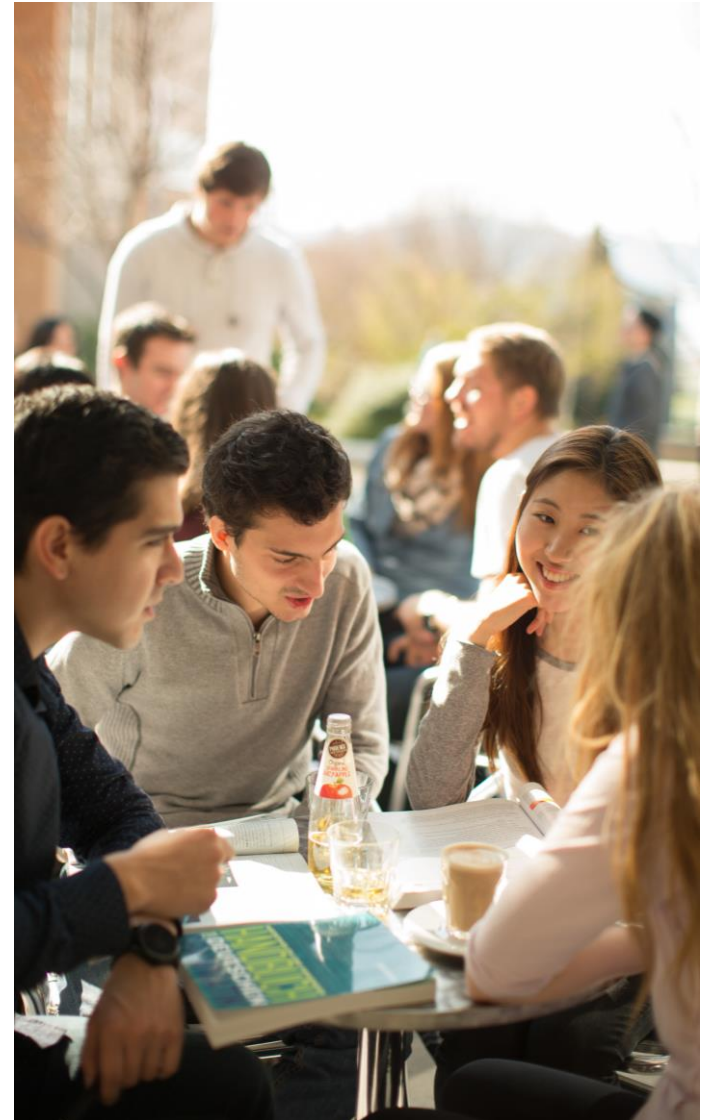
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The Tasmanian Government is committed to hosting a truly global education hub in Tasmania. The Government already invests substantially in education and the release of this strategy is a further commitment from the government to the sector:

- \$110 million investment in education infrastructure in schools, colleges and TasTAFE.
- \$75 million dollars to the University of Tasmania's \$300 million northern expansion project.



# Tasmania's current education and training offering

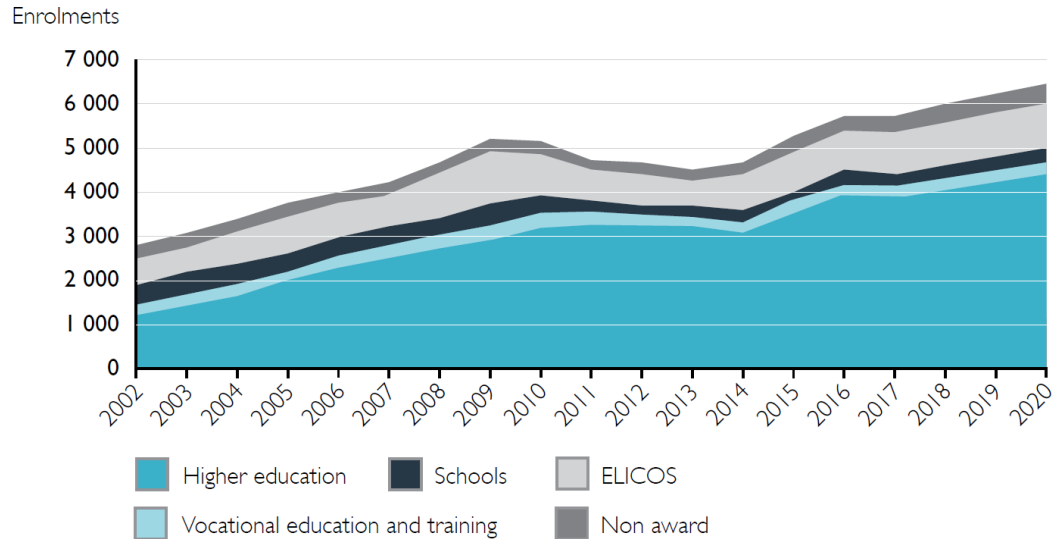


Visiting students come to study at our schools, vocational colleges and at the University of Tasmania, and to take advantage of Tasmania's safe and friendly culture, world-renowned natural environment, modern and friendly cities, high-quality food, lower costs of living, and a healthy lifestyle in an English-speaking community.



# Tasmania's current education and training offering

Figure 4. Enrolments by sector – Tasmania



In 2015, the University of Tasmania accounted for 72 per cent of all visiting students, with those undertaking English Language Intensive Courses for Overseas Students (ELICOS) making up a further 11 per cent. The international school and VET sectors are relatively small in Tasmania (between four and six per cent), but have the capability and appetite to grow.

# Tasmanian Global Education Growth Strategy

## Tasmanian Global Education Growth Strategy



The strategy is premised on Tasmania's quality education system and its world-class institutions. It builds on a shared vision of a Tasmanian global education and training sector that drives economic growth and reflects Tasmania's natural advantages and reputation for high quality.

# Tasmanian Global Education Growth Strategy



## Vision

Our vision is for a Tasmanian global education and training sector that drives economic growth and reflects Tasmania's natural advantages and reputation for high quality.

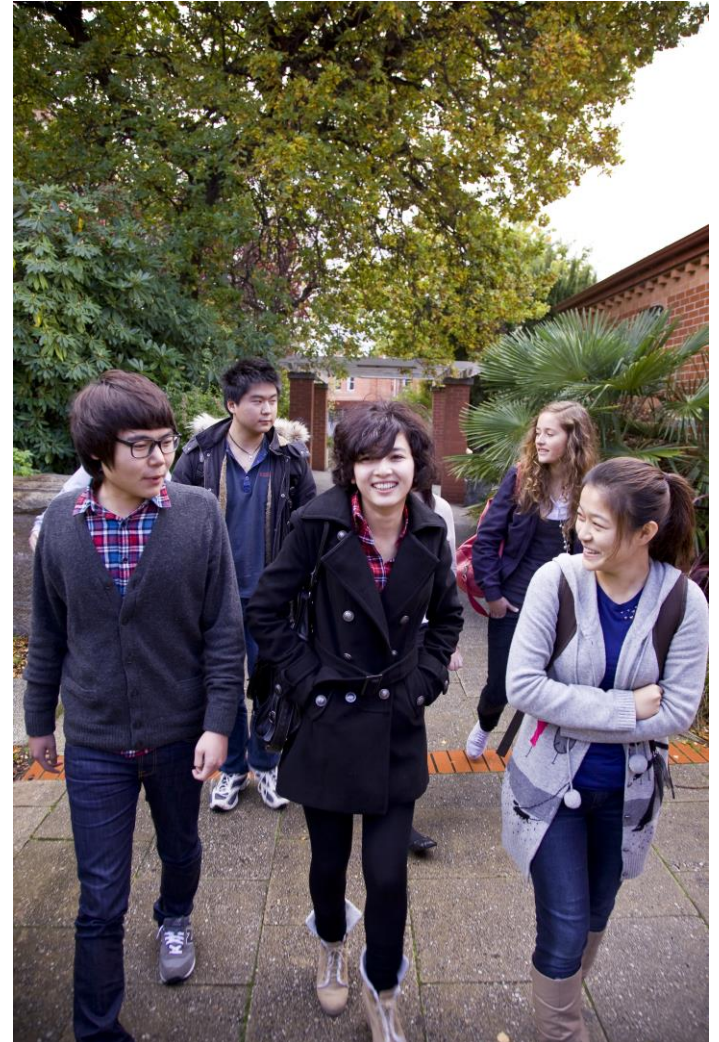




# Tasmanian Global Education Growth Strategy

## Purpose

- ❖ Leverage the Tasmanian brand as a key asset for education and training institutions to promote their unique strengths.
- ❖ Support global education as a standalone sector and as an enabler for a vibrant visitor economy, global industry connections and cultural diversity.
- ❖ Create opportunities for innovative partnerships that respond to the needs of stakeholders, including industry, community and students .
- ❖ Provide visiting students with a supporting and welcoming community in which to gain world recognised qualifications.



# Tasmanian Global Education Growth Strategy



## Why Tasmania?

- ❖ Exceptional education experience.
- ❖ Friendly and welcoming communities.
- ❖ High degree of personal safety.
- ❖ Scenic natural environment.
- ❖ Reputation for high quality products and services.
- ❖ Access to international transport linkages.

# Tasmanian Global Education Growth Strategy

## Goals and actions

Goal 1: Leverage Tasmania's brand as a study destination.

Goal 2: Strengthen industry partnerships and pathways.

Goal 3: Enhance student experience.

Goal 4: Develop connected communities.

Goal 5: Support ongoing investment by the sector.

Goal 6: Deepen connections with the global alumni network.



# Goals and actions



## Goal 1: Leverage Tasmania's brand as a study destination

Action 1.1 Leverage the Tasmanian brand as a key asset from which education and training providers can highlight their unique strengths nationally and internationally, implemented through an annual marketing plan developed through consultation with key stakeholders and supported by targeted market research.

Action 1.2 Facilitate cross-sector international education marketing, promotion, and partnerships in key markets, including leveraging brand ambassadors such as Ricky Ponting.

# Goals and actions



## Goal 2: Strengthen industry partnerships and pathways

Action 2.1 In partnership with the University of Tasmania, lead the development of work integrated learning opportunities by piloting innovative models for both the public sector and industry.

Action 2.2 Facilitate strengthened pathways between education and training providers within Tasmania.

# Goals and actions



## Goal 3: Enhance student experience

Action 3.1 Provide ongoing skilled migration assistance targeted to international students and graduates in Tasmania.

Action 3.2 Work with education and training providers and students to identify and resolve issues that may adversely affect the student experience.

Action 3.3 Promote and support recognition of student, staff and community achievement in, and contribution to, international education.

# Goals and actions

## Goal 4: Develop connected communities

Action 4.1 Support community and local government initiatives to welcome and integrate international students into local community life.

Action 4.2 Through international sister-school arrangements, foster opportunities for outbound mobility and international engagement for Tasmanian students and teachers.



# Goals and actions

## Goal 5: Support ongoing investment by the sector

Action 5.1 Facilitate opportunities for investment into education facilities and supporting infrastructure by the private sector and Australian Government.

Action 5.2 Continue to assess opportunities to co-invest in strategic institutional assets with the University of Tasmania, TasTAFE and Government schools as appropriate.





# Goals and actions

## Goal 6: Deepen connections with the global alumni network

Action 6.1 Support initiatives to develop and promote a global alumni network, including through trade missions.



## Advisory Group

A new Global Education Advisory Group will provide advice to the Department of State Growth on the planning, marketing and implementation of initiatives to collectively position Tasmania's unique product and service offerings that can be delivered locally, nationally and overseas.



# Contact details



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