

# The University of Tasmania



Growing international  
student enrolments  
through investment,  
effective strategy and  
partnerships

# Setting the scene/context

- Australia's 'island State' differs from other parts of Australia in many ways (topography, climate, population profile, culture...) and the University of Tasmania (UTAS) occupies the unusual position of being the only university in Tasmania.
- UTAS is a major player in Tasmania's socio economic landscape:
  - 3% of Tasmania's GSP;
  - 2,408 Staff (FTEs);
  - \$1.7 billion contribution – excluding research – to the output of all Tasmanian industries
  - Research contributes \$650 million to the local economy;
  - international higher education contributes ~\$300 million to the Tasmanian economy; and
  - 1,300 jobs created in Tasmania as a result of international education.
- UTAS and the Tasmanian Government have signed a partnership agreement to run from 2015 to 2025, with key long-term targets

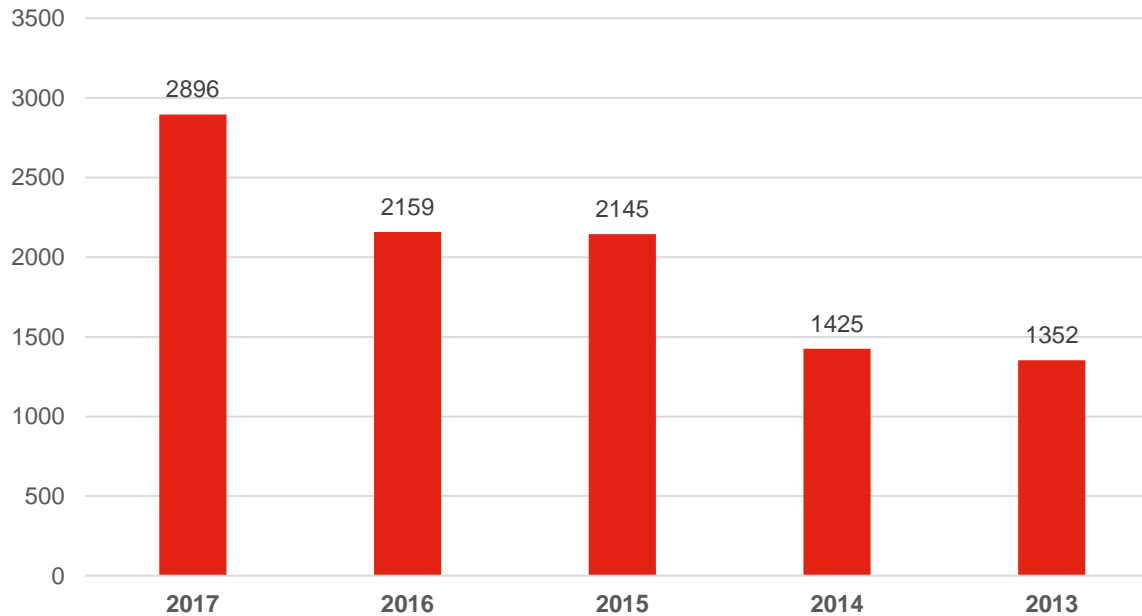
# **The recent international story is positive and moving in the right direction .....**

- UTAS serves a community with an older demographic profile and generally lower levels of educational attainment - which means less opportunity to grow 'local' UG and PG enrolments. At the same time the proportion of international students has traditionally been lower than the Australian university average.
- An Associate Degree strategy was developed to meet the needs of the Tasmanian community/industry while the Global Division tasked with growing international student enrolments.
- From 2014 to 2017 HE commencements doubled driven by:
  - sustained climb through global university rankings;
  - increased investment in international marketing and recruitment including onshore and South Asia;
  - greater efficiencies in Admissions (i.e. StudyLink);
  - growing awareness of migration incentives (i.e. points) for regional study and migration; and
  - Free publicity generated by President Xi Jing Ping's visit in Nov 2015

# So far, so good



Commencing FFPOS week 40



# Improving the student experience is key to further growth

- We all know what International students want. Fundamentally, a return on investment (i.e. a job after graduating) but also access to part time work while studying, quality/affordable accommodation, contemporary learning spaces, opportunities for meaningful interaction with the local community.
- Student's experience's outside the classroom increasingly drive awareness and interest in destinations – particularly as these experiences are shared online. Hence the formation of destination marketing organisations (DMOs) such as Study Adelaide, Study Melbourne, etc
- The core business of universities is education and partnerships with and investment by State/local governments and other external stakeholders is critical for delivering a 'total student experience'

# Its all about the experience!!



# UTAS/Tasmanian Government co investment – major projects

- UTAS and the State/Federal Governments have co invested in major education infrastructure projects, including:
  1. The \$300 million **Northern Transformation Program** incorporating a new \$260 million campus in Launceston and a new \$40 million campus at West Point in Burnie.  
  
Contributions: Federal Government - \$150 million, State Government and UTAS \$75 million each.
  2. The \$96 million **'Hedberg' creative and performing arts precinct** in Hobart to which the Tasmanian Government is contributing \$30 million and the Federal Government \$37 million.  
  
Construction to commence by end 2017

# Northern Transformation Program – Launceston – Inveresk Campus - Concept





# Northern Transformation Program – Launceston – Inveresk Campus - Concept



# The Hedberg creative and performing arts precinct - Hobart - concept



# UTAS/Tasmanian Government co investment – smaller projects

UTAS and the Tasmanian Government and industry have also co-funded smaller ‘experiential’ projects, including:

1. the **Assisted Placement International Students (APIS)** program.
  - ~60 international students
  - 2 weeks free, intensive hospitality training at TAFE Tasmania
  - Speed dating with prospective employers at end of course
  - Most secured jobs during the following summer tourist season
  - Budget: \$50,000 each from UTAS and State Government.
2. the **Lets Explore Tasmania** program
  - provides Int. students and their families with discounts and special offers with accredited tourism operators around Tasmania
  - Facilitates access to ‘destination Tasmania’
  - collaboration between the Tourism Industry Council of Tasmania (TICT), Tourism Tasmania (State Government) and UTAS

# Student Successes

## Prithviraj Sukumaran (India)

- Bachelor of Information & Communication Technology, 2002
- Indian film actor, producer, and playback singer.



## Joe Li (China)

- Masters of Architecture, 1995
- Founder and former CEO of EIC Group, one of the biggest education agencies in China, sending over 10,000 students abroad every year



# Student Successes

## Rianti Cartwright (Indonesia)

- Bachelor of Commerce, 2008
- TV Presenter MTV Indonesia, Actress and Small Business Owner
- UTAS Brand Ambassador



## Bo Xu (China)

- Master of Professional Accounting, 2010
- Accountant with Deloitte and now Australian Taxation Office



# Student Successes

## **Krutika Sen (India)**

- MBA (marketing), 2015
- Scientific & Business Affairs Specialist at Marinova Pty Ltd (Australian biotechnology company developing and producing high purity seaweed extracts for human health applications)



## **Alex Cordova (Brazil)**

- Bachelor of Law, 2016
- Lawyer at Worrall Lawyers, a Tasmanian law firm specialising in estate planning, family law, and related client services. Alex works in the areas of estate planning law, estate litigation, and family law.

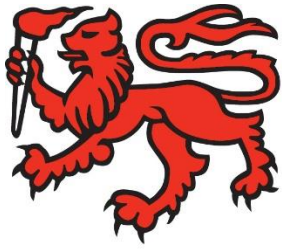


# Student Successes



## **Bin Jiang (China)**

I came to Tasmania as a student and never left! It's a great place to run a business and our children love living here too.'



UNIVERSITY *of*  
TASMANIA  

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AUSTRALIA

**Thanks For Listening**