

A Changing Brand Australia?

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DISCOVERERS WELCOME

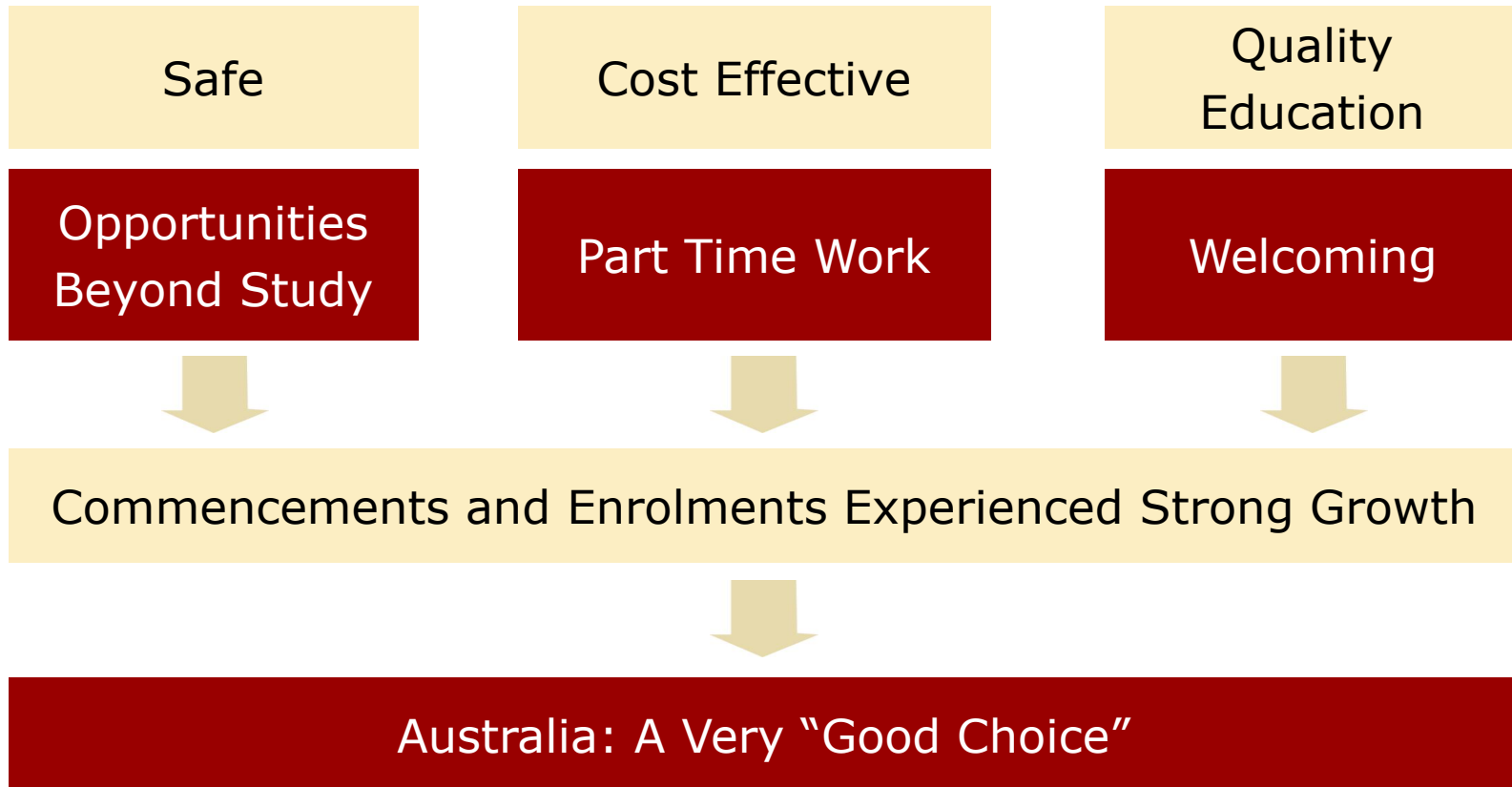


Overview

- Brand Australia – The Way We New It
- Impacts on Brand Australia
- Challenges for Brand Australia
- Brand Australia Now
- Where to From Now



Brand Australia: The Way We Knew It?





And Then: The Perfect Storm

Global
Financial
Crisis

Attacks on
Indian Students
& International
Media Coverage

College
Closures

Relaxed
Student Visa
Requirements
Elsewhere

Some Pathway
Sectors
Reporting
Downturn

Strong
Performance of
Australian Dollar









And Then: More Bad Weather?

- IDP change in focus – the USA
- Decoupling of education from migration, in particular: cessation of MODL and its replacement by the Skills Occupation List.
- Potential loss of Agent confidence in some Australian education sectors.
- Marketing Education: AEI to Austrade
- China now dominates enrolments at Australian universities.



Challenges to Brand Australia

Safe		Attacks on Indian Students and Media Coverage
Cost effective		Aussie Dollar, GFC
Quality Education		Private College Closures
Opportunities Beyond Study		Migration Reforms
Welcoming		Enhanced visa scrutiny, safety issues
Part-time Work		No change



What Now?

At Best



Some confusion
about what
we offer and
stand for

At Worst



Australia is less
competitive than
others in the short
term

At Very Worst



Australia is
currently in an
uncompetitive
position in
the short to
medium term



Moving Forward

What urgent action does the sector need to take to re-invent Brand Australia to reduce confusion about what we offer and stand for?

How can Australian educational institutions enhance the integration of domestic and international students on its campuses to provide an enhanced experience? In and outside the classroom on campuses? In the broader community?

What further efforts can Australian educational institutions make to enhance the profile of Australia as a safe place to study?

Is there a need to promote greater mobility of Australia students to act as ambassadors for Brand Australia?