



Australian Government

Council for International Education

# **Expert Members of the Council for International Education Implementation Plan 2018**

Updated: July 2018

This Implementation Plan articulates the areas of strategic focus for Expert Members for 2018. This Implementation Plan is a living document, that is updated on a regular basis.

In their September 2017 workshop, Expert Members agreed to five areas of strategic activity. Due to the volume of work associated with strategic activities, it was agreed consideration of the fifth activity, being *Examining the role, function, training and regulation of agents*, would be delayed until 2019.

## Strategic Focus for 2018

### a. Providing the best possible student experience, including developing employability skills and regional engagement

Ensuring strong student support		Implementation Progress
A1	Consolidating views on strategies that the sector can implement to help reduce workplace exploitation of international students and to increase students' recourse to equity if they have experienced exploitation.	Addressed by Student Service Delivery Working Group.
A2	Determining ways to facilitate consistent and accurate pre-departure information for students.	Addressed by Student Service Delivery Working Group. Working Group findings to feed in to the EGI 2017-18 Project: UA International University Students and Pre-departure information.
A3	Progressing the recommendations from the 2016-17 EGI project on student accommodation to improve international students' experiences with finding accommodation and living in Australia.	Addressed by Student Service Delivery Working Group.  2016-17 EGI Project: KPMG accommodation report.
A4	Developing advice on how the sector can enhance the study experience for international students, including through student governance on campus and in engagement with domestic students.	Considered by Student Service Delivery Working Group – future work to be undertaken in relation to broader community engagement work.  EGI 2016-17 Projects: <ul style="list-style-type: none"> <li>- CISA conference</li> <li>- Harvard project,</li> <li>- Data Projects.</li> </ul> EGI 2017-18 Projects: <ul style="list-style-type: none"> <li>- CISA - International Student Engagement and Leadership program</li> <li>- English Australia – International Student Mental Health, training to support a better experience</li> <li>- ISANA National Code of Practice for Providers of Education and Training to Overseas Students 2018 Online</li> </ul>
A5	Developing advice on sector strategies to capitalise on work integrated learning and strengthen employability outcomes for international students, and ensuring more comprehensive, proactive careers advice.	Discussed by Student Service Delivery Working Group. Working Group discussions to feed in to EGI projects:  2016-17 EGI Project: UA WIL Audit.  2017-18 EGI Project: ATN WIL to Work: Enhancing International Student Capacity through Work Integrated Learning

**b. Developing a nationally consistent approach to marketing and branding of international education**

Achieving marketing and brand consistency		Implementation Progress
B1	Developing a roadmap for the national brand	Addressed by the Marketing and Collaboration Working Group.  Austrade developing Nation Brand.
B2	Destination marketing – maximising coordination	Addressed by the Marketing and Collaboration Working Group – forward focus on next steps for framework.  Market Action Plans being progressed for Vietnam, Indonesia and Mexico.
B3	National processes for incident response and management from a reputation and brand perspective	Being considered by state and territory government forums.
B4	Reviewing competitor practice in target sectors or markets to identify opportunities and better practice at both a provider and government level	To be considered as part of broader diversification and sustainability future focus.
B5	A better articulation of the Council's role around two of Austrade EGI funded projects: <ul style="list-style-type: none"> <li>responding to the outcomes of the 2016-17 EGI project to develop a strategic messaging framework and development of a sector engagement plan to facilitate use and maximise impact</li> <li>responding to the outcomes of the 2016-17 EGI project to develop a market action plan – ensuring sector engagement in implementation and longer term, assisting with evaluation of effectiveness</li> </ul>	Austrade to progress.
B6	Providing advice on how data can better be utilised for marketing and promotion purposes	Austrade and Department of Education and Training to address as part of broader data and trends analysis work.  EGI 2016-17 data projects.

**c. Enhancing international cooperation through in-country projects, research collaboration, two-way mobility and transnational education**

Planning for the transformation of international education		Implementation Progress
C1	Undertaking and commissioning research on market dynamics and industry needs (including onshore and offshore, across sectors, new markets, online)	2017-18 EGI Project: NSW Education Standards Agency Investigating Markets for School Curriculum, Assessment and Regulation Exports
C2	Surveying the 10 largest companies about global skills and learning needs to improve delivery to international students	To be considered as part of broader diversification and sustainability future focus.

Planning for the transformation of international education		Implementation Progress
C3	Developing advice on how the sector can capitalise on current and future opportunities, innovation and alternative delivery	2016-17 EGI Projects: <ul style="list-style-type: none"> <li>- UA and China-Australia HECP,</li> <li>- EA and ELICOS</li> <li>- Australia Indonesia Centre</li> <li>- Australia India Institute</li> </ul> 2017-18 EGI Project: Deloitte Access Economics Market Diversification in International Education and Training
C4	Investigating the capacity of the schools sector to meet demand. The research would draw on existing data, and inform a supply side strategy for school.	2017-18 EGI Project: <ul style="list-style-type: none"> <li>- Tribal Group – Filling the Data Gap: International Engagement in the School Sector</li> </ul>
C5	Providing advice to the sector and government on how to leverage emerging markets, for example Latin America	Being addressed by the Latin America Working Group.
C6	Providing advice on how data can better utilised to assist the sector to plan for new and innovative forms of education delivery.	EGI 2016-17 data projects. 2017-18 EGI Project: Navitas International Higher Education Student Flows Via Global Data Integration
C7	Providing advice to Minister Birmingham on emerging cooperative opportunities with China, to inform a potential visit in 2018	China trip discussed in previous meetings of Expert Members.
C8	Supporting and strengthening research collaboration between Australian and overseas researchers	2016-17 EGI Project: AAS research collaboration. 2017-18 EGI Project: UA Australia-Germany Joint Research Cooperation Scheme
C9	Providing leadership on the development of an International VET Engagement Strategy	Expert members to provide ongoing input in to the development of a Strategy, with a view to eventual endorsement.

#### d. Communicating the benefits of international education to the Australian community

Development of a community awareness policy including development of a regional engagement strategy		
D1	Developing advice on how Government and the sector can work together to attract more international students to regional communities and promote the excellence and the advantages of education, training and research in regional Australia. For example, developing initiatives that can address common misconceptions about regional Australia, and demonstrate the value of the student experience in regional Australia	2016-17 EGI Project: IEAA Building and strengthening support for international students – Phase 1.  2017-18 EGI Projects: <ul style="list-style-type: none"> <li>- IEAA Building and Strengthening Support for International Education in Australia – Phase 2.</li> <li>- Victorian TAFE Association Growing Regional Pathways to Higher Education</li> </ul>
D2	Providing advice on best practice in study tours for years 9-12 students	Not yet addressed.

### Development of a community awareness policy including development of a regional engagement strategy

D3	Providing advice on how data can be better utilised to build community and regional engagement	2016-17 EGI Project: IEAA Building and strengthening support for international students, data projects.
D4	Developing an outreach strategy for EMs and Government to engage with industry and employers in sharing information on the benefits international education brings to Australian businesses, communities and the economy, particularly in regional areas, and through case studies with international students.	2016-17 EGI Project: IEAA Building and strengthening support for international students.  2017-18 EGI Project: IEAA Economic Benefits Interactive Online Tool
D5	Establishing a social media and online presence for the Council to better disseminate the work of the Council to the sector.	Ongoing.

### e. Enabling functions

E1	Evaluating the actions of <i>Enabling Growth and Innovation</i> grants in achieving the objectives of the program.
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