



**Innovative  
Partnering  
to Maximise  
Competitiveness  
in a Global  
International  
Education Market**

**2013**

**Global Assistance**

**Allianz** 

**How can we help?**

**David Bycroft**

**Introducing**

**Anthony Fleming**

**Allianz Global Assistance (AGA)**

# Introducing PAGE

- Partnered Allianz Global Education (PAGE) is about Allianz taking a leadership position to help global education opportunities by partnering with ‘best in class’ suppliers and providers
- Allianz will involve and attract other quality partners and brands to form a consortium of support players that assist bringing:
  - consumer confidence
  - better service standards and
  - quality in support services
- To maximise the ‘student experience’ and ensure a safe and worthwhile outcome for international students

# Introduction

- PAGE is about helping international students have a safer, happier and more successful time studying in Australia
  - **ENHANCING 'THE STUDENT EXPERIENCE'**
- PAGE is about building international student numbers for Australia
  - **BUSINESS DEVELOPMENT FOR AUSTRALIA**

# Introduction

## Why is Innovative Partnering needed?

- International Education is dynamic export
- It has increasing global competition
- Education on its own is becoming more standardised
- The two major drivers of International Education purchasing are becoming:
  - 1. The Student Experience**
  - 2. Ease of Purchase**

# Competing Globally

- In Australia an improvement is required in:
  - Consistency and Quality in Services
  - Consistency and Quality in Support
  - Reliability
  - Consumer confidence
  - Credibility
  - Reputation
- The much talked about '**Student Experience**'

# The Power of PAGE

- Partnered Allianz Global Education (PAGE) refer: [www.allianzpage.com](http://www.allianzpage.com)
- An opportunity to build quality corporate partnerships all committed to 'the student experience'
- Initially an Australian project with global potential

# Top Host Destinations Worldwide

## Percentage Change from 2011 to 2012

Destination	%
China	12.21
Canada	11.00
United States	7.21
Germany	5.26
United Kingdom	1.59
France	1.52
Australia	1.31
Japan	-0.23
<b>Total</b>	<b>5.29</b>

Reference: Project Atlas Trends and Global Data 2013

# Building the House of PAGE

- In summary we have to start with what we have got and turn it into something special

# International Education Industry 2012



# International Education Industry 2013



# The Turning of The PAGE 2014



**The Industry  
that we build  
for 2015.**



# Why Allianz?

- **Recognised Global Brand**
- **Network**
  - Employees
  - Active consultants in education industry source Countries
- **Allianz commitment** to PAGE both within and outside of Australia

**David Bycroft**

**Innovative Partnering and  
Business Development**

# Brand Australia

- Working with Brand Allianz to:
  - Build Brand Australia
  - Focus on pre-departure tools and communication
- An Outstanding Pre-Decision Opportunity
  - to effectively compete with Brand USA etc.
- Ease of Purchase
  - VISA process is one thing
  - Ancillary Services is the controllable key
- Delivered Well = Student Experience Plus
- Australia must meet the buyers expectations

# Innovative Partnering

## What is Innovative Partnering?

*“In today’s world, no single organisation, private or public, will likely have the ability to develop all necessary innovations in-house. Neither can they afford to ignore internal capabilities. (Eggers and Singh 2009, p.114)”*

- The leading sources of innovations (Thornton 2009) – apart from internal sources are:
  - Customers
  - Suppliers

# Importance of Partnering

- There is one thing that the entire international education industry agrees on:
  - **Partnering is the way of the future**
- PAGE is about establishing quality, credentialed and Allianz 'selected' partners to give the world a 'one stop shop' and 'peace of mind'
- It also provides both Allianz and PAGE partners with a single message and point of focus for a large and generally disorganised market and industry

# Importance of Partnering

- Dr Michael Chaney in his report to the Australian Government focused on:
  - making it easier for students to study and work in Australia and
  - improving the quality of international student experience in Australia
  - **The above is also the PAGE objective**

# Importance of Partnering

- The Chaney Report also made recommendations on the need for:
  - Coordination
  - Quality
  - Positive Student Experience
  - Partnerships
- **This is also the direction of PAGE**

# Importance of Partnering

- The Chaney Report also made recommendations on the need for improving:
  - Competition
  - Promotion
  - And Marketing
- **PAGE will be setting new international education benchmarks with respect to all of the above**

# Partnering Commitment

The key to maximise PAGE success is as follows:

1. Getting the right mix of partners
  2. Maintaining 'best in class' advantage
  3. Quality and value for money proposition
  4. One stop shop
  5. Pooling marketing resources
  6. Establishing consistent messaging
  7. Building relationships off the Allianz brand
  8. Etc.
- All PAGE partners must be committed to the PAGE project

# Global Concept Strategy

**Allianz Worldwide**

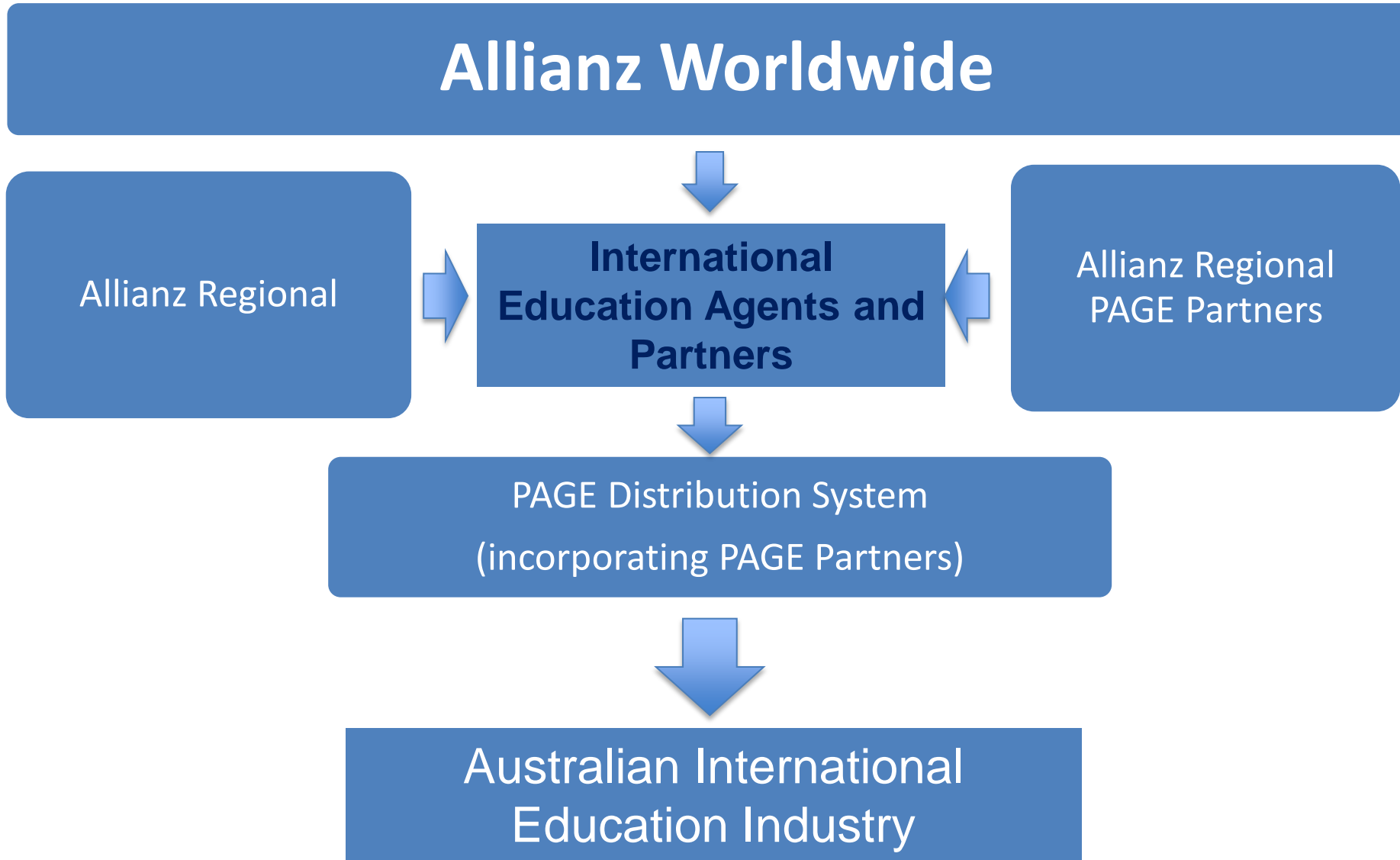
Allianz Regional

**International  
Education Agents and  
Partners**

Allianz Regional  
PAGE Partners

PAGE Distribution System  
(incorporating PAGE Partners)

Australian International  
Education Industry



# CISA Good Practice Program

1. Pre-Decision
2. Recruitment
3. Pre-Arrival Information
4. Upon Arrival
5. Orientation by Provider
6. During Studies (Integration)
7. After Studies
8. Providers Support on Relevant Issues
9. Ongoing Commitment

# QUESTIONS



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(PAGE)**

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