



ISEAAA

**A COLLABORATIVE APPROACH TO BUILDING A
SECURE FUTURE FOR AUSTRALIA'S
INTERNATIONAL EDUCATION INDUSTRY**

COLLABORATION & SHARING



- What is your main takeaway from this conference?
- What you see as the benefit of collaboration in the international education sphere and in general
- Sharing your thoughts and views



THE GROWTH OF THE INTERNATIONAL EDUCATION INDUSTRY IN AUSTRALIA



- Now a \$32 billion export industry
- What are the implications from a quality perspective?
- Latest media articles
- The role played by education providers, education agents and government bodies



REGULATION OR REGISTRATION?



- Which works best and why is it needed
- Growth of industry and need to protect but not damage in the process
- Migration Act affects all education agents onshore – clerical assistance only
- Migration agents in Australia regulated by OMARA
- Education agents provide advice on course enrolment and choice
- Student visas carry Genuine Temporary Entry Requirement

WHY WAS ISEAA FORMED?



OUR PURPOSE



**TO PROMOTE
ETHICAL
BEHAVIOUR**



**ADVOCACY AND
COOPERATION WITH
THE INTERNATIONAL
EDUCATION
INDUSTRY**

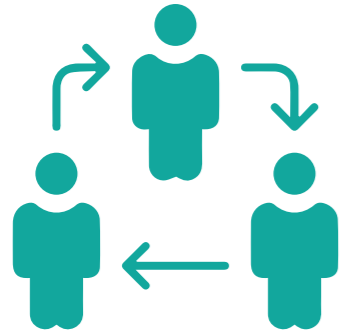


**REPRESENTATION
OF OUR MEMBERS
TO GOVERNMENT**

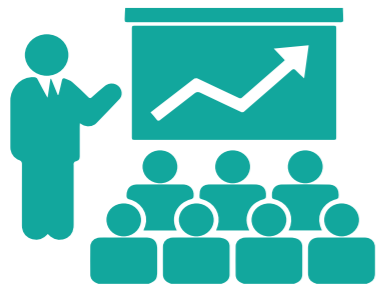


**TO BE A PLATFORM
OF COMMUNICATION**

WHAT IS ISEAA'S PERSPECTIVE OVERALL INTENT



**COLLABORATION WITH ALL RELEVANT BODIES
TO PROTECT OUR INDUSTRY AND OUR
INTERNATIONAL STUDENT CLIENTS**



**UNITE, INSPIRE AND EDUCATE – TRAINING
AND REGISTRATION FOR EDUCATION AGENTS**



- 1 Attendance and lodgement of recommendation to the Joint Standing Committee on Migration**
- 2 Seat at Advisory Panel at Department of Education & Training**
- 3 Appearance nationally and internationally in the media and events**
- 4 Grant of \$20,000 from NSW Government**
- 5 Recognition by Minister of Education at AIEC and by Department of Education & Training at ISANA conference on 06/12/2018.**

FROM COMPETITION TO COOPETITION AND CATEGORY BUILDING



- We are all in this together including government
- Many founding members of ISEAA compete in the same markets
- Ultimately we all share the same goal – promoting brand Australia
- By working together we all benefit our businesses too



WHAT DOES IT MEAN TO COLLABORATE? UNITE, LINK, ALLY, ASSOCIATE, INTEGRATE



- Respect for one another and what we do
- Understanding our role in the industry whether government body, education provider or agent
- Taking responsibility for our role and playing our part
- Our client – who are we serving? The international student
- Let's hear their voice too – what do they want for our industry?



A SYMBOL OF **QUALITY**
INTEGRITY & TRUST

JOIN US
MAKE A DIFFERENCE



ISEAA.ORG.AU



“

UNITED WE STAND, DIVIDED WE FALL. LET'S BRAND AUSTRALIA TOGETHER AS ONE BIG HAPPY FAMILY WHOSE CHILDREN ARE ITS STUDENTS. LET'S LOOK AFTER OUR CHILDREN AND EACH OTHER AND PROVIDE HOPE AND OPTIMISM FOR A BRIGHT AND POSITIVE FUTURE.

- Melanie Macfarlane. ”