

Looking at Recovery Strategies for International Education



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ACTiveNSW Branch Industry Check-in

From 'The Path to Renewal' Webinar 11 June 2020

Department of Education, Skills & Employment – Warwick Miles

Regulation Flexibility

Provider fee relief

A COVID-19 safe world?

Face-to-face learning

Working with UA

Government's three step road map for the return of international students



Department of Home Affairs – Mathew Noble

Reviewed timelines of COVID-19 impact since 1 February

Outlined current travel restrictions

Highlighted support put in place for international students

Number of policy issues are under current consideration

Guiding principle – students not be impacted adversely by COVID-19

Austrade – Rebecca Hall

Realigned 2020 resources

Role is not to set policy but to communicate it

Working with State and Territory Study Clusters

Shifted focus to work with current students and issues – CISA and ISANA



Austrade

Study Australia

Piloting the Study Australia Partnership

- Working with all state and territory study clusters to align messaging, plan campaigns and share knowledge
- Invest in our digital eco-systems to improve access and engagement from a range of audiences.
- Build a centralised communications ecosystem which allows information to be created and distributed in real-time
- Produce content in modular formats to increase reach, influence and utility
- Adopt a 'human' tone of voice so information from government sources (including Study Australia) becomes more engaging
- Develop a suite of content – in a range of effective formats – which can be adapted and shared by relevant partners
- Curate expert voices and trusted channels to gain the widest market reach

International Education | The Pathway to Renewal



www.studyaustralia.gov.au



Nation Brand overview

How we act



Australian optimism

Positive attitude
Outward looking
Making it happen
Free thinking

How we speak



Tone of voice

We're known for (keep doing):
down to earth & friendly
Emphasise (the central idea of
our spirit): optimistic
Dial-up to differentiate:
clever & dynamic

How we look



Irrepressible optimism

Australia's national flower the
wattle – burst of positive,
bright, joyous gold







For more information: australiabrand.com.au/brand-hub

4 key factors that will position Australia well for renewal

1. Progressed well along the 3 step road map
2. Diversity in source markets
3. Students and parents perception and intention remains positive
4. Current students experience of Australian education is positive

Australia will continue to be a top choice



<p>Environment</p>	<p>Employability</p>	<p>Diversity</p>
		
<p>Australia is safe, welcoming, inclusive and supportive</p>	<p>Australia helps students develop professionally and personally to achieve career success</p>	<p>An unrivalled range of study options & opportunities</p>
<p>Quality</p>	<p>Student experience</p>	<p>Visionary</p>
		
<p>Australia is a leading provider of consistently high quality education</p>	<p>Australia provides a richly rewarding experience for all students</p>	<p>Australia's visionary research is having an impact</p>

So what can we do?

Get involved

Work with ISANA ACTiveNSW Branch

Take every opportunity to build your skills

Network

The value of student support and welfare

Data

Q&A