



Department of  
**Jobs, Tourism, Science  
and Innovation**

# Western Australian International Education Recovery and Renewal Plan

December 2020



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## Premier's foreword

International education is critical to the growth and diversification of Western Australia's economy. It is an important contributor to the diverse cultural fabric that makes this state one of the most exciting and welcoming places in the world.

As a sector that has international mobility at its heart, the impact of COVID-19 on WA's international education sector and students has been significant. Faced with declining enrolments, providers have been reconsidering their business models in order to survive.

Throughout this difficult period, the WA Government has been continuously engaging with the state's international education sector to understand the full weight of the pandemic's impact, and what it means for the future. Through this engagement, it has become clear that while COVID-19 has been tough on the international education sector, it has also given us an opportunity to reconsider what our strengths are and how we might better position ourselves to become a destination of choice for international students.

I commend WA's international education sector for the resilience and ingenuity it has shown in striving to mitigate the effects of the pandemic. We are observing greater collaboration as providers and industry partners work together to pursue new opportunities both locally and offshore.

The WA International Education Recovery and Renewal Plan will build on this momentum and support our international education sector to use collective action and innovation to enhance our international standing as an education destination of choice.

The sector will be supported in its endeavours by Invest and Trade WA, WA's

International Trade and Investment Office Network and the government's reinvigorated approach to investment attraction and trade promotion.

By successfully implementing the action-oriented initiatives within the plan, we will support our state to get back on the road to becoming a thriving community to live, work, visit and do business in, as envisioned in our WA Recovery Plan.

I thank the members of the WA International Education Advisory Group for their work to develop the direction and initiatives within this plan. Under the group's leadership, and with the full support of the WA Government, we will achieve the ambitious objectives of this plan, and we will emerge from COVID-19 in a position of strength.

**Hon. Mark McGowan BA LLB MLA**

Premier of Western Australia



Premier Mark McGowan, Australian International Education Conference 2019.

# Message from the Minister for Education and Training

Our state has a long, proud tradition in supporting international education and international students. The Recovery and Renewal Plan reinforces this commitment and communicates to our diverse and vibrant sector – which encompasses schools, vocational education and training providers, ELICOS providers and higher education institutions – that international education is a valuable pillar of our society and economy.

Importantly, this plan includes a number of initiatives and actions to ensure students studying with WA providers continue to experience high quality education and training in a nurturing learning environment. Additional community

engagement and support programs will also ensure the wellbeing of our onshore students continues to be prioritised and safeguarded.

I thank the WA International Education Advisory Group and our international education network for shaping the outcomes and initiatives within this plan. Through this joint government and industry collaboration, we will successfully respond and adapt to the impacts of COVID-19 and achieve long-term resilience and sustainability going forward.

**Hon. Sue Ellery BA MLC**

Minister for Education and Training



Hon Sue Ellery MLC, Hon Kim Beazley AC and Premier Mark McGowan at the International Student Welcome Day 2019.

# Message from Western Australian International Education Advisory Group's Student Representative

International education is a critical sector for WA. It employs thousands and touches the lives of international students who get to live and study in one of the most beautiful places in the world – the best location for me personally.

The WA community touches the lives of these brilliant students at the most important time of their lives, as they develop, learn and aspire to be the future leaders of the world.

It is an honour and a great opportunity for international students who travel to WA to study and learn. Through their experiences, these students become the greatest ambassadors for WA and Australia.

In my opinion, this is the most important benefit of international education, alongside other advantages such as a diversified economy and a multicultural community.

It is critical for the WA international education sector to survive, advance and be the pioneers of what is a very competitive global field. We have the best potential in Australia and in the world to be the top destination - it starts with a single step, and through collaboration and commitment, it will drive us to build to a summit.

I am hopeful that, through the Recovery and Renewal Plan, we can reach this summit and demonstrate the success that can be brought through strong

collaboration between the WA Government, the sector and students.

I congratulate all of those who were involved in the development of this plan and its initiatives. I also offer my support to the many people that make up WA's international education sector, and I wish for hope and resilience amongst my international student peers during this time.

## **Ahmed Ademoglu**

Student Representative – Western Australian International Education Advisory Group  
Chairperson – Board of International Students Western Australia



Premier Mark McGowan, Ahmed Ademoglu, Rod Jones and Hon Sue Ellery MLC at the launch of the WA International Education Strategy 2018.

# Message from the Chair of the Western Australian International Education Advisory Group

The Recovery and Renewal Plan is a reflection of what can be achieved through strong cross-sector collaboration and engagement.

The vision and initiatives outlined within this plan have been informed by the collective insights of the International Education Advisory Group. This diverse group of industry representatives and partners have used their knowledge, skills, experience and networks – coupled with a data-driven evidence base – to develop the recovery agenda for WA's international education sector.

As a result of their efforts, and those of everyone across the sector who contributed, we have a plan that will support the breadth of organisations that make up this diverse sector and ensure our international students can continue to thrive, whether studying onshore or offshore.

Recognising the need for an urgent response to the impacts of COVID-19, the advisory group has committed to fast track

the implementation of the plan's initiatives, all of which leverage the strengths and synergies of a range of industry and community partners to enhance the competitiveness and resilience of our international education sector.

The Department of Jobs, Tourism, Science and Innovation is determined to foster the recovery of the international education sector with the leadership of the advisory group, and by harnessing the international engagement and trade expertise within our offshore offices and Invest and Trade WA.

As Chair of the advisory group, I look forward to driving the initiatives in the Recovery and Renewal Plan and continuing this great partnership with the international education sector.

## **Richard Sellers**

A/Director General – Department of Jobs, Tourism, Science and Innovation  
Chair – Western Australian International Education Advisory Group

# Western Australia's international education sector

## From a position of strength

Before the emergence of COVID-19, Western Australia had moved decisively to position itself as a prime location for international students to live, learn and launch.

Recognising the value of the sector, the WA Government committed to enhancing WA's reputation and ranking as a world-class international education destination.

Developed in partnership with StudyPerth, the state's international education plan, *Where bright futures begin: International Education in Perth, Western Australia 2018-2025*, provided a framework to support growth in student numbers by highlighting the unique learning experiences and environments WA has to offer.

In 2019, WA hosted the Australian International Education Conference, which was officiated by Premier Mark McGowan. This conference provided the opportunity for representatives across the sector, including practitioners, teaching staff and other stakeholders, to share ideas, discuss major industry trends and meet with colleagues from around Australia and the world.

The international response to the state's renewed focus on international education was promising, and in the first quarter of 2020, enrolments increased by 6%. This success was matched with significant flow-on benefits to the WA community, with international education generating \$2.1 billion for the state in 2019.

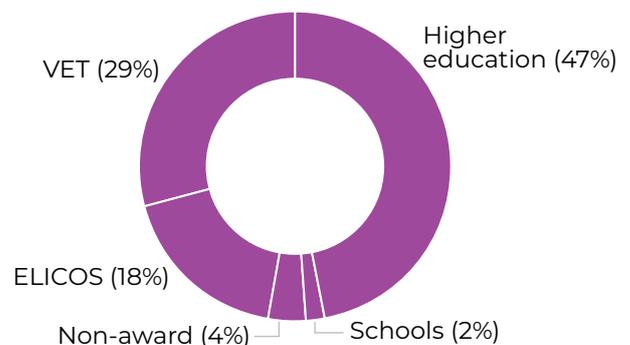
## Impact of COVID-19

The impact of COVID-19 on the international education sector in WA has been significant. The combination of border closures, shifting economic and social priorities, and a changing geopolitical landscape has resulted in international education

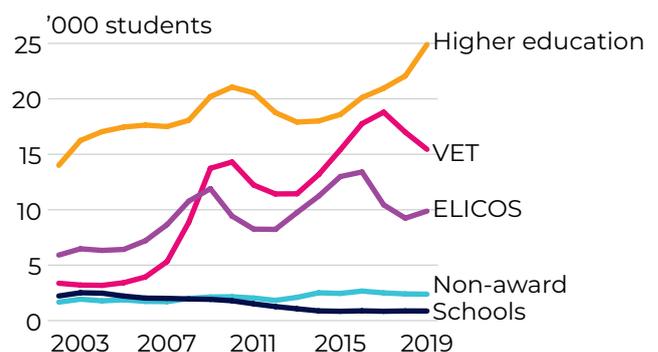
International student enrolments in WA: January to March 2019 & 2020



Proportion of student enrolments in WA by sector in 2019



Student numbers in WA by sector



providers experiencing a large decline in new enrolments, affecting their viability.

The financial difficulties caused by COVID-19 are being felt across the entire international education spectrum. For those providers that rely on shorter courses and a continual turnover of onshore international

## Indian Society of WA COVID-19 Relief Program

Throughout the pandemic, the Indian Society of WA has implemented a range of services and activities to support student health and wellbeing, including providing free food and groceries, funding for living expenses, and medical and mental health support. These activities have been supported by the WA Government through the provision \$188,000 in funding from the Lotterywest COVID-19 Relief Fund. Through its efforts, the Indian Society of WA has assisted over 500 international students and temporary residents to effectively manage the impacts of COVID-19.



Indian Society of WA Student Connect event in 2020.

students, the reduction in student numbers and enrolments is significantly limiting cash flow and putting operations under considerable strain. Larger organisations, including our universities, have also experienced significant revenue losses and are anticipating further disruption to their operations into 2021.

The pandemic has also heightened competition within the sector, with national and international competitors offering a range of incentives to maintain their pipeline of students. Across a number of countries, including Canada and the United Kingdom, the introduction of enhanced post-study work rights and alternative delivery models has been critical to incentivising students to commence or continue their studies. To better understand this competitive landscape, the WA Government is working with key sector and industry partners to assess the impact of these measures and the influence they have had on student confidence and conversion.

The WA Government recognises that restoring business confidence will be critical to economic and social recovery, and is therefore a priority within the WA

## Activities to support WA's university students

During the height of the pandemic, WA's universities responded decisively to address the welfare needs of students by offering a range COVID-19 student support programs, including:

- » Curtin University's Financial Support Bursary, which has offered cash payments ranging from \$500 to \$1,500 for students who required immediate financial assistance.
- » Edith Cowan University's Student Support Package, which has provided financial assistance and grocery grants for students.

- » Murdoch University's Student Support Package, which has offered direct financial assistance, as well as bursaries for essentials and technology.
- » Notre Dame University's COVID-19 Student Hardship Assistance Fund, which has delivered grants of up to \$1,000 to support students in need of emergency assistance.
- » The University of Western Australia's Financial Hardship Fund, which has offered grants to meet essential living costs and assistance with housing and wellbeing support for students.

Recovery Plan. To monitor business confidence within the international education sector, the Department of Jobs, Tourism, Science and Innovation administered a provider survey which has captured baseline sentiment data. This initial survey showed that the majority (92%) of respondents have been able to continue their operations during 2020, however almost half (47%) have concerns about their business prospects over the next 12 months.<sup>1</sup> This survey will be undertaken on a regular basis to ensure sentiment is continually monitored and evaluated.

Despite the significant and ongoing nature of the challenges facing the sector and international students, they have shown great resilience. Many providers have taken steps to revise their business models to maintain operations, including moving to online delivery, to support students who are unable to study onshore due to COVID-19 impacts and associated travel restrictions. A number of institutions have also started to pool resources and capabilities to attract new opportunities offshore, to establish and maintain a pipeline of future students.

Through effective management of the spread of COVID-19 and ongoing collective action across government and the sector, the wellbeing of international students has also been safeguarded. In addition to the range of initiatives implemented by the WA Government to create jobs and support the community, targeted strategies implemented by key sector partners and community groups have effectively supported student health and wellbeing.

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<sup>1</sup> Results are from a business confidence survey issued in November 2020 to all WA international education providers. The survey received a total of 34 responses, which reflects approximately 40% of providers.

## StudyPerth Crisis Relief

StudyPerth has supported the acute needs of international students impacted by COVID-19 through the establishment of its Crisis Relief program. The program was supported by WA Government funding and has effectively safeguarded the wellbeing of students by offering a range of financial assistance measures, including the provision of rent assistance and supermarket vouchers to enable students to purchase food and groceries.

## WA Government hardship support for international students

The WA Government has implemented a range of measures that have assisted onshore international students experiencing hardship as a result of COVID-19. Public providers, including TAFE colleges and public schools, have offered student welfare services such as support with crisis accommodation and immediate living expenses. TAFE International WA, through the Australian Homestay Network, has also provided low cost short-term lodging to international students needing support with accommodation.

Other key government initiatives include:

- » Assistance with employment and access to free job training information and advice through the WA Jobs and Skills Centres.
- » Support provided through the State Emergency Welfare Program, which has included emergency accommodation, food, clothing, personal support services, and financial assistance.
- » Establishment of the Lotterywest COVID-19 Relief Fund, which has provided a range of targeted and impactful community grants to assist people across WA, including support to meet the increased demand for crisis and emergency relief services.
- » Introduction of a \$30 million residential rental relief package offering grants of up to \$2,000 for WA residential tenants.

# About the plan

## Purpose and scope

The purpose of the Recovery and Renewal Plan is to build on the collective action, commitment to quality and ingenuity being demonstrated across the sector to ensure it emerges from the pandemic in a position of strength.

The plan articulates practical strategies and initiatives to support the sector to reposition, recover and achieve long-term sustainability beyond the COVID-19 pandemic and into the 'new normal'. These strategies and initiatives use a range of levers to maximise impact, including:

- » funding for projects and programs that promote the WA international education sector in key markets, build provider capability and maintain student numbers while travel restrictions remain in place
- » developing or reviewing policy and regulatory settings to create the most conducive environment for recovery
- » harnessing the full potential of existing onshore and offshore networks and expertise
- » promoting collaboration and leveraging the collective capability and resources of government, the sector and industry partners.

The plan is designed to support the entire WA international education sector, which encompasses schools, vocational education and training (VET) providers, ELICOS providers and higher education organisations that deliver courses to international students through onshore and offshore delivery. It also brings together strategic partners and connected sectors to leverage synergies and coordinate collective outcomes for the betterment of the WA international education sector and economy.

The plan is action-driven. It outlines initiatives that can be implemented and deliver clear outcomes within the timeframe of November 2020 to June 2022.

## Context

The Recovery and Renewal Plan has been developed within the context of broader WA Government recovery activities and reforms to strengthen and diversify the state's economy.

## Recovery and diversification

The cornerstone of the WA Government's commitment to economic and social recovery is the WA Recovery Plan. Released in July 2020, the \$5.5 billion plan is driven by a clear and direct commitment from the WA Government to get the state back onto its pre-pandemic growth trajectory as quickly as possible. The WA Recovery Plan contains a range of initiatives that are designed to create local jobs, support community wellbeing and facilitate the recovery of a range of industries and sectors, including education and training.

The WA Recovery Plan contains 2 initiatives that are specifically designed to support the international education sector. These are the development and implementation of this plan, and the expansion of the School Curriculum and Standards Authority's offshore international education program.

As part of its overall focus on job creation, the WA Government is also progressing the delivery of its economic development framework, Diversify WA, which was launched in July 2019. The vision of Diversify WA is for 'a strong and diversified economy delivering secure, quality jobs through increased investment across a broad range of industries'.

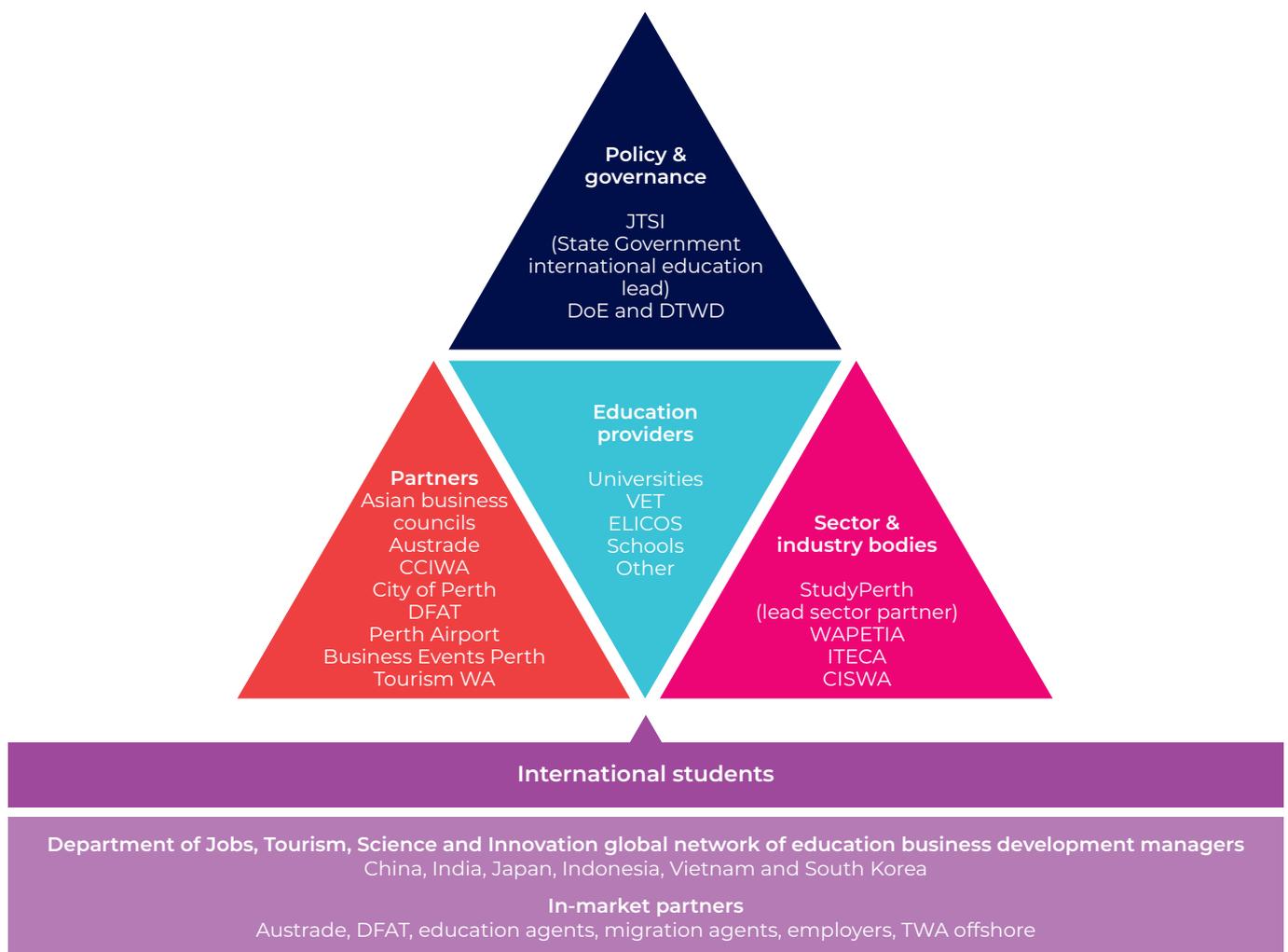
Through Diversify WA, the state has committed to adding significant value to a range of sectors to foster their potential for growth. These sectors, which include international education, have been identified as key pillars of the state's economy and the points at which WA's strengths meet global demand. To encourage the long-term growth of these sectors, Diversify WA identifies a range of levers that can support their strengthening and expansion. The initiatives within the Recovery and Renewal Plan have been designed to align with these levers to support the implementation of Diversify WA's outcomes and achieve its vision for international education.

### Offshore markets

Demand for WA's international education sector is driven by the quality of the product, the effectiveness of the sector's international engagement and WA's global reputation. The WA Government is progressing a range of initiatives and reforms aimed at strengthening the state's engagement with key offshore markets, all of which are expected to benefit the international education sector.

WA's International Trade and Investment Office Network boosts exports and encourages inward investment. From late 2020 the network was reconfigured into 5 regional hubs – UK/Europe, India-Gulf, North

## International education ecosystem in WA



East Asia, China and ASEAN. The hub-and-spoke model supports a more strategic and agile approach to trade and investment opportunities. Commissioners are empowered to lead trade and investment activities across an entire region and deploy local resources for targeted engagement where required.

The planned trade promotion and investment attraction initiatives of the international offices, and the broader WA public sector, were included in a single plan for the first time in 2019. The Investment and Trade Plan is now an annual document that provides a clear overview of the WA Government's onshore and offshore investment and trade initiatives in key export sectors, including a section specific to international education.

Initiatives within the Investment and Trade Plan are heavily weighted to engagement throughout Asia (including South Asia, North East Asia and South East Asia). This reflects the WA Government's commitment to a coordinated and long-term plan for growing our partnerships with Asia, as articulated in WA's Asian Engagement Strategy 2019-2030: Our Future With Asia.

The Asian Engagement Strategy is focused on realising trade and investment opportunities with Asian markets, developing Asia literacy and capability within WA, enhancing people-to-people links between WA and Asia, and supporting business and communities. With 72% of WA's international students coming from Asia, and strong demand growth forecast, implementation of the strategy is expected to support growth in demand for the WA international education sector.

## Governance and leadership

The Recovery and Renewal Plan has been developed under the auspices of the WA International Education Advisory Group, which has been established by the WA Government to support a more strategic and coordinated approach to international education. The group is chaired by the Director General of the Department of Jobs, Tourism, Science and Innovation and includes a wide range of representatives from Australian and WA Government agencies, education providers, peak industry bodies and sector partners, who provide expertise and insights to support the strategic direction of the sector. A full membership list is provided at Appendix 1.

To maximise success, the advisory group will work with key sector stakeholders to ensure alignment of the Recovery and Renewal Plan with changes to the international office network, the Investment and Trade Plan, and the Asian Engagement Strategy.

## Stakeholder engagement

The impacts, initiatives and outcomes described within the Recovery and Renewal Plan have been informed by extensive engagement with the international education sector and industry partners across various forums, including:

- » Ministerial roundtables held in June 2020
- » face-to-face meetings with over 40 sector stakeholders from September to November 2020
- » sector workshops held in August and November 2020.

A full list of the stakeholders that have been consulted is provided at Appendix 2.

Throughout this engagement, stakeholders have provided their insights and expertise to help shape a clear recovery and renewal agenda for the sector, and ensure the continued delivery of optimal outcomes for our international students.

A summary of these key insights is provided below.

### **A unique sector brand and identity**

- » A marketing strategy should be implemented which promotes WA's value proposition and unique selling points emerging from COVID-19, including safety and strong pandemic coordination and management.
- » WA should be promoted as an education hub, highlighting student employability opportunities that stem from WA's existing and emerging industries and sectors, including resources, renewable hydrogen, future battery industry, med-tech and cyber security.
- » WA should proactively engage students who are in the 'dreaming' phase, when they are considering where they want to start their education and career journey.
- » A marketing strategy should be co-designed with the international education sector to maximise sector uptake and ensure strategic alignment of messages and capabilities.

### **Innovative alternative delivery models**

- » It is critical to build online capability to enable provider operations to continue while travel restrictions are in place, and to safeguard the viability of the sector into the future.
- » There has been a rapid uptake of digital learning in a number of offshore markets, which should be leveraged to generate business for WA providers.
- » Through the use of alternative delivery models, WA can market its education offerings with the message of 'study now, come later'.

### **Maintaining the student pipeline through engagement and collaboration**

- » A significant number of onshore students are committed to remaining in WA to continue their studies in 2021, which will be critical to sustaining the operations of many WA international education providers.
- » The WA Government, providers and community organisations must continue to prioritise student welfare and ensure students remain connected and supported, particularly over the 2020-21 holiday break.
- » It is critical to harness the great student-centred initiatives already being implemented within the sector, such as the Student Hub, International Student Ambassador Programme and Buddy Programme offered by StudyPerth.

### **Government leadership and policy**

- » The role of WA Government Investment and Trade Commissioners, Agent General and education business development managers should be fully leveraged as a key means of generating international education partnerships and business opportunities in offshore markets.
- » Government-supported consortia is an effective way of meeting market needs in a coordinated way and enhances the competitiveness of providers in accessing new business opportunities.
- » It is critical for the WA Government to continue to coordinate international education activities and align targets with sector partners, including Perth Airport, City of Perth and Business Events Perth, in order to maximise effectiveness.



## Vision

The WA international education sector uses collective action and innovation to emerge from the pandemic in a position of strength, with a brand that is internationally recognised and valued, and with high quality delivery models that optimise student learning both onshore and offshore.

## Objectives and outcomes

Objective	Outcome
WA's international education sector will have a unique identity and value proposition that will be recognised in offshore markets.	» Execute a marketing strategy to promote WA offshore.
Innovative business models and alternative delivery mechanisms will be established to ensure sector agility and safeguard the pipeline of student enrolments.	<ul style="list-style-type: none"> <li>» Support providers to enhance their online capability through implementation of the Online Capability Fund.</li> <li>» Expand offshore delivery of the WA curriculum to build the pipeline of future international students.</li> </ul>
The wellbeing of international students will be safeguarded through targeted engagement and support.	» Promote student wellbeing through community engagement and support programs.
The WA Government provides effective leadership to the sector to leverage market opportunities and optimise the international education policy environment.	<ul style="list-style-type: none"> <li>» Establish WA Government-led international education consortia.</li> <li>» Seek opportunities to formalise partnerships and strategic agreements in key markets.</li> <li>» Ensure the WA international education policy environment is conducive for recovery, including in the priority areas of quality standards and student employability.</li> </ul>
Business and consumer confidence will be restored through collaboration and harnessing the collective capability and resources of government and the sector.	<ul style="list-style-type: none"> <li>» Establish an industry support fund for international providers significantly impacted by COVID-19.</li> <li>» Leverage partnerships and resources to re-establish direct flights with key markets.</li> <li>» Leverage offshore networks, including WA Government education business development managers and offshore institutions, to restore business confidence, support the retention of quality providers, and enhance the student learning experience.</li> <li>» Engage with the Australian Government to facilitate the safe return of international students to Western Australia.</li> </ul>

# Immediate priorities

## Support international education providers to enhance their online capability

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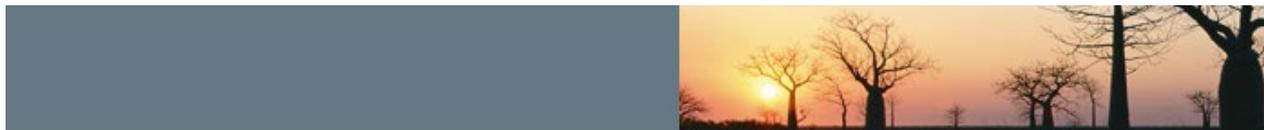
<b>Objective:</b>	Innovative business models and alternative delivery mechanisms will be established to ensure sector agility and safeguard the pipeline of student enrolments.
<b>Current status:</b>	Commenced
<b>Lead:</b>	Department of Jobs, Tourism, Science and Innovation

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The expansion of online learning activities to support delivery to students who are unable to come onshore will be critical to the sector’s response to COVID-19.

To support providers to innovate and deliver online or remotely, the International Education Advisory Group has established the Online Capability Fund. The fund will

support WA international education providers to maintain, expand or optimise their online or remote capabilities, virtual engagement, course offerings and services. An initial pilot round of the fund will support providers to purchase critical information and communication technologies, design and implement online curriculum, and upskill their staff.



## Support for international education providers to enhance online capability

Friday, 6 November 2020

- McGowan Government announces new Online Capability Fund
- Grants of up to \$40,000 available to support local international education providers
- Supporting providers that have moved to online or remote delivery to improve and expand their online offerings and capabilities

Western Australian international education providers are being encouraged to build on their transition to online learning by applying for grants through the new Online Capability Fund.

The fund has been developed by the WA International Education Advisory Group, which was established earlier this year by the State Government to foster a more strategic and co-ordinated approach to international education.

The grants of up to \$40,000 will help local international education providers to develop and expand their online courses and enable students to commence their studies offshore until such time as it is safe for WA to welcome the return of international students.

## Promote student wellbeing through community engagement and support programs

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<b>Objective:</b>	The wellbeing of international students will be safeguarded through targeted engagement and support.
<b>Current status:</b>	Commenced
<b>Key partners:</b>	Community partners (including Consular Corps and multicultural community groups), Department of Education, Department of Jobs, Tourism, Science and Innovation, Department of Training and Workforce Development, Lotterywest and StudyPerth

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A number of onshore students will make the difficult decision not to visit home in 2020-21, including over the summer holiday period, due to global COVID-19 activity and international travel restrictions.

To safeguard the wellbeing of our onshore students, the WA Government, StudyPerth and key partners will implement a range of programs and activities to ensure students' time in Perth continues to be a

positive one. These activities will be delivered during the 2020-21 holiday period and into the 2021 academic year. The activities will build on the important support and programs already offered by StudyPerth to enhance the experience of international students, including the Student Hub in the Perth CBD and the ProsPER employment support program to enhance student employability.

### StudyPerth Student Hub

In 2020, StudyPerth launched the Student Hub to provide a centralised location for international students to access learning, employment and wellbeing resources. Located in the Perth CBD, the Student Hub not only offers services to support students' entrepreneurial and career ambitions, it is also a place to collaborate, connect, host events and access resources and facilities. The hub aims to complement the excellent services and support available at students' own institutions.



The StudyPerth Student Hub.

### Anglican Schools Commission International student engagement and support initiatives

The commission has implemented a number of support initiatives to assist students during the pandemic. A key strategy is the launch of the remote learning program, REAL – Remote Education Anywhere Live – so that their students who are still offshore can join in all their usual classes with their Australian-based classmates. This means that students can access their curriculum and connect with students anywhere at any time.

Teaching classes to both onshore and offshore students has also led the commission to become more creative about student engagement. They have implemented a buddy system for group work, which enables remote students and classroom students to partner together to enhance their learning and interaction.

## Establish an Industry Support Fund for international providers significantly impacted by COVID-19

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<b>Objective:</b>	Business and consumer confidence will be restored through collaboration and harnessing the collective capability and resources of government and the sector.
<b>Current status:</b>	Commenced and ongoing
<b>Key partners:</b>	Department of Jobs, Tourism, Science and Innovation and Small Business Development Corporation

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It is recognised that a number of WA international education providers are in a position where they require urgent assistance to remain viable while international travel restrictions remain in place. In response to this need, the WA Government has established the International Education COVID-19 Industry Support Fund, which will

provide urgent relief to small and medium sized WA providers.

Support of up to \$50,000 will be available to assist providers facing significant hardship as a result of COVID-19. The grants will assist providers in remaining viable, while the international border remains closed and onshore international student enrolments are limited.

## Execute a marketing strategy to promote WA offshore

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<b>Objective:</b>	WA's international education sector will have a unique identity and value proposition that will be recognised in offshore markets.
<b>Current status:</b>	Commenced and ongoing
<b>Key partners:</b>	Department of Jobs, Tourism, Science and Innovation and StudyPerth

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An international education marketing strategy under development will raise awareness of WA as a world-class international study destination to prospective students and rebuild the pipeline of future students by encouraging students to start their studies online or remotely.

The marketing strategy will unite the sector through a compelling proposition for WA and a campaign platform that represents the full spectrum of the international education sector. The strategy will be co-designed with the sector and connected industries, and will harness its collective strengths to create a globally relevant, locally flexible campaign that gives Perth and WA a competitive advantage.

Market research will be undertaken to inform the prioritisation of offshore markets, the development of creative and messaging, media planning and defining success measures.

A key element of this market research will also include gathering intelligence and insights on incentives to bring students onshore, to inform the development and implementation of future student recruitment activities once the border is opened. These activities will explore the role and types of incentives that influence student decision-making when choosing their preferred study destination. This research will build upon existing WA incentives for international students, such as subsidised public transport, scholarships and public education subsidies for dependents of Masters and PhD students.

The strategy will be agile and developed in a phased approach, which takes into account the current travel restrictions and allows for extension in future phases as WA welcomes international students again.



### For the state

Set Perth and WA apart with a compelling proposition and shared identity that unites the sector.



### For the sector

Amplify individual efforts with a unified sector campaign that represents the full education experience.



### For students

Raise awareness and drive consideration for Perth as their preferred destination - rebuilding the pipeline of future students to the state.

# Medium-term priorities

## Expand the offshore delivery of WA curriculum to build the pipeline of future onshore international students

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<b>Objective:</b>	Innovative business models and alternative delivery mechanisms will be established to ensure sector agility and safeguard the pipeline of student enrolments.
<b>Current status:</b>	Commenced and ongoing
<b>Lead:</b>	School Curriculum and Standards Authority

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For over 30 years, the School Curriculum and Standards Authority’s international education program has involved the licensing of WA curriculum to overseas schools, spanning from Kindergarten to Year 12. The program has fostered a pipeline of international students who progress to study with WA institutions and has contributed to stronger geopolitical and trade relationships with key education markets.

To support future-proofing of the international education sector in WA, the authority will expand its offshore delivery of the WA curriculum to build the pipeline for future students. Under the enhanced program, the authority will work in partnership with the International Education Advisory Group, StudyPerth and

the WA Government’s education business development managers located in the international office network, to promote WA as an education destination to participating students, parents and schools, in order to increase enrolments with WA providers.

By the end of 2023, this initiative aims to have a further 23 schools licensed to deliver the program and approximately 700 overseas Year 12 students will have studied the WA Certificate of Education or the Australian Matriculation Program. The conversion of these students to undertake further study or training at a WA institution is a key goal and will be a critical component of the international student pipeline, further sustaining the operation of WA providers.

## Establish WA Government-led international education consortia

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<b>Objective:</b>	The WA Government provides effective leadership to the sector to leverage market opportunities and optimise the international education policy environment.
<b>Current status:</b>	Ongoing
<b>Lead:</b>	WA International Education Advisory Group

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The formation of education consortia has long been recognised as an effective way of bringing providers together to collectively take advantage of market opportunities. Consortia partners benefit from reduced risks and costs, improved brand positioning and increased competitiveness due to enhanced product offerings.

Recognising its benefits, the International Education Advisory Group will facilitate the development of international education consortia to access new offshore market opportunities and foster innovative approaches to education and training delivery. With the support of the WA Government, the advisory group will facilitate the identification of consortia opportunities, bring suitable parties together, and promote consortia activities.

### WA Technical and Vocational Education and Training Consortium

This consortium consists of WA public and private institutions who have combined capabilities and expertise to compete for lucrative offshore training contracts.

While the consortium has a number of permanent members, including Phoenix Academy, North Metropolitan TAFE, South Metropolitan TAFE, and Miles Morgan Australia, it also offers temporary membership to organisations that may enhance its competitiveness when targeting particular contracts. This flexibility and innovation has enabled the consortium to successfully pursue a range of offshore contracts, including the development of an Audit and Training Improvement Plan for the Kingdom of Saudi Arabia in 2019.

# Ongoing priorities

## Leverage offshore networks to facilitate sector recovery and enhance the student learning experience

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<b>Objective:</b>	Business and consumer confidence will be restored through collaboration and harnessing the collective capability and resources of government and the sector.
<b>Current status:</b>	Ongoing
<b>Lead:</b>	Department of Jobs, Tourism, Science and Innovation, offshore partners and WA providers

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To support WA's engagement in key international markets, the WA Government maintains a strong offshore network of in-market business resources and partner organisations, which are leveraged to create international education opportunities.

A key resource is the WA Government's network of education business development managers, which actively

engage with education agents, prospective students, parents and institutions to generate business for our international education sector. With the support of the International Education Advisory Group, the WA Government will invest in this network by exploring opportunities for its expansion into other markets of strategic value.

Clear engagement protocols and closer integration will also be established to support and streamline collaboration between education business development managers and WA providers. These activities will be informed by sector feedback and insights to ensure the network is responsive to sector and market needs.

The WA Government, in collaboration with the International Education Advisory Group, will further seek opportunities to leverage partnerships with offshore institutions and Australian Government agencies to provide experiences and support for students based offshore. This will include exploring opportunities to share learning facilities and equipment to enable students to access technology, collaborate with one another and gain industry and research exposure.



The WA Government's Education Business Development Managers, Alec Kim, Jessie Ying, Thuy Vo, Momoko Toyama, Jamal Qureshi and Ayu Restyla.

## Ensure the WA international education policy environment is conducive for recovery

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<b>Objective:</b>	The WA Government provides effective leadership to optimise the international education policy environment.
<b>Current status:</b>	Ongoing
<b>Key partners:</b>	Department of Education, Department of Jobs, Tourism, Science and Innovation, and Department of Training and Workforce Development

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The International Education Advisory Group will work in partnership with the WA Government, Australian Government and the WA international education sector to optimise policy and regulatory settings to ensure that they are responsive to the impacts of COVID-19 and can facilitate the repositioning and long-term sustainability of the sector.

Immediate policy priorities identified by the sector include ensuring quality

standards are adapted and enhanced to support the delivery of online learning, and reviewing post-study work rights settings to safeguard the employability prospects of international students. The WA Government will further leverage opportunities to optimise nationally controlled economic policy settings through ongoing engagement with the Australian Government, including participation in Australian Government cross-jurisdictional working groups.



## Joint media statement - Perth to increase in attractiveness for international students

Saturday, 26 October 2019

Perth will be a more attractive destination for international students, with the Federal Government reinstating Perth's status as a regional city, helping to create local jobs.

In response to recent changes to visa and migration settings, the State Government requested for Perth to be reclassified as a 'region' for international students. This will come into effect on November 16.

The Federal Government, with the support of Western Australian businesses and universities, agreed to the change meaning international students will now be able to access incentives to undertake their study in Perth and will enable WA to increase its share in this market.

Finance Minister Mathias Cormann said the State and Federal Government continued to work together to ensure that Australia's migration system meets the needs of our cities and regions.

"As a regional city, Perth will be an option for international students who want to study here, as they will now be eligible for an additional year in Australia on a post-study work visa," Minister Cormann said.

## Seek opportunities to formalise partnerships and strategic agreements in key markets

**Objective:** The WA Government provides effective leadership to the sector to leverage market opportunities.

**Current status:** Ongoing

**Lead:** Department of Jobs, Tourism, Science and Innovation

WA has long been at the forefront of developing partnerships and strategic agreements in key offshore markets for the betterment of our economy and community. The WA Government currently maintains a number of international partnership agreements, including sister-state relationships and memorandums of understanding (MoU), which have successfully opened communication

channels, and created new markets and business opportunities.

The International Education Advisory Group will use its collective intelligence and resources to identify new partnership opportunities, to establish clear communication channels that can be leveraged by the sector to generate new offshore business.

### Memorandum of Understanding with the Republic of Indonesia

Work is underway to develop an MoU with the Republic of Indonesia's Human Resources Development Agency for Energy and Mineral Resources, for the delivery of VET. The objective of the proposed MoU is to facilitate cooperation in education, training and capacity building activities in the minerals and energy sector, and provide a government-to-government umbrella for joint training initiatives.

The proposed MoU offers WA the opportunity to leverage its expertise in the mining and energy sectors to create opportunities for local VET providers, while also supporting the Indonesian Government's priorities to upskill the Indonesian workforce in priority sectors. Development of the MoU reflects WA's strong relationship with Indonesia and aligns with existing economic commitments made through the Indonesia – Australia Comprehensive Economic Partnership Agreement, which entered into force on 5 July 2020.

### Memorandum of Understanding with the Province of Ba Ria-Vung Tau, Vietnam

On 16 September 2020, WA signed an MoU with the Ba Ria-Vung Tau Province, which is one of Vietnam's major economic and foreign investment zones. The purpose of the MoU is to promote mutually beneficial cooperation in areas of strategic importance to both regions, including education and training, economic development and trade, and culture and arts. It also provides a platform to engage meaningfully on economic cooperation, including annual trade delegations once international borders reopen.

In addition to identifying opportunities for collaboration, the MoU has committed both parties to establish a joint working group to facilitate the development and implementation of partnership opportunities and initiatives. The WA working group has been established and includes cross-government representation that is based on identified joint WA and Ba Ria-Vung Tau Province economic priorities.

# COVID-19 response planning

The following initiatives are dependent on the changing pandemic situation. Their progress will be dependent on decisions by

government relating to international and interstate border restrictions, which take into account the latest public health advice.

## Engagement with the Australian Government to facilitate the safe return of international students to Western Australia

**Objective:** Business and consumer confidence will be restored through collaboration and harnessing the collective capability and resources of government and the sector.

**Current status:** Commenced and ongoing

**Key partners:** Department of Jobs, Tourism, Science and Innovation, Department of the Premier and Cabinet, StudyPerth and the Australian Government, including agencies such as the Department of Education, Skills and Employment

The WA Government will continue to work collaboratively with the Australian Government to enable the return of international students when it is safe to do so. A key mechanism for progressing this work is the Australian Government International Student Arrivals Working Group, which has been established as an entity reporting through to National Cabinet. It includes representation from each state and territory to support the development of protocols and models for the coordinated and safe re-entry of international students.

As part of this national approach, WA is collaborating with other states and

territories to develop plans for the return of international students. The development of a WA-specific plan is being led by StudyPerth in collaboration with the international education sector, Perth Airport and relevant WA Government agencies, including the Department of Jobs, Tourism, Science and Innovation, Department of Health and WA Police, to ensure that WA is prepared for the return of international students when it is safe to do so. Development of the WA-specific plan is being informed by the experiences and insights of other state and territories, to ensure that all necessary health and safety measures are considered and implemented.

## Work with Perth Airport to re-establish direct flights

**Objective:** Business confidence will be restored through collaboration and harnessing the collective capability and resources of government and the sector.

**Current status:** Commenced and ongoing

**Key partners:** Department of Jobs, Tourism, Science and Innovation and Perth Airport

Prior to COVID-19, strong partnerships between the WA Government, Perth Airport, WA's international education sector and other key stakeholders saw the establishment of a number of direct flights with key international markets, including the Philippines and Japan. These direct flights proved to be effective in increasing international education onshore enrolments,

enhancing tourism and business opportunities, and creating local jobs.

To support the recovery of the international education sector, and the WA economy more broadly, these partnerships continue to be strengthened and will be leveraged to re-establish direct flights in markets of economic significance to WA, when it is safe to do so.

# Implementation reporting framework

The delivery of tangible initiatives and the achievement of targeted outcomes is central to the Recovery and Renewal Plan, which will ensure sector recovery and long-term sustainability are realised. Implementation will be underpinned by regular reporting at a sector and whole-of-government level, and be supported by ongoing monitoring of international education data at a state, national and international level.

Key reporting and data analysis mechanisms for the Recovery and Renewal Plan include:

- » **Progress reporting** to the International Education Advisory Group at its bi-monthly meetings to ensure appropriate oversight of initiatives and to monitor the achievement of the Recovery and Renewal Plan's objectives and outcomes. Success will be measured against the key objectives and will include the below measures.

## Objectives

WA's international education sector will have a unique identity and value proposition that will be recognised in offshore markets.

Innovative business models and alternative delivery mechanisms will be established to ensure sector agility and safeguard the pipeline of student enrolments.

The wellbeing of international students will be safeguarded through targeted engagement and support.

The WA Government provides effective leadership to the sector to leverage market opportunities and optimise the international education policy environment.

Business and consumer confidence will be restored through collaboration and harnessing the collective capability and resources of government and the sector.

## Measures

- » Destination awareness and sentiment tracking.
- » Media metrics, including assessing the media delivery against targets and industry benchmarks.
- » Industry uptake of materials and messaging.
- » Monitoring international education export income.
- » Monitoring offshore student visa holder data, including visa numbers and location.
- » Monitoring student satisfaction using existing Australian Government data sources.
- » Evidence of the establishment of new partnership agreements to support international education business.
- » Evidence of the formation of international education consortia.
- » Business confidence survey administered by the Department of Jobs, Tourism, Science and Innovation.
- » Onshore student sentiment tracking, using existing Austrade data.

- » **Regular milestone and risk reporting** to the WA Government in accordance with WA Recovery Plan reporting requirements. This reporting is operationally administered by the Department of the Premier and Cabinet and reported to the Public Sector Leadership Council, which is chaired by the State Recovery Controller and includes directors general from across a number of public sector agencies. The Public Sector Leadership Council is responsible for providing strategic oversight of the implementation of the WA Recovery Plan.
- » **Capture of key metrics** through Diversify WA reporting to monitor the overall impact of initiatives on the international education sector. This 6-monthly reporting is overseen by Premier Mark

McGowan and captures the following international education key metrics:

- › WA's share of Australia's international student enrolments
- › the export value of WA's international education exports
- › the market distribution of WA's international student enrolments.

This reporting approach ensures strong oversight over the implementation of initiatives by the International Education Advisory Group, WA Government and the sector, and further monitors the ability of the Recovery and Renewal Plan to achieve:

- » its agreed objectives
- » the objectives of the WA Recovery Plan
- » the overall recovery of the WA international education sector.

# Appendix 1: Western Australian International Education Advisory Group membership

## Chair

Richard Sellers	A/Director General	Department of Jobs, Tourism, Science and Innovation
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## Members (in alphabetical order of organisations)

Amanda Fritz	Director International Programs	Anglican Schools Commission International
Valerie Gould	Executive Director	Association of Independent Schools WA
Jane Caforio	State Director WA	Austrade
Ahmed Ademoglu	President	Board of International Students Western Australia
Gareth Martin	Chief Executive Officer	Business Events Perth
Chris Rodwell	Chief Executive Officer	Chamber of Commerce and Industry WA
City of Perth representative		City of Perth
Seth Kunin	Deputy Vice-Chancellor International	Curtin University
Lisa Rodgers	Director General	Department of Education
Sarah Hooper	State Director WA	Department of Foreign Affairs and Trade
Simone Spencer	Deputy Director General, Strategy and International Engagement	Department of Jobs, Tourism, Science and Innovation
Anne Driscoll	Director General	Department of Training and Workforce Development
Romy Lawson	Provost	Murdoch University
Michelle Hoad	Managing Director	North Metropolitan TAFE
Stephanie Juskiewicz	Vice President, Aviation Business Development	Perth Airport
Pankaj Pathak	Managing Director	Phoenix Academy
Allan Blagaich	Executive Director	School Curriculum and Standards Authority
Martin Hasselbacher	Director Policy and Advocacy	Small Business Development Corporation
Terry Durant	Managing Director	South Metropolitan TAFE
Phil Payne	Chief Executive Officer	StudyPerth
Derryn Belford	A/Managing Director	Tourism WA
Tayyeb Shah	Deputy Vice-Chancellor (Global Partnerships)	University of Western Australia

## Appendix 2: Stakeholder engagement summary

Stakeholder name	Position	Organisation (alphabetical order)
Amanda Fritz	Director International Programs	Anglican Schools Commission International
Valerie Gould	Executive Director	Association of Independent Schools WA
Yvonne Yeo	Chief Executive Officer	Australia-International Institute of Workplace Training
Jane Caforio	State Director WA	Austrade
Megha Gupta	Senior Advisor ELICOS, Schools and Pathways	Austrade
Renee Chalon	Strategic Partnerships and Projects, International Education	Austrade
Liza Gomez	Managing Director	Australian Professional Skills Institute
Ahmed Ademoglu	President	Board of International Students Western Australia
Gareth Martin	Chief Executive Officer	Business Events Perth
Chris Rodwell	Chief Executive Officer	Chamber of Commerce and Industry WA
Gaye McMath	Deputy Chair of Commissioners	City of Perth
Kevin McKenna	President	Council of International Students WA
Lea Marlow	Director Quality and Student Services	Curtin College
Seth Kunin	Deputy Vice-Chancellor International	Curtin University
Barbara Lung	Director Curtin International	Curtin University
Pam Moss	Assistant Executive Director, Statewide Planning and Delivery	Department of Education
Michael Janz	Policy Officer	Department of Foreign Affairs and Trade
Dylan Walsh	Deputy Director	Department of Foreign Affairs and Trade
Karen Ho	Executive Director, Policy, Planning and Innovation	Department of Training and Workforce Development
Kathy Hoare	Director, State Workforce Planning	Department of Training and Workforce Development
Jodie Wallace	Executive Director, Service Delivery	Department of Training and Workforce Development

## Appendix 2: Stakeholder engagement summary (continued)

Stakeholder name	Position	Organisation (alphabetical order)
Leanne Everett	Academic Director	DNA Kingston
Amanda Peterson	College Director and Principal	Edith Cowan College
Jake Garman	Dean International Business Operations	Edith Cowan University
Simon Ridings	Deputy Vice-Chancellor International	Edith Cowan University
Aliny Conceicio	Operations Manager	Language Links
Romy Lawson	Provost	Murdoch University
Kelly Smith	Pro Vice Chancellor International	Murdoch University
Hari Sethi	Principal Executive	National Institute of Training
Malcolm Baigent	Executive General Manager	Navitas
Danielle Rock	Centre Manager	Navitas English
Michelle Hoad	Managing Director	North Metropolitan TAFE
Caroline Mansfield	Acting Associate Provost	Notre Dame University
Stephanie Juskiewicz	Vice President, Aviation Business Development	Perth Airport
John Paxton	Director/Principal	Perth International College of English
Pankaj Pathak	Managing Director	Phoenix Academy
Brian Walsh	Founder and Chair	Phoenix Academy
Robynne Walsh	Founder and Principal	Phoenix Academy
Allan Blagaich	Executive Director	School Curriculum and Standards Authority
Juanita Healy	Assistant Executive Director, Curriculum, Assessment and Strategic Policy	School Curriculum and Standards Authority
Roshan Perera	Strategic Partnerships and Projects, International Education	School Curriculum and Standards Authority
Terry Durant	Managing Director	South Metropolitan TAFE
Angela Beechey	Senior Manager	StudyPerth
Phil Payne	Chief Executive Officer	StudyPerth
Karen Kelleher	General Manager	TAFE International WA
Tayyeb Shah	Deputy Vice-Chancellor (Global Partnerships)	University of Western Australia





Department of  
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