INTERNATIONAL EDUCATION EVENT
AUSTRALIA FUTURE UNLIMITED: EDUCATION EXHIBITION 2013
COLOMBO, SRI LANKA
23-24.2.2013

Participate in this key Australian focused higher education event in Sri Lanka.

About this event
Now in its third year, the Australia Future Unlimited Education Exhibition is an Austrade initiative aimed at highlighting the expertise and quality of the Australian education and training sector to prospective students, parents, local institutions, government, corporates and partners.

Education providers with a proven track record of delivering quality education to international students will be able to use this exhibition to highlight their academic programs, scholarships, student experience, student safety measures and career paths.

The event has been innovatively designed to engage the Sri Lankan community on many aspects of the outcomes of an Australian education. This is an excellent opportunity to demonstrate your institution’s ongoing commitment to the market.

A key component of this event will be the Australian Alumni Excellence Awards.

Important information
Date: 23 - 24 February 2013
Location: Colombo, Sri Lanka
Venue: Taj Samudra Hotel
Apply by: 15 Nov 2012

Who should attend?
- Higher education and vocational education and training providers with CRICOS registration
- Australian State departments/agencies responsible for the promotion of education

Why you should participate
- Showcase your institution’s commitment and investment in the market by highlighting your bursaries, scholarship and other programs for the Sri Lankan market
- Meet with school and college counsellors, principals, institutional heads and corporates
- Benefit from a targeted publicity and media campaign to attract a cohort of quality students and influencers to the event
- Participate in Austrade facilitated engagement with local education institutions to market the event and to generate opportunities around exchanges, partnerships, pathways, study tours, etc.

Register now
Market insights

- Sri Lanka registered a GDP growth of 8.3% for the year 2011, which is the highest GDP growth ever achieved since independence. The growth rate of 2010 was 8.0 percent. This is the first time since independence that more than or equal 8 percent economic growth was recorded in two consecutive years. Among the three major sectors of the economy namely, Agriculture, Industry, and Services, registered growth as 1.5 percent, 10.3 percent and 8.6 percent respectively, in 2011 over the previous year. the percentage share of the above sectors to the total GDP constituted 11.2 percent, 29.3 percent and 59.5 percent respectively.
- At present, in Sri Lanka, the public university system faces a severe capacity constraint to accommodate all those aspiring for a university education. In 2010, although 61 per cent of the students who sat the GCE Advanced Level examination were eligible for admission to a university, only 17.2 per cent (21,547 students) were admitted, due to capacity limitations. This serious limitation locally has led to local students seeking admission in universities in developed and developing countries.
- Australia is one of the leading providers of tertiary education services to Sri Lankan students, and still the most preferred international study destination for Sri Lankan students.
- The number of Sri Lankans studying in Australia continues to increase, with over 6500 Sri Lankan students were enrolled in Australia as at year-to-date December 2011 based on AEI data. Student enrolments to higher education and VET courses accounts to 3,600 and 2,400 respectively. AEI data for year-to-date March 2012, shows that over 4,100 student enrolments from Sri Lanka.
- Australia has a well established reputation for delivering offshore programs in Sri Lanka for both Higher Education and Vocational qualifications.
- The most popular courses for Sri Lanka students in order of preference were; Arts, Business, IT, Engineering, Nursing, Multimedia, Medicine, Science, Automotive, Architecture, Hospitality and Postgraduate programs.
- Recently, the Government of Sri Lanka invited foreign universities to set up offshore campuses in Sri Lanka. The Government is also in the process of introducing a new private education bill.
- Countries like the UK, the US, Malaysia, Singapore, New Zealand, India, Bangladesh, China and Japan actively engage in the market to recruit international students from Sri Lanka, and have created stiff competition for Australian education institutions.
AUSTRALIAN ALUMNI EXCELLENCE AWARDS 2013

About the awards

The Awards recognise and honour alumni who have attained exemplary achievements in their field of specialisation at a national, regional or international level, as well as those who have contributed significantly to the betterment of Australian education and their institution or alumni community. The award ceremony is an ideal opportunity to showcase the quality of Australian education sector and the global career opportunities it presents.

The Australian Trade Commission in Colombo, Sri Lanka calls upon Australian education and training institutions to put forward nominations for these awards which will be presented to Sri Lankan students who have studied in Australia and have excelled in their field of study or subsequent area of work.

Nominations are invited for the following three categories:

- Australian Alumni Award for Business Leadership
- Australian Alumni Award for Innovation and Research
- Australian Alumni Award for Education

With a strong base of Australian alumni in Sri Lanka, we acknowledge and recognise the efforts and contributions made by alumni thereby enhancing the reputation of their institution and alumni community.

Who can nominate?

Any individual, Australian education institution, state government offices in the South Asia, industry associations or network may nominate candidates for one or more of these awards.

How do you nominate?

To submit nominations for eligible alumni, please complete the nomination form, highlighting the candidate’s accomplishments. You may also attach a copy of nominee’s resume or any other supporting documentation which may assist the Selection Committee to make a decision. Email the completed form and attachments to David.Samuel@austrade.gov.au.

Award partners?

The opportunity to be an Award Partner is open to any Australian education institution or state government agency wishing to leverage this event by sponsoring a particular award category in the form an award certificate or a trophy. Please contact David.Samuel@austrade.gov.au to discuss these sponsorship opportunities further.

Benefits of being an Award Partner include:

- Award category naming rights
- Branding on the Award certificate and trophy
- Opportunity to profile your institution during introduction of the Award category
- Branding of logo on placards, facia, print/ electronic publicity materials and event display boards
- Event along with names/links of sponsoring institutions to be promoted on web portals like Future Unlimited – Study in Australia Inserts in media briefs.
Nomination deadline

The closing date for nominations is 15 January 2013. Nominations received after this date will not be considered.

Award categories and eligibility criteria:

**Australian Alumni Award for Business Leadership** – Recognises business leadership, a commitment to responsible business practices bringing about positive change in the workplace, as well as providing inspiration to others. This award recognises young, emerging and current leaders.

**Australian Alumni Award for Innovation and Research** – Seeks to recognise alumni who have made their contribution to any field of research and innovation. This includes all areas of current significant research and can include contributions to technological advancements we enjoy today.

**Australian Alumni Award for Education** – Seeks to recognise alumni who have made their contribution in the field of education. This includes contributions made to the betterment of education sector locally and internationally.

Eligibility

To be nominated for these awards the candidate must:

- Be either a Sri Lankan Citizen or hold dual Australian-Sri Lankan citizenship.
- Have been working in a professional capacity for the past four years.
- Have studied in Australia for at least 12 months* and completed the program of study.
- Have excelled in the field of study or area of work for which they are nominated (supporting documentation outlining achievements required).
- Be able to provide contact details of an academic referee.

*Recipients of Australian government scholarships are eligible for nomination.

Notes

- Nominations will only be accepted for those who have met all of the above eligibility criteria.
- Alumni who are nominated need not be currently working in the area of study undertaken while in Australia.
- Assessment will be based on the achievements made by alumni in relation to the award category.
- Self-nomination will not be accepted.
- Nomination can be made for more than one category of award.
- Nominees who have previously received an award may be re-nominated under a different category.
- Institutions will be notified at least two weeks before the event, if one of their nominees has been selected as an award recipient. We would appreciate your assistance in ensuring the winners attendance at the Alumni Awards event.
AUSTRALIA FUTURE UNLIMITED: EDUCATION EXHIBITION 2013
COLOMBO, SRI LANKA

Event Program
We would like to provide a brief overview of the program, a detailed version will be provided in the event participation kit.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 Feb 2013</td>
<td>Arrival in Colombo</td>
<td>Optional activity - Agents Information Session</td>
</tr>
<tr>
<td>23-24 Feb 2013</td>
<td>Colombo</td>
<td>Australia Future Unlimited Education Exhibition @ Crystal Ballroom Lower</td>
</tr>
<tr>
<td>23 Feb 2013</td>
<td>Colombo – Evening Event</td>
<td>Australian Alumni Excellence Awards @ Grand Ballroom (Roof Top)</td>
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<tr>
<td>25 Feb 2013</td>
<td>Depart from Colombo</td>
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Participation Costs

<table>
<thead>
<tr>
<th>Total cost</th>
<th>Direct costs</th>
<th>Austrade Service Fee</th>
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</thead>
<tbody>
<tr>
<td>A$2700</td>
<td>A$2320 includes:</td>
<td>A$380 (2 hours @ A$190 per hour) includes:</td>
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<tr>
<td></td>
<td>• Venue Hire</td>
<td>• Project coordination</td>
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<tr>
<td></td>
<td>• Furniture</td>
<td>• Marketing Services</td>
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<tr>
<td></td>
<td>• Lunch, refreshments, alumni cocktails, etc.</td>
<td>• Logistics &amp; onsite support</td>
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<tr>
<td></td>
<td>• Marketing and promotional campaign</td>
<td>• Pre-show industry briefing in-market</td>
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<tr>
<td></td>
<td>• Participation in the Australian Alumni Awards</td>
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- **Deposit**: Austrade requires a non-refundable 30% deposit for all international events where the value of the package is over $1500. The payment term for the deposit amount is 7 days from invoice date. Payment of the deposit reserves your place on the event, but your place is not fully secured until the entire fee is paid. Please refer to the event Terms & Conditions for further detail. Non-payment of the deposit by the applied deadline will result in the forfeit of your reserved place on the event. For packages of $1500 or less, full payment is required with payment terms as per the invoice provided.
- You may also be eligible to claim some of your marketing and promotion costs associated with this exhibition through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78.
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COLOMBO, SRI LANKA

Apply before 15 November 2012

Apply online at here to have our country and industry specialists review your application.

If your application is successful we will send you an Event Participation Kit to give you all the information you need to prepare.

In order to provide the highest level of service to delegates, places are strictly limited.

If you are considering this exhibition, Austrade recommends that you consult ‘Smartraveller’, the Australian Government’s travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Your institution may need to be CRICOS registered before you can participate in this exhibition. To determine your requirements, please visit http://cricos.dest.gov.au or contact Matthew Proft.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets.

Key Austrade contacts

If you would like to discuss participating in this trade show, please contact:

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