

# 2013-2015 INTERNATIONAL STRATEGIC PLAN

## Our Core Purpose

ACPET's international team enhances and promotes the role of private tertiary education and training to stakeholders and potential students and clients overseas to achieve the highest quality educational outcomes for individuals for the benefit of themselves, their employers and the Australian and international interest.

## ACPET will:

- Be a primary influencer of decision makers and respected for its strategic thought leadership
- Present a quality brand that is internationally recognised
- Build the capacity of members to recruit international students and/or deliver training offshore through the provision of relevant, cost-effective services and timely advice
- Identify and address barriers to effective international engagement
- Actively promote Australia as the education and training destination of choice.

## 2013-2015 Strategic Objectives

### Relevance to members and stakeholders

- Profile ACPET membership's capability, quality and diversity to enhance international student engagement
- Identify and secure international projects and funding to support ACPET members, their students and partners
- Spearhead mutually beneficial partnerships with leading international education, industry, government and support agencies especially in key target markets of China, India and Indonesia
- Deliver professional development programs with an international marketing, compliance and business development focus.

### Leadership and competitive positioning of ACPET and its members

- National and international advocacy to secure more favourable visa and post-study work arrangements
- Work to ensure the regulatory burden on ACPET members is reduced
- Promotion of and support for all ACPET members
- Sustained representation of the private sector on key government-led councils and advisory boards
- ACPET Tick of Approval
- ACPET acknowledged as a thought leader in international engagement and policy development.

### Growth to ensure a sustainable future for ACPET

- Fee-for-service learning programs and tools to support members' international activities
- Identify opportunities to secure funding through international projects and initiatives
- Foster strong relationships with key international stakeholders
- Maintain and grow a diverse membership of quality providers.