Creating the Paradigm Shift in International Education through Effective Networks

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What do you see?
The shifting paradigms of international education

The shift from export heroes to pariahs
• Industry was ahead of the public on what education export was doing
• Declaration that we were the 3rd largest export industry
• Have not made the case for education export since the immigration debate started
• No accountability from government on their role.
• No going back to the ‘good old days’
The Migration Shift

(1) Australia’s Skilled Migration Program is designed to select people who will achieve positive labour market outcomes, make a contribution to the Australian economy, assist Australian business to access new skills and technology and address skill needs that cannot be met from the local labour market. DIAC Ministerial Directive 45, Feb 4 2010

• The new migrant will be ‘ACE’
• Adaptable – high English level and understanding of Australian culture
• Conditions – meet all the conditions of the visa
• Employment – will be matched to a job prior to granting the visa
What are the challenges?

- No clear migration pathways and higher dollar so must now market on merit
- New competition from USA, Canada, China in ‘our backyard’
- Consortiums
- Online marketing and social media
- Heavy government intervention and compliance demands so must cooperate as an industry more than ever
The Opportunities

• Still migration pathways but now employer or state nominated. Need to understand the new landscape quickly.
• Networks of smaller providers – drawn by geography or niche for marketing. Not ‘Get Big or get Out’ but ‘Get Together or Get Swamped’
Co-operative Marketing
The Opportunities

• Industry cooperation on compliance issues – much more accountability, clarity and consistency needs to be demanded from state governments and/or national regulator
• Differentiation – quality ranking to reinforce the brand of private education
• Offshore networks – Representative offices, Asia Pacific Forum
• Work based programs – work with government and ISC’s with genuine skill shortage areas to create apprentice style training for overseas students – eg 485 visa and Job Ready Test
• Need to take a new active approach to education export and sell our case to public and government – evidence based
Who is meeting the challenge?

Not many – still looking for a shift back to the good old days

- The consortiums – THINK, NAVITAS, KAPLAN – taking a global approach but with a local marketing
- Providers that have moved into Higher Education
- Providers that have started networking offshore and training/co-badging courses lessen reliance on students coming to Australia
- Providers that are looking for a local market – VET FEE HELP
What are the key success factors and risks in these new paradigms?

• Work with government policy while trying to shift.
• PR and media – change the direction of the subject rather than fighting head on with government policy.
• Mobility of Australian students – work for real partnerships with overseas providers.
• Quality Assurance – industry must take the lead
• Pastoral care – assurance that students will have a positive Australian education experience
Thank you