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Cover Image: Jinqui Maily Wang, China – Science has always been Maily’s passion. She first moved to Victoria to train in this field, beginning her studies at Balwyn High School. Her love of medicine and research shone through, and she graduated as dux of her school in 2012. Maily is currently studying biomedicine at the University of Melbourne and is looking to become a researcher in the field. She was also one of the recipients for the Victorian International School Student Awards for her academic and community achievements.

Authorised by the Victorian Government
Department of Economic Development, Jobs, Transport & Resources
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Extensive consultation has underpinned development of this sector strategy. Almost 250 student organisations, schools, tertiary institutions and learning associations contributed their views and ideas.

• 200 people participated in 17 stakeholder forums, 5 of which were held in regional and rural areas
• 12 organisations participated in direct discussions with the Department
• 40 written submissions were received from a variety of businesses and organisations.

This sector strategy responds to the major themes arising from consultation with these organisations, together with feedback from the Victorian International Education Ministerial Advisory Roundtable, comprising experts and leaders from higher education, VET, Schools, English language, and pathways and student organisations.

In addition, we would like to acknowledge the contribution of members of the Future Industries Ministerial Advisory Council, who provided valuable advice and generously shared their knowledge and experience with Departmental staff charged with developing sector strategies:

• Mr David Bartlett, Chair, former Premier of Tasmania
• Mr Nixon Apple, Alternate Director, Australian Super
• Mr Jeff Connolly, Chairman and Chief Executive Officer of Siemens Group, Australia-Pacific Region
• Ms Gabrielle Coyne, former Chief Executive Officer, Penguin Random House Australia
• Professor Linda Kristjanson, Vice-Chancellor, Swinburne University of Technology
• Dr Leonie Walsh, Victorian Government Lead Scientist.
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We talk so much about our economic ‘transition’, but this transition won’t occur on its own. We have to take action ourselves. We need a real plan. And we need to invest.

That’s what our $200 million Future Industries Fund is all about.

The priorities of today will define our economic future, and we believe the Victorian Government needs to set those priorities.

With those priorities in mind, we can work with businesses to grow our traditional industries and invest in the sectors that will shape the next century.

Our Government has identified the priority sectors with potential for remarkable growth – the sectors in which Victoria is uniquely poised to lead the world:

• Medical technology and pharmaceuticals
• New energy technologies
• Transport, defence and construction technologies
• Food and fibre
• International education
• Professional services.

Collectively, these sectors have the potential to drive up to $70 billion in additional economic output by the year 2025, and create over 400,000 new jobs for Victorians.

The $200 million Future Industries Fund is turbocharging these priority sectors through job-creating grants to specialist firms and companies.

The $500 million Regional Jobs and Infrastructure Fund and the $508 million Premier’s Jobs and Investment Fund also lay the foundation for growth across our entire economy.

We have a few advantages under our belt: high-quality infrastructure, skilled workers, world-class liveability, well-connected cities, productive land and resources, all in close proximity to Asia.

We can also take pride in our well regarded, innovative and experienced international education sector. But as Victoria’s largest export, we cannot afford to take our reputation for granted. As the sector rapidly advances – and so do the needs and wants of students – we must do everything we can to ensure Victoria leads the world in offering quality education services to people from around the world.

Our priorities for assisting this sector, outlined in this strategy, are the next step. It’s all about securing the high-growth industries of the future, and the jobs that come with them.

The Hon. Daniel Andrews MP
Premier of Victoria
MINISTERS’ FOREWORD

International education is vital to the future economic prosperity of Victoria. Over the past two decades almost one million international students have graduated from a Victorian school, TAFE, college or university. International education has been Victoria’s largest services export industry for over 10 years, generating more than $43 billion in services exports for the state. In 2014 alone, international education services generated $5.6 billion and supported an estimated 30,000 jobs. If we factor in the significant footprint that Victorian providers have offshore, the economic contribution of international education is even larger. However, the enduring value is far greater than just this immediate revenue – Victoria’s education system is truly a global enterprise.

International students greatly add to our state’s diversity, connecting Victorians with the world, both now and increasingly into the future. Many international graduates have gone on to leadership positions, contributing knowledge and skills to improve society, forging strong connections with Victoria, and becoming our best ambassadors. Studying alongside students from across the world also offers Victorian students the opportunity to develop global knowledge and skills.

Victorians are proud that Melbourne is recognised as one of the world’s premier destination cities for international students, with the QS Best Student Cities Index ranking Melbourne number two in the world, second only to Paris.

We also want Victorian students to benefit from international education with enhanced international experience as part of their studies. We know students’ needs and expectations are evolving. Some of the jobs we are educating students for have not yet been created and globally there is more competition than ever. The Andrews Labor Government is committed to further supporting the sector’s development. Combined with our “Education State” consultation, the Government has just completed the largest public consultation on education in the state’s history.

Based on the input of 200 participants and 40 written submissions, this strategy sets out a vision for international education that will ensure Victoria’s international education offerings remain world-class, and attract increased investment and economic returns.

We look forward to working with education providers, industry, unions and the community to realise this strategy’s aims of ensuring the enduring value of international education.

The Hon. Lily D’Ambrosio MP
Minister for Industry

The Hon. Steve Herbert MP
Minister for Training and Skills

The Hon. James Merlino MP
Deputy Premier
Minister for Education
A WORLD-CLASS OFFERING LEADING TO JOBS AND ECONOMIC PROSPERITY FOR VICTORIA

Our vision is for Victoria to become entrenched as Australia’s Education State, recognised globally for high quality and innovative international education services.

Our society and economy will be enriched through the global engagement that comes with delivering a premium international education offering.

This International Education sector strategy builds upon, and further evolves, Victoria’s unique approach to international education. It includes a renewed focus on research engagement, further developing international services in our schools and supporting the growth of international education across the state, including in regional Victoria. It will support sustained economic growth and job creation in Victoria.

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<td>1. Position Victoria as a global leader in quality and innovation in education services  2. Enhance our reputation for outstanding student experience</td>
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In just 30 years, the number of students enrolled outside their country of origin has increased five-fold (from 0.8 million in 1975 to over 4.5 million in 2012). This phenomenon has also seen a parallel growth in the number of countries offering education to international students.

Many countries now recognise the significant economic benefits that international education can provide and are developing ambitious targets aimed at increasing student numbers. Countries that have been traditional destinations for overseas students such as Germany, France, the United Kingdom and the United States are choosing to re-examine their strategies to ensure they remain competitive.

**International education – Economic and jobs impact are vast with great potential to grow**

International student numbers in both Victoria and Australia have grown significantly. Victoria has an excellent record as an innovator in international education and is Australia’s second-largest student destination.

Our international education sector includes the export of higher education, VET, English language training, and secondary school education, to international students studying both here and in various offshore locations.

International student enrolments in Victoria more than doubled between 2002 and 2014, growing at an average annual rate of 8 per cent and currently at 29.8 per cent of national onshore enrolments. This represents one of the best long-term growth rates in Australia, exceeding that of both Queensland (7 per cent) and New South Wales (6 per cent).

Victoria’s strength as the Education State isn’t restricted to onshore offerings. Given the growing demand for customised offshore learning, an example of Victoria’s leadership has been the transnational delivery of higher education, VET and schools programs. For example, in 2013, Victorian providers delivered 78 per cent of Australia’s offshore public VET services.

While competition is increasing, rapid development in Asia is creating huge demand for international education services, with students from Asia now making up over half of international tertiary students worldwide.

There is also a growing demand for ‘blended’ learning (onshore, offshore, and online) and an increasing emphasis on student experience. Victoria is well placed to respond to these trends and other growth opportunities, particularly in Western China, Latin America and the Middle East. Harnessing our efforts across all elements of the international education sector will support a rise in education services exports and jobs growth.
Supporting Victorian economic and jobs growth

If Victoria harnesses its established reputation and competitive edge across all elements of the international education sector, greater economic and social prosperity and jobs growth is on offer.

Already, over 30,000 jobs are supported in the international education sector. We know that international students coming here to study make a significant impact on Victoria, and this includes supporting the retail, hospitality, tourism, housing and broader services sector. Economy-wide, it is estimated that one new job is created for every four new international students we attract to this state.

The way forward

Inbound student programs have been the focus of previous government strategies. This sector strategy takes a broader view of international education and includes:

- Students on student visas studying across subsectors
- Non-student visa holders taking part in education (tourist visas and working holiday-maker visas)
- Offshore students enrolled in formal transnational programs
- Offshore industry delivered training
- Executive leadership, non-award and short course programs
- Online delivery, ed-tech and export of services
- Educational reform and consultancy projects
- Research partnerships
- Outbound student mobility.

In order to take advantage of new opportunities, generate future employment and continue Victoria’s record of excellence in international education, a number of issues must be addressed. If international students are going to continue to choose Victoria as an education provider of choice, the state and education institutions must place a greater emphasis on student experience, including accommodation, employment outcomes, community safety and social inclusion.

We must also be ready to harness the enormous growth potential in international education services across our higher education, VET, school, English language and pathway sectors.

We need to further expand our reach to capture new growth opportunities in education-focused tourism, transnational and online offerings and specialised programs that meet emerging market and technological needs.

“Colombian professionals have to learn English in order to be dynamic, globalised and successful. For that reason I have decided to improve my English by studying in Victoria.”

John Cuestaquintero,
English language student, COLOMBIA
The Andrews Labor Government is delivering on its election commitments with a clear focus on growing jobs and sharing opportunities across our society.

We have established three new Funds totalling over $1.2 billion to support job creation and economic development, with a particular focus on our priority sectors including international education:

- $200 million Future Industries Fund
- $508 million Premier’s Jobs and Investment Fund
- $500 million Regional Jobs and Infrastructure Fund.

We opened the $5 million Future Industries Manufacturing Program in 2015 and the $20 million Future Industries Sector Growth Program has just opened. These programs are focused on helping businesses to partner with each other, and with educational institutions and the community, to invest in job creating projects.

We have acknowledged that positioning Victoria as a premium education destination is fundamental to our global competitiveness, and that a quality student experience must be central to our offering. The delivery of our election commitment to establish the $4 million International Student Welfare Grants Program and the commencement of a targeted campaign to address workplace exploitation issues are part of the Government’s commitment to supporting Victoria to deliver world-class student experiences. This complements the work of the Government’s expanded Study Melbourne Student Centre which delivers a growing program of activity to address issues confronted by students, enhance their stay and connect them with the wider community.

Victoria’s status as preferred education destination rests on the Commonwealth Government better managing an effective student visa framework. On coming to office the Victorian Government heard the calls of students and education providers and worked closely with the sector to advocate in favour of reforms to the student visa system. Key aspects of the new student visa framework that the Commonwealth is due to implement later this year reflect Victoria’s case for change.

The Victorian Invitation Program is the most expansive inbound trade mission program in the state’s history. More than 590 qualified international buyers from 27 countries visited Victoria in 2015 as part of the program. We have also supported over 420 businesses, across a number of sectors, to visit 35 cities in 19 countries as part of our outbound trade mission program. For education specifically, the Government led a significant outbound trade mission to Latin America, the first of its kind to this emerging market. The highly targeted program saw 29 senior Victorian delegates visit Brazil, Chile, Colombia and Peru, building educational partnerships and identifying capacity building and reform opportunities.

Our Regional Statement released in 2015, amongst other things, committed to the establishment of new Regional Partnerships to give greater voice to local priorities in government decision making. This includes how we can cement Victoria as Australia’s Education State.

We are proud of these achievements but know there is much more to do, working in partnership with industry, educational institutions, unions, and the broader community.
“Victoria’s success in international education will need to continue to be built on a reputation for quality across the board.”

Prof. Susan Elliot, Deputy Provost and Deputy Vice-Chancellor (International), University of Melbourne
1. Position Victoria as a global leader in quality and innovation in education services

As our largest services export, international education is vital to Victoria’s economy and education institutions. However, international education operates in a dynamic global market and Victoria’s leadership in this sector has competitors all around the world.

Traditional rivals such as the USA, UK and Canada are making significant investments to attract and retain a greater share of the global international education market. At the same time, new competitors are emerging, particularly in Asia.

Victoria’s educational institutions are highly regarded. We are home to two of the top 100 globally ranked universities, and a hub of specialist expertise including biomedical technology and health. However, to affirm Victoria as the Education State and remain ahead of the competition, we must demonstrate continued improvement and innovation.

By delivering quality education and an outstanding student experience, in partnership with industry, we aim to:

- Achieve the highest standard of quality and innovation in all educational services
- Foster a pre-emptive, no tolerance approach to sub-standard quality
- Support innovation and new approaches to education, training and research
- Position Victoria as an international education services and ed-tech hub, by embracing new technologies and pedagogies to meet the needs of global learners.

**What we plan to do**

1. Uphold quality standards by working with national regulators and policy agencies to protect Victoria’s reputation and students’ rights, and to lead advocacy for standards regulation and the development of new delivery models.

2. Proactively advocate to host governments and the Commonwealth Government regarding policy, regulatory and operating environments to maintain our leadership in transnational delivery.

3. Through engaging with providers, support Build Victoria as an education services, e-learning and ed-tech hub including through investment facilitation, new innovation and technology solutions for international education.

4. Attract and leverage global events to showcase Victoria’s education, training and research strengths to the world.

5. Leverage Victoria’s identity as ‘the Education State’ in the global market to further position Victoria as a high-quality education and research destination.
2. **Enhance Victoria’s reputation for outstanding student experience**

Excellence in education goes well beyond the classroom. Continued innovation is essential to protect Victoria’s market position.

Offering a premium student experience is a critical component of Victoria’s continued success, particularly as competition increases and the decision-making of students and families grows more sophisticated. Education institutions must work in partnership with all levels of government, industry and the community to address issues affecting student experience.

The 2014 International Student Barometer found that 88 per cent of international students were satisfied with their experience in Victoria. This validation must be maintained and enhanced.

We must ensure that feedback from international students is heard and acted upon. This will lead not only to an improved student experience, but also help secure Victoria’s reputation through word of mouth.

By enhancing Victoria’s reputation for outstanding student experience, in partnership with industry and the community, we aim to:

- Offer all international students in Victoria an outstanding student experience
- Increase opportunities for students to be involved in the community
- Grow participation in and delivery of programs that enhance student employability
- Address issues that impact on student experience and sector growth, including accommodation
- Encourage collaborative solutions to enhance the experience of students during their studies.

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What we plan to do
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6. Create a new platform for international and domestic students to Lead, Intern, Volunteer and Experience (LIVE) locally and internationally during their studies, informed by the evaluation of the international student internship pilot in 2016.

7. Deliver the $4 million International Student Welfare Grants Program to support new approaches and partnerships to protect student welfare and enhance student experience.

8. Continue investment in the Study Melbourne Student Centre, ensuring its services are accessible to all post-secondary international students in Victoria.

9. Provide more student housing by attracting new investment into student accommodation projects and improving information regarding accommodation options. This will be done in partnership with education and housing providers, agents, planning agencies and the Commonwealth Government.


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“**Melbourne and Victoria are renowned for the quality of education and lifestyle we offer international students. The Government’s commitment to delivering an outstanding student experience – from the Study Melbourne Student Centre to the impressive International Student Welfare Grants program – cements our reputation as one of the world’s leading destinations for international students.”**

Jeffrey Smart, Vice-President (International and Students) Swinburne University of Technology

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“There are heaps of opportunities – you just need to be proactive and seize what is here.”

Nina Khairina, university student and current Council for International Students Australia president, INDONESIA
3. Implement a long-term approach to market development

The Victorian Government has a critical role in supporting international education providers in marketing the diversity of our services and an enhanced student experience. We need to nurture relationships in existing markets, particularly China and India. However, we must also look to regions such as Latin America, South-East Asia and parts of the Middle East that have growth potential and where Victoria has underperformed compared to other states.

For over a decade, Victoria’s international education marketing strategy has highlighted the diversity of courses, locations and provider types. We will continue to build on this work and ensure marketing activities also highlight a positive and unique student experience.

Our extensive network of Education Services Managers will continue to support efforts in market development, and more emphasis will be placed on priority markets. The refreshed ‘Study Melbourne’ brand will continue to be an authoritative source of information.

In implementing a long-term approach to market development, in partnership with industry and the community, we want to:

- Position Victoria as a global partner and destination for education, training and research
- Create and develop diverse source markets to secure a sustainable future
- Play to our strengths and leverage government-to-government relationships to develop long-term engagement strategies.

"I expected my course to be good, but it is beyond my expectations. The standard is really high."

Dave Sipayung,
Masters student, INDONESIA
What we plan to do

11. Refocus the work of Victoria’s Education Services Managers around the world by creating a Global Education Network. This network will support market entry and collaborative marketing efforts by Victorian providers. Network partners will engage with “Study Melbourne” through Annual Cooperative Event Plans, which will be shared across the different sectors.

12. Develop priority Market Development Plans for countries and regions where Victoria’s potential is unrealised, and where a concerted and integrated effort is required. These plans will set three-year goals and outline an approach to grow markets in priority areas, such as Latin America (commenced in 2014) and Indonesia (to commence in 2016).

13. Complete the redevelopment of the Victorian Government’s international education website. Redvelopment will ensure the website maintains its role as the authoritative central point of information for current and prospective students. All digital assets will be refreshed to meet the needs of both consumer and business audiences.

14. Bring key decision makers from priority education regions to Melbourne. This will be delivered in conjunction with the Victorian Government’s inbound trade mission program.

“It is critical that Victoria’s world-class research and education providers and the State Government work together to identify the emerging prospects Victoria should pursue in new global markets. By harnessing the State’s collective strengths, we can build globally competitive critical mass to provide solutions and realise opportunities greater than any individual institutions can achieve alone.”

Prof. Abid Khan, Deputy Vice-Chancellor and Vice-President (Global Engagement), Monash University

Victoria’s Current Global Education Network

CHINA
Terry Wang
Chengdu

CHINA
Brian Zhang
Shanghai

NORTH ASIA
Makoto Sanada
Tokyo

INDIA
Annie Santhana
Bangalore

LATIN AMERICA
Camile Mansell
Bogota

MIDDLE EAST, AFRICA & TURKEY
Karina Ataya
Dubai

SOUTH EAST ASIA
Celia Yeo
Kuala Lumpur

INDONESIA
Belinda Rimbo
Jakarta
“Living in Geelong is a great experience for both of us. The people are kind, helpful and being part of an amazing community makes us feel like this is our new home.”

Hussein and Sherif Haggag, PhD students, EGYPT
4. Grow international education in regional Victoria

Regional education institutions and campuses are an important part of Victoria’s international education offering. Around 3,000 international students currently choose to study in regional Victoria. International students based at regional education institutions benefit from safe and welcoming communities, a lower cost of living and industry aligned training opportunities. International students help boost local economies and drive jobs growth in regional areas. The Victorian Government is committed to further developing high quality international education opportunities in our regions, to increase choice for students and revitalise local communities.

However, it must be recognised that different regional areas have distinct offerings. We can capitalise on these characteristics into the future through facilitation of diverse offerings including industry aligned training opportunities, short course and transnational programs that are allied to particular regional strengths.

By growing international education in regional Victoria, in partnership with industry and the community, we aim to:

- Attract more students to Victoria’s regions across all sectors
- Grow visitation, through visiting friends and relatives and study tourism products
- Support industry-led solutions and partnerships to export education
- Encourage community-led solutions and partnerships to export education.

What we plan to do

15. Establish a regional collaboration program to foster growth of onshore international education in major regional centres.

This program will support partnerships between education providers, local government, businesses and local communities.

16. Develop a regional marketing framework to define and promote the value offering of Victorian education providers.

This framework will articulate what Victoria’s education providers can deliver to international students, industry and governments.

Regional education institutions and campuses are an important part of Victoria’s international education offering.

“Regional areas have the capacity to provide international students to Victoria with a unique and enriching experience. Government can help better realise this potential.”

Mary Aldred, CEO, Committee for Gippsland Inc
5. Develop a globally competitive higher education and research sector

Victoria’s higher education institutions are some of the best in Australia and the world. However, universities and other higher education providers must work hard to stay competitive. We need to continue to build research capability, develop innovative delivery models, and strengthen pathways to career opportunities. Many of our education providers operate across a range of sub-sectors including VET and English language. A greater recognition of pathway linkages between sectors, and the unique needs of clients and students, will ensure Victorian exporters keep pace with their competitors.

The Government, providers and other partners need to work together to make Victoria a global knowledge hub. We need to support universities and research institutes to play to their specific strengths.

Higher education is a critical driver for broader innovation and productivity. We need to further identify conditions where new investment is desirable for the sector, adds economic value, and supports sustainable growth by high quality providers. These actions will serve as a springboard for research partnerships between Victoria and the rest of the world, enabling world-class research and development to occur here and overseas.

Finally, we need to increase diversity in student populations, with respect to their country of origin and course selection. The current concentration leaves the higher education sector overly reliant on certain markets and vulnerable to technological disruption.

By developing a globally competitive higher education and research sector, in partnership with industry and the community, we aim to:

- Encourage diversity of international student enrolments in the higher education sector
- Protect and grow Victoria’s global footprint of transnational programs and branch campuses
- Encourage and increase the supply of higher education and research places for international students through existing and new providers
- Position Victoria as a global knowledge hub and research destination, to attract more students and investment in research.
What we plan to do

17. Develop joint initiatives with Victorian higher education providers to attract diversity in our student cohorts, particularly at the undergraduate level.

18. Develop a global knowledge hub in Victoria through targeted scholarship agreements and partnership activities focused on building research exports.

19. Work with universities and research institutes to attract global partners for research infrastructure and programs, including through the promotion of major research infrastructure such as the Australian Synchrotron.

   This approach will enable world-class research and development collaborations, particularly in areas of research and industry strength for Victoria.

We must position Victoria as a global knowledge hub, through maintaining and growing our competitive position, through enhanced research capability and delivery models, and highlighting our full suite of capabilities.

“Increased global research collaboration should be a priority for Victoria. International partnerships can increase the impact of Victorian-led research, localise outcomes and enable new funding opportunities.”

City of Melbourne

“I have met pioneering researchers in my field while studying in Victoria, and have been able to discuss my work with them. These small things are incredibly encouraging and help propel me to succeed.”

Abishek Suresh, PhD research student, INDIA
6. Grow a high quality and globally oriented Vocational Education and Training (VET) sector

Victoria leads the nation in the delivery of VET, both onshore and offshore. VET currently accounts for a quarter of international students in Victoria. Offshore, close to 80 per cent of Australian TAFE transnational activity is delivered by Victorian TAFE institutes.

There are significant growth opportunities for Victorian VET providers as key markets continue efforts to upskill their workforces and build their vocational training systems. To ensure Victoria takes advantage of these opportunities, we need to consider new models and approaches.

The Victorian Government will continue to support high quality VET providers to access international markets and to work with the Commonwealth to deal with cases of sub-standard course quality.

There are further opportunities for providers and the Government to work together, to develop promising offshore partnerships and to bring key international decision makers to see Victoria’s VET system in action. All of these interventions will rely on strong collaboration and a focus on quality.

“Victoria’s TAFE and training system has a lot to offer the world. We must maximise the global reach of Victoria’s locally developed, industry-driven training expertise for the benefit of our international partners and the Victorian economy.”

Andrew Williamson, Executive Director, Victorian TAFE Association

In growing a high quality and globally oriented VET sector, in partnership with industry and the community, we aim to:

- Ensure a better focus on quality throughout the VET sector to meet domestic needs and enhance our global market position
- Capitalise on global demand for high quality VET systems and training through a more collaborative approach by private and public providers
- Support public and private providers to enter new markets, maximising our success in global tenders and offshore work
- Identify and develop key opportunities for global partnerships between industry and the VET sector.

What we plan to do

20. Support VET providers to respond to global partnership opportunities, further positioning Victoria as a leader in training solutions across a range of foreign governments and corporate partners.

21. Support a new approach to bring together Victoria’s TAFE institutes to secure high-value offshore training projects, partnering with quality private providers where required.

22. Proactively identify global decision makers to visit Victoria as part of the inbound training and leadership programs to showcase our approach to skills development.

23. Support the establishment of high-value, cooperative skills and training partnerships through a new skills partnership fund.

24. Maximise government-to-government relationships to create market opportunities for VET sector reform, global skills and VET teacher training.

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“The Victorian International Education Awards are such an achievement in my life. They inspire me to be better every day into the future.”

Harriyadi Irawan, TAFE student and Victorian International Student of the Year (2014), INDONESIA
7. Foster an internationally oriented schools sector

In the Education State, Victorian students will continue to have access to a great school, close to where they live. Our schools also play an integral role in welcoming international students to Victoria, and in equipping our own students to become global citizens.

Victorian schools currently host around 6,000 full-fee paying international students – a figure that is forecast to grow. These students contribute a great deal to the broader community. Often the students come at a young age, and almost all of them go on to study at a Victorian higher or vocational education provider. They boost the economies where they live and study, and give us a more diverse society. International students also increase the diversity of our schools, while offering local students a more global perspective.

Our challenge now is to maintain the high education standard offered in schools while increasing the number of international students. We must invest in improving capacity in the system to accommodate international students while still preparing our own students with contemporary skills.

By fostering an internationally oriented schools sector, in partnership with industry and the community, we aim to:

- Support sustainable growth of international student numbers in government and non-government schools, while maintaining quality and access for local students
- Grow offshore delivery of VCE in partnership with overseas schools to expand our global reach
- Ensure Victorian students have the requisite skills to be culturally-aware, global citizens in a modern world and economy
- Increase the number of outbound Victorian students through overseas learning experiences, sister schools and other innovative partnerships.

What we plan to do

25. Support international student growth in government and non-government schools by investing in English language, accommodation, education agents, and school capacity.
27. Increase our understanding of school to higher study pathways for international students to increase the flow of students from Victorian schools to tertiary providers.
28. Expand overseas delivery of Victorian curriculum through transnational programs, including maximising China’s uptake of the Northern Hemisphere VCE as the first priority of this program.
29. Continue emphasis on contemporary skills, global citizenship, cultural awareness, and language learning in the school curriculum and teacher classroom practice.
30. Continue support for student mobility programs.

“I love studying and practising my English. Being in Melbourne, I am learning how to speak English and at my school, there are not many Japanese students so I have to speak English every day.”

Anri Hoya,
Secondary school student in English preparation program, JAPAN
8. Bolster English language and pathway programs

Victoria has an excellent record of providing high quality English language programs that prepare migrants and international students for success. In 2014, Victorian institutions provided preparatory English language training to almost 10,000 non-student visa holders and around 35,000 international students, most of who went on to study in another Victorian education setting. English language is a complex area of international education that spans all parts of the sector. Delivering high quality services is a crucial element of realising our goal to grow our international education sector over the next decade. Without a high quality English language sector, we cannot give international students the best chance of success.

We must leverage the expertise of providers and explore new opportunities, supporting links between government, education institutions and industry. There is an opportunity to further highlight the linkages and benefits offered by pathway providers to facilitate transition across education sub-sectors. By bolstering English language services and support, in partnership with industry and the community, we aim to:

- Position Victoria as the global destination for innovative English language programs
- Increase non-student visa holders engaged in English language learning
- Support strong pathways for students, and ensure high levels of English language testing and services for all continuing students in Victoria.

What we plan to do

31. Work with providers to create campaigns and develop products that attract short-stay English language students.
32. Promote Victoria’s English language teacher training expertise, making it more available internationally.
33. Work collaboratively with pathway providers to capture market opportunities, including in new and emerging markets, and to ensure the highest levels of student support.

“Melbourne will always be in my mind and heart. This magical city gives us a little piece of itself that we can carry home with us, making us different, special and unique.”

Rafael Barty Dextro, English language student, Science without Borders, BRAZIL
Collaboration and the broader benefits of international education

9. Optimise the broader benefits of international education

International education and research help grow the Victorian economy, particularly in the other priority industry sectors. Some of the co-benefits include an increase in tourism, the attraction and retention of highly skilled international talent, the development of trade and investment connections through the utilisation of alumni, and a more diverse community.

Victoria can build on its position as a market leader by better recognising and understanding the contribution made by its valued and vibrant international student community. We will explore activities to retain talented people with advanced knowledge, skills and experiences in priority occupations. In particular, we will focus on state nominations for skilled migration visas, including for students who successfully complete a PhD at a Victorian university.

With so many students from across the globe sitting alongside Victorians in our schools, TAFEs, universities and colleges, Victorian students have a first hand opportunity to build truly global perspectives, as well as develop the capability to engage effectively with our region and beyond. These capabilities are increasingly crucial to Victoria’s future success and more local students will be encouraged to have an international experience as part of their studies.

We will also continue support for the Victorian Young Leaders to China Program, the Sir John Monash Scholarships, and Hamer Scholarships which complement the Commonwealth Government’s ‘New Colombo Plan’ activities.

Government, education institutions, tourism bodies, alumni networks, business and industry must work together to realise the broader value of international education. Opportunities for collaboration include education tourism partnerships, global alumni initiatives, and supporting high-value talent to contribute to Victoria.

By increasing the broader benefits of international education, in partnership with industry and the community, we aim to:

• Grow educational tourism and the visiting friends and relatives market
• Realise the value of Victoria’s global alumni network as advocates for Victoria
• Increase opportunities for Victorian students to participate in overseas programs as part of their studies and continue to champion their close engagement with international student peers
• Maximise opportunities for eligible graduates to contribute their skills and knowledge to Victoria.
What we plan to do

34. Grow educational tourism in partnership with Visit Victoria to attract more edu-tourists, and increase visitation from friends and relatives.

35. Engage with and showcase alumni through the Victorian Global Alumni Framework.

36. Ensure that the benefits of Victorian students having an international experience as part of their studies are maximised. We will continue support for the Victorian Young Leaders to China Program, Sir John Monash Scholarships, and Hamer Scholarships. We will also partner with the Commonwealth Government’s ‘New Colombo Plan’ activities.

37. Continue delivery of Victorian International Education Awards, to celebrate education providers and international students and to demonstrate to Victorians the significant benefits the sector delivers to the state.

38. Retain talent with advanced knowledge, skills and experience in priority occupations via state nominations for skilled migration visas, including nomination of any student who completes a PhD at a Victorian university, subject to meeting requirements.

39. Develop a stronger understanding of the benefits of international education on jobs, trade and investment linkages, including offshore and onshore enrolments in partnership with national partners.

We have the opportunity to build on market leadership by recognising and celebrating the contributions of our vibrant international student community.

“My father is very excited to visit and see where I have been living and studying. He wants to experience the city.”

Diana Ponce, Masters student with visiting family, ECUADOR
10. Facilitate a collaborative approach to international education

A collaborative approach across government, the sector and the community is vital to the success of Victoria’s international education sector.

The sector must operate on a solid footing to drive continual investment to ensure the growth potential of international education is fully realised. At the same time, it is important for governments to keep listening to all stakeholders in this area. Victoria and the Commonwealth must continue to work together to ensure alignment in approaches to supporting international education.

We will also work closely with local government as active partners to support sustainable growth in international education. The role of local government is particularly important in the student experience, and civic recognition of international education and international students.

More broadly, we must support the role of non-traditional sector stakeholders. We must recognise the role local government plays in supporting quality student experience. Government, business and industry must collaborate to ensure solid employment pathways are developed for graduates. We can also enhance social inclusion by involving the local community more closely in the lives of international students.

“My placement has given me the confidence to apply my knowledge in a real-life setting and expand my workload to other projects, allowing me to work with a number of stakeholders.”

Jagadeesh Madhavarajan, Study Melbourne Internship Program participant, INDIA

“Opportunities need to be forged to integrate international students and the benefits of international education into local industry, communities, research and innovation. That way international education becomes a whole of government and whole of state priority supporting our economic growth and social vibrancy.”

John Molony, Pro Vice-Chancellor (International), Deakin University
By facilitating a collaborative approach to international education, we aim to:

- Create business and community support for international education in Victoria
- Build strong partnerships with sector stakeholders to receive timely insights and advice
- Work with all levels of government to support international education
- Ensure that agents are equipped with the information and tools they need to effectively promote Victoria.

What we plan to do

40. Continue the Victorian International Education Ministerial Advisory Roundtable, adding to current membership with new representation from the schools and tourism sectors.

41. Work closely with the Commonwealth Government to ensure their forthcoming national strategy aligns with the Victorian Government’s policies, regulation and initiatives that support international education.

42. Maintain relationships with education and migration agents promoting Victoria through a new Education Agent Partnership program.

43. Work with Victoria’s business community to realise the opportunities arising from engagement with international students.

44. Ensure government and providers listen to the views of international students directly, and offer ongoing responses to concerns and opportunities.

The continued success of our international education sector depends on a collaborative approach across government, the sector and the community.

“When I am asked what is it like to study in Victoria, I always say it is great! There is no other way to describe it. I am always telling my friends to come here and experience it for themselves.”

Maisurah Mokhsin,
tourist visa holder who came back to study, SINGAPORE
Supporting Victoria’s international education sector into the future

There is no single measure of success or progress in our work to entrench Victoria as Australia’s Education State and maximise economic returns and the broader benefits of international education. We will track progress across a range of measures including:

- Maintaining market share of international student enrolments through sustainable growth of the sector
- Growing export value through market development and innovative education offerings and delivery methods that attract students to study in Victoria and offshore with Victorian providers
- Monitoring diversity across markets and breadth of course offerings to combat competitive pressures, build resilience of the sector and continue to ensure a quality education offering
- Boosting student satisfaction including by minimising the gap between student satisfaction and rates of recommendation, by positioning Victoria as a quality education destination and continuing to deliver on that promise.

We will work with the Commonwealth to enhance overall market growth through policy initiatives including the National Strategy for International Education, Australian International Education 2025, Australia’s Global Alumni Strategy 2016-20, and the National Innovation and Science Agenda.
Victorian Government Programs

There are a range of programs which will support and complement delivery of the International Education sector strategy.

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<td>International Student Welfare Grants</td>
<td>$4 million over four years has been committed to deliver the Victorian Government’s International Student Welfare Grants. This landmark initiative will enhance the student experience and promote Victoria as an education destination. <a href="http://www.business.vic.gov.au/support-for-your-business/grants-and-assistance/international-student-welfare-grants">http://www.business.vic.gov.au/support-for-your-business/grants-and-assistance/international-student-welfare-grants</a></td>
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<tr>
<td>Study Melbourne Student Centre</td>
<td>The Study Melbourne Student Centre is a Victorian Government Initiative, which responds to the needs of international students living and studying in Victoria. The main objective of the Centre is to ensure that international students have a positive, rewarding and enriching student experience. <a href="http://www.studymelbourne.vic.gov.au/help-and-advice/support-services/study-melbourne-student-centre">http://www.studymelbourne.vic.gov.au/help-and-advice/support-services/study-melbourne-student-centre</a></td>
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<tr>
<td>Global Education Network</td>
<td>The Global Education Network comprising Education Service Managers from eight priority locations provide investment returns to Victoria by facilitating collaboration and partnership arrangements across markets that are focused on Victorian education offerings.</td>
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<td>Study Melbourne</td>
<td>Study Melbourne is a comprehensive marketing communication program that positions the whole of Victoria as a high quality provider of education and research through an integrated and multinational marketing platform. Additional developments are taking place with the further evolution of the Study Melbourne brand and enhancing approaches to engage with international student alumni. <a href="http://www.studymelbourne.vic.gov.au">http://www.studymelbourne.vic.gov.au</a></td>
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