

Framework for International Marketing and Promotion of Australian Education and Training

2011-2012



Australian Government
Australian Trade Commission



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Austrade assumed responsibility for international marketing and promotion of Australian education and training on 1 July 2010. Austrade adds value to Australia's international education sector through its extensive Australian and international network and through its ability to support the recruitment of international students. It also identifies education-related opportunities in: industry innovation; Austrade's other industry sectors; research commercialisation; and inwards investment.

Strategic objectives

Austrade's Marketing and Promotion Framework is designed to support the following three strategic objectives:

- To contribute to the growth of demand for Australian education.
- To contribute to the repositioning of Australia as a provider of high quality education services to international students.
- To contribute to the building of a sustainable Australian international education sector.

Key priorities

To realise these three strategic objectives Austrade will focus on five key priorities:

1. Improving perceptions of Australia's international education.
2. Implementing an effective communications and media strategy.
3. Executing an effective engagement strategy with offshore education agents.
4. Delivering high quality and timely market research, intelligence and services to Australia's international education sector.
5. Engaging effectively with stakeholders (key government and non-government organisations and individual institutions, both onshore and offshore).

For further information on Austrade's role in the international marketing and promotion of Australian education: www.austrade.gov.au/education
