

VIRTUAL STUDY IN AUSTRALIA CAMPAIGN PHASE 2

POST EVENT REPORT

JAPAN

AUGUST 2020



Australian Government

Australian Trade and Investment Commission

EXECUTIVE SUMMARY

Austrade Japan's education team has been holding a virtual Study in Australia campaign to help Australian institutions showcase their online education delivery as well as stay in touch with prospective Japanese students during the travel restrictions. In total, the campaign attracted more than 1,600 participants. Phase 2 of the campaign mainly concentrated on university students, while Phase 1 was targeted towards high school students. Feedback from participants shows that 80% were satisfied with the campaign contents and almost three-quarters agreed that the campaign made them want to study in Australia in the future.

1. CAMPAIGN OVERVIEW

Austrade Japan launched a virtual Study in Australia campaign to showcase Australia's high-quality online learning and to support Australian education institutions to create touch points with prospective Japanese students during the travel restrictions.

2. AUSTRALIAN PARTICIPANTS

17 Australian institutions participated in the campaign by providing live-streamed lectures/ lessons and pre-recorded lecture/lesson videos. In total, 22 live-streamed lectures/lessons and 21 recorded video lectures/lessons were showcased during the campaign.

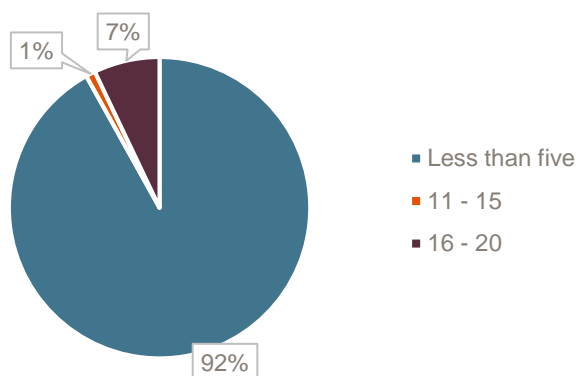
3. JAPANESE PARTICIPANTS

The campaign attracted approx. 1,670 participants (about 1,205 unique individuals). According to the result of the campaign website analytics, Japanese participants tend to appreciate live lectures/lesson more than pre-recorded ones. While the pre-recorded lectures/lessons had 520 views in total, 1,150 people participated in the live lectures/lessons.

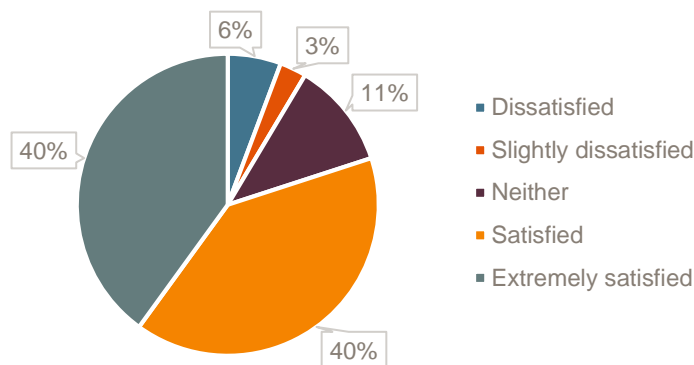
4. PARTICIPANTS' FEEDBACK

Austrade Japan conducted a post-event survey of the Japanese participants of live lectures/lessons. 70 people responded as of 22nd July. Their feedback is summarised below.

Q1. Number of live-streamed lectures/lessons attended



Q2. Satisfaction level for the live-streamed lecture/lesson attended

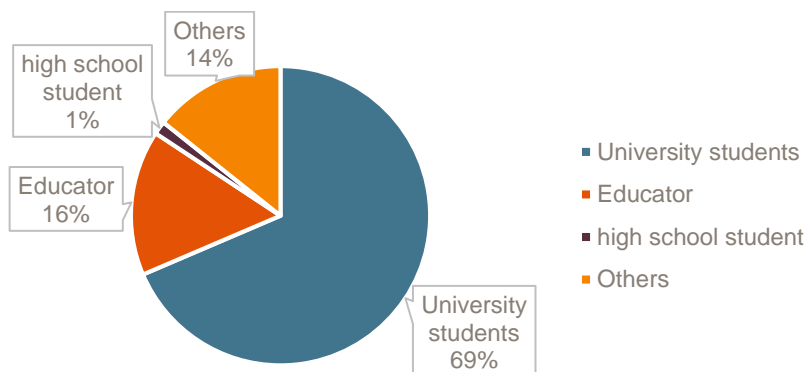


80% of respondents said they were either satisfied or extremely satisfied by the lessons. A small minority of participants were not satisfied with their experience, but they seem to be still interested in the campaign and online lectures/lessons in future, as revealed by the 100% response rate in Q4. It may be that these unsatisfied students felt somehow that the level of lectures/lessons did not match their expectations.

The participant feedback suggests that the most important features for delivering high quality online lectures/lessons are those that encouraged **interactive participation by students**, including using online poll questions, a chat box function, and drawing tools, which enabled students to react to the lesson in real time. We found students reacted really positively when their comments or other feedback were incorporated into the lesson by teachers. It would be essential for lecturers and teachers to ask lots of questions and make their online lessons as interactive as possible to keep students engaged.

At the same time, although participants valued interactive opportunities, some students do not appreciate the 'breakout room' function where students are left in small groups for discussion. Japanese students tend to feel uncomfortable when they are left alone without lecturers or teachers.

Q3. Occupation

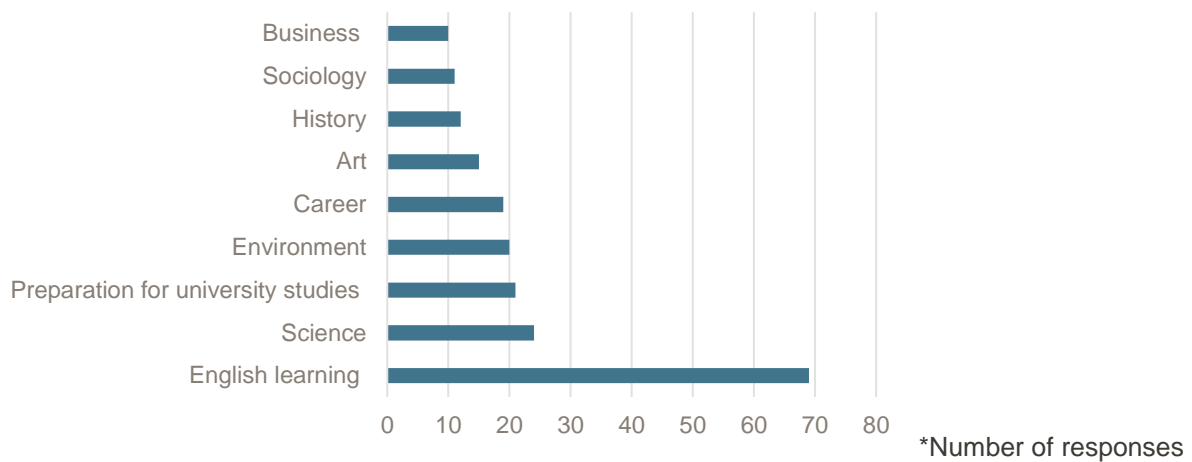


* 'Educator' includes school teachers, university lecturers and international office workers.

Q4. Would you be willing to participate in the campaign again?

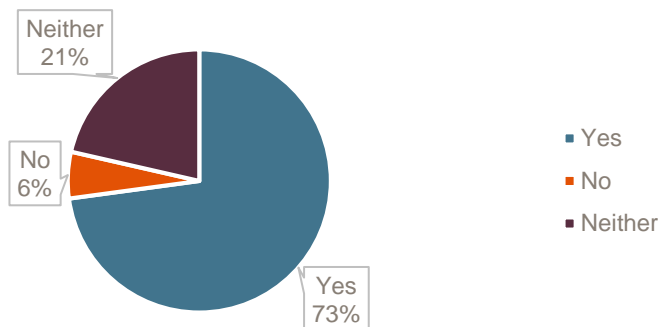
100% of the respondents responded 'Yes'.

Q5. Subjects interested for future campaign (multiple choice question)



University students tend to appreciate English lessons while high school students are keener to participate in subject-specific lectures.

Q6. Did the campaign made you feel like studying in Australia in the future?



Three-quarters of respondents indicated the campaign made them want to study in Australia.

5. CAMPAIGN PROMOTION REVIEW

Austrade Japan created a dedicated page (<https://www.austrade.gov.au/local-sites/japan/events/onlineryugaku>) for the campaign on our local website. It has attracted approx.8,590 page views (about 7,300 unique users) as of 15th July. The campaign was promoted and the participants were recruited through social media and Austrade Japan education team’s network. Most of the participants visited the campaign website from our direct invitation using EDM (bulk email system). Our Facebook page is the second largest source which brought about 770 page views.

Some students found out about the campaign in their home school/ institution email notice while others were invited by the participating Australian institutions. The Australian institutions which reached out to their partner institutions with direct invitations were more likely to have a higher number of participants to their lectures and lessons.

When it comes to online events, people tend to feel less guilty for being a ‘no-show’. Therefore, sending a few email reminders would be helpful to keep the registrants’ attention.

6. MEDIA RESPONSE

The campaign press release was picked up by 30 Japanese media including major news companies as well as news websites targeting the younger generation.

7. ABOUT THE CAMPAIGN PHASE 3

As we have seen a strong appetite and interest for the campaign among Japanese students, we will keep holding this initiative while the travel restrictions continue.

Key details for Phase 3 of the campaign:

- Austrade Japan will promote live streaming lectures and recorded video lectures delivered by Australian institutions on the Austrade Japan [special campaign website](#).
- To reach prospective students, lecture information will be promoted via Austrade Japan's social media channels and EDM to our contacts as well as possibly a press release to media in Japan.
- The third phase of the campaign starts on 21st September and runs until 2nd October 2020.
- The campaign will target Japanese students in any sector, educators, parents, agents, and education peak bodies.

1) Institutions interested in providing *live streaming* lectures/lessons should:

- Propose your lecture/lesson schedule to us and create webinar link(s) (ZOOM is widely accepted by Japanese students) by 31st Aug.
- Set up an RSVP platform at your end and provide the web link to us by 31st Aug. (We would like to request that institutions share the RSVP data with us, which will enable us to stay in touch with the participants for our future promotions.)
- Clearly state the target or English level of the lectures/lesson to avoid potential mismatch with participants' expectations.
- Send all the above details to Tomomi.Kontani@austrade.gov.au

2) For institutions interested in providing *recorded* video lectures/lessons, please:

- Upload videos on online platforms such as YouTube, ZOOM, or your institution's website, and provide us with the links by 4th Sep. We are afraid that we cannot upload video files onto our website due to the server capacity.
- Send an email with links to Tomomi.Kontani@austrade.gov.au

We hope this online campaign will assist your institutions in raising your profile in the Japan market and creating touch points with prospective students. We encourage your participation to make the best use of the circumstances while everyone's travel is still restricted.

For enquiries, please contact the Austrade Japan Education Team:

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