



Australian Government

Australian Trade and Investment Commission

# Student Journey Mapping Research Report

Research Summary

1 June 2021









# Research Summary

This project was undertaken to:

1. Understand how Austrade might better leverage the Study Australia brand to drive a pipeline of qualified prospective student leads to providers.
2. Improve Austrade digital information services for prospective students, their parents, education providers, education agents, and state and territory study agency partners.
3. Inform the ongoing development of a trusted and effective digital marketing and recruitment service that partners with, and supports, all sector stakeholders.

## Methodology

A variety of methods were used to collate the research for this project.

<b>1. DESKTOP RESEARCH</b> 	<b>2. STUDENT FOCUS GROUPS</b> 	<b>3. STUDENT PANELS</b> 	<b>4. STAKEHOLDER INTERVIEWS</b> 	<b>5. PARENT RESEARCH</b> 	<b>6. DIGITAL SERVICE PLATFORM REVIEW</b> 
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## Key findings

- The sector has undergone rapid and dramatic change in the past two years and this necessitates a shift in how education is delivered and what an international education looks like into the future.
- COVID-19 has greatly impacted the student experience and the current student experience is impacting the decisions of prospective students.
- Most stakeholders want to work with Austrade to gain maximum market advantage, but their needs vary and they require separate strategies according to sector, resource levels and capability.
- Australia is not prominent currently in students' in-market search channels, but market appeal remains together with an opportunity to gain ground.
- Students' feedback on the official Study Australia website content is generally positive, but finding the website can be difficult.
  - Students trust the 'Study Australia' brand proposition and form positive impressions from their digital interactions with official channels.
  - The Study Australia website design has strong appeal, but there are content gaps.
- Influencers (parents, etc) need dedicated resources.
- Competitors are increasingly active and innovating quickly to take market advantage.

## Stakeholder feedback



### Prospective students

#### Top 3 needs

1. One place for all Australian government information.
2. Confirmation that the information they are getting from agents and providers is accurate.
3. More interactive and user-orientated web content.



### Parents of prospective students

#### Top 3 needs

1. Translated website content.
2. Information in video, diagrams, checklists etc.
3. Ability to chat to other parents.

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*"If the government made a video, and webinar, it's more interesting and we can ask questions."*

*"WhatsApp is too personal. I'm like, you don't belong here."*

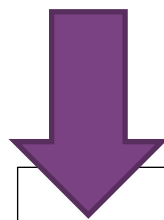
*"It's more believable if you hear from someone who is having that experience."*

*"My parents opposed... I had to make them confident. I had to convince them that I'd be employable... that our family status would be improved."*

*"If I think that my child will be looked after, happy and they get a job. I'll send there."*

*"My parents won't read it if it's not in their language. They won't understand at all."*

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### Opportunities for the Australian IE sector (Active consideration by Austrade)

- Invest in the current student experience and capture the student voice, to drive advocacy and amplify positive word-of-mouth.
- Deliver proactive student and parent-facing communications.
- Help students to confirm the validity of potential service providers (e.g. accommodation, internet, insurance).
- Develop a course search function that delivers a personalised shortlist.
- Create interactive and action-oriented web content.
- Utilise different content formats, including diagrams, animations, checklists and video to explain processes and complex content (e.g. visas).
- Create an online chat service or clear point of interaction for enquirers.

## Stakeholder feedback – cont'd



### Agents

#### Top 3 needs

1. Recognition as a valued partner and collaborator on campaigns and promotional activities.
2. Access to brand messages and data.
3. Opportunity for two-way dialogue and engagement.

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*"We would love to be more part of the conversation."*

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*"Austrade should not play in the application conversion space."*

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### Providers

#### Top 3 needs

1. Qualified leads generated via Austrade digital campaigns.
2. Coordinated information across all government departments.
3. Equitable access to service and support.

#### Opportunities for the Australian IE sector (Active consideration by Austrade)

- Create a partner portal dedicated to servicing the needs of partners.
- Co-create and fund campaigns and initiatives in key markets.
- Aggregate all government information into the Study Australia partner portal.

### States and Territories

#### Top 3 needs

1. Develop shared platforms and resources.
2. Create co-campaigns with tourism.
3. Find a way to contribute destination-specific content to build out campaigns and web content.

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*"We need to work together to promote Australia better."*

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*"Cooperating on campaigns will be critical."*

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*"We need to avoid duplication."*

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### Peak bodies

#### Top 3 needs

1. Coordinated approach to offshore advocacy.
2. Expanded MIP content segmented by sector.
3. Develop course search filters beyond sector, e.g. for ELICOS – General, EAP, Test Prep.

#### Opportunities for the Australian IE sector (Active consideration by Austrade)

- Lead advocacy on behalf of states and sectors.
- Collaborate on destination and sector campaigns.
- Leverage the reach and networks of peak bodies and state/territory members.
- Use partners' channels and networks to distribute important information.
- Develop and enhance MIP content.