



Australian Government

Austrade

Vietnam Market Action Plan 2019-2020

Implementation Report

November 2020



Overview

The Vietnam Market Action Plan (MAP) is a collaborative pilot project, funded by the Department of Education, Skills and Employment (DESE) under the “*Enabling Growth and Innovation program*” and executed by Austrade.

Vietnam was identified as a priority market for developing a MAP, alongside Indonesia. The MAP builds on the strengths of Australia’s education system and identifies how Australian expertise aligns with Vietnam’s education and industry skills priorities.

The Vietnam MAP was launched in April 2019, after extensive sector consultation. It outlines six goals and nine actions (see below). This report presents the outcomes achieved in the first year of implementation and highlights future activities for 2021.

Action No.	Actions	Lead agency and partners
Goal 1: Strengthen Australia’s knowledge and capability		
1.1	Information and advice to support market access and entry for Australian school programs in Vietnam	<u>Austrade</u> , States and Territories, DESE
1.2	Provide tailored support to Australian providers and businesses	<u>Austrade</u>
Goal 2: Grow recruitment channels		
2.1	Develop and implement an education agent briefing pack	<u>Austrade</u> , DESE, DHA, peaks
2.2	Deliver #GoBeyond2.0 campaign targeting Vietnamese students to regional locations in Australia	<u>Austrade</u> , states and territories, peaks, providers
Goal 3: Promote Australian education and training capability		
3.1	Promote Australian VET capabilities in tourism and hospitality through the Australia-Vietnam Tourism and Hospitality Skills Showcase	<u>Austrade</u> , states and territories, peaks, providers
Goal 4: Promote Australian innovative capability		
4.1	In-market showcase of Australia’s healthcare education expertise and strengthen cross-sectoral institution industry linkages	<u>Austrade</u> , states and territories, peaks, providers
Goal 5: Build and leverage Australia and Vietnam’s government to government relationships		
5.1	Dialogue with the Government of Vietnam regarding education agents	<u>DESE</u> , <u>Austrade</u> , DHA
5.2	Promote Australia’s online education offerings and pilot a micro-credentials/online education trial a. A scoping study on online education policy, current players, challenges and opportunities in Vietnam b. Pilot an online education trial	<u>Austrade</u> , DESE, providers
Goal 6: Continue to implement the Australian alumni in Vietnam strategy 2016-21		
6.1	Mobilise alumni leaders in-market, to share their experiences of living and learning in Australia	<u>DFAT</u> , <u>Austrade</u>

Implementation and outcomes

GOAL 1: STRENGTHEN AUSTRALIA'S KNOWLEDGE AND CAPABILITY

- Strengthening public awareness and facilitating market access for Australian school sector in Vietnam
- Delivering tailored services in response to the specific needs of Australian education and training providers.

Action 1.1: Information and advice to support market access and entry for Australian school programs in Vietnam
Market context <p>There is growing demand for internationally recognised school qualifications from Vietnamese parents and students. The following actions sought to raise the profile of Australian school programs in Vietnam, and compete with the strong brand presence of international school curricula such as the UK's International General Certificate of Secondary Education (IGCSE).</p> <p>Building on the Australia Vietnam School Partnership Showcase in December 2018, Austrade Vietnam has been assisting Australian schools and service providers to promote Australian school sector, particularly Australian school programs in Vietnam.</p>
Implementation and outcomes <p>Since 2019, Australian school programs have grown in reputation, contributing to the market penetration and expansion strategies of each Australian state authority.</p> <p>Three Australian high school certificates have been delivered in Vietnam so far. The South Australian Certificate of Education (SACE) is delivered mainly in Hanoi while Western Australian Certificate of Education (WACE) and Victorian Certificate of Education (VCE) are in Ho Chi Minh City.</p> <ul style="list-style-type: none">• SACE International has been recognised by the Ministry of Education and Training (MOET) of Vietnam as an integrated program delivered at Hanoi Adelaide School. Students will graduate with dual diplomas.• WACE program receives strong support from Ho Chi Minh City Department of Education and Training (DOET). WACE is the only international program delivered at Saigon International College, a public school under DOET's supervision, and demonstrates the support provided by the local government.• VCE, the newest entrant to Vietnam, has attracted local partners and has potential for expansion into Hanoi and Ho Chi Minh City.
Activity 1.2 Provide tailored support to Australian providers and businesses
Implementation and outcomes <p>Austrade Vietnam has focused resources on generating digital market updates as well as providing tailored advisory services, however, COVID-19 has impacted travel and in-person in-market support activities.</p> <ul style="list-style-type: none">• Export assistance has centred on the school sector, edtech providers, and state and territory government agencies.• A range of Austrade support services provided to clients include agent introductions, partner searches, facilitation of in-market events and strategic consultancy on market access and expansion.

GOAL 2: GROW RECRUITMENT CHANNELS

Action 2.1: Develop and implement an education agent briefing pack
Market context Education agents are a critical part of the Australian international education ecosystem across all sub-sectors. There are around 300 local education agents across Vietnam with the majority based in Ho Chi Minh City.
Implementation and outcomes An education agent briefing pack was developed to provide consistent messaging when engaging with agents across multiple markets and events. The briefing pack focuses on: <ul style="list-style-type: none">• Australia’s unique selling points and value proposition• Data and evidence supporting Australia’s positioning as a premier education destination (e.g. rankings, international student satisfaction, employability)• Promotion of non-metro and regional Australia• Showcasing Vietnamese / Cambodian alumni stories.• Launched at the Annual Agent Webinar Briefings in June (Vietnam) and July 2020 (Cambodia)• The material is available in the Vietnamese and Khmer languages Distributed to 450 education agent representatives and 50 representatives of Australian institutions.• Feedback has been positive; it is highly appreciated by the agent and country representative network, and is being used to promote Australian international education collaboratively.
Activity 2.2: Deliver #GoBeyond2.0 campaign targeting Vietnamese students to regional locations in Australia
Implementation and Outcomes #GoBeyond2.0 developed as a global campaign to encourage prospective international students to consider a broader range of city and regional study destinations across Australia. The campaign had a “centre of excellence” field of study focus designed to inform students and parents, agents and stakeholders. The campaign was developed and translated for launch in early 2020. However, in the context of bushfires and COVID-19, the campaign has been postponed.

GOAL 3: PROMOTE AUSTRALIAN EDUCATION AND TRAINING CAPABILITY

Activity 3.1: Promote Australian VET capabilities in tourism and hospitality through the Australia-Vietnam Tourism and Hospitality Skills Showcase
Market context Prior to COVID-19, Vietnam was ranked sixth in the world’s top ten destinations, doubling the growth rate in attracting international visitors during the last three years. The industry had aimed to contribute up to 10 per cent of the GDP (AUD62.5 billion), generating 6 million jobs for the country by 2025.
Implementation and outcomes In April 2019, Austrade Vietnam collaborated with the Vietnam National Administration of Tourism, together with key local partners (Hanoi Foreign Trade University, Ho Chi Minh City

Department of Tourism, and Department of Labour, Invalids and Social Affairs) to deliver the ASEAN Tourism and Hospitality Education and Training Showcase Vietnam 2019.

This event provided the opportunity for Australian education providers to network with Vietnamese education providers and industry stakeholders, and to identify commercial opportunities in both Hanoi and Ho Chi Minh City.

The majority of the participating Australian institutions continued to discuss potential commercial opportunities with local businesses, including in-depth partnership feasibility studies, an MoU on VET partnership delivery with multiple local providers, joint program delivery mapping, short course development and Australian study tours for representatives of HCMC Department of Labour, Invalids and Social Affairs and vocational colleges.

The event also launched the *Australia's Tourism and Education Training Industry Capability Report*.

GOAL 4: PROMOTE AUSTRALIAN INNOVATIVE CAPABILITY

Activity 4.1: In-market showcase of Australia's healthcare education expertise and strengthen cross-sectoral institution industry linkages

Market context

Healthcare was identified as one of the key sectors with growing demand in workforce upskilling. This presents an opportunity for Australian education providers to promote innovative programs and capability in health sector education and training.

Implementation and outcomes

To better understand Vietnam's skills gap needs and identify commercial opportunities that align with Australia's healthcare education expertise and capabilities, Austrade Vietnam undertook an investigation of Vietnam's healthcare education and training in the second half of 2019.

The study was conducted with 35 medical organisations (16 medical institutions, association/organisation, 12 hospitals, 2 government agencies and 5 international organisations) in Hanoi and Ho Chi Minh City, aiming to obtain the latest policy and market intelligence. A market report on the study findings was published via the Austrade Market Information Package (MIP) in December 2019, with a follow-up webinar delivered in February 2020.

Australian providers have capability and strengths to co-deliver qualifications in nursing, aged care and rehabilitation areas, medical English courses, healthcare industry administration management training, Continuous Medical Education (CME) for resident physicians and pharmacists, joint research and exchange students and teachers, consultancy services to international projects, clinical education, cognitive behaviour therapy, chronic disease management, medical science and other related capabilities.

GOAL 5: BUILD AND LEVERAGE AUSTRALIA AND VIETNAM'S GOVERNMENT TO GOVERNMENT RELATIONSHIPS

Activity 5.1: Support and promotional activities with education agents

Market context

Employing diverse channels in agent engagement to gain market insights and communicate our strategic messages to the education agent network in Vietnam.

Implementation and outcomes

- Bi-annual meetings with key influential agents to share market/industry intelligence and advise on strategy

- Annual agent briefing workshops
- Ongoing training (Education Agent Training Course) and professional development modules for agents
- Support and participation in key agent events, seminars and workshops by providing resources and guest speakers on industry news, updates and key messaging
- Alumni engagement in promoting Australian education in key agent events
- Regular updates via webinars and emails during COVID-19.

Action 5.2: Promote Australia’s online education offerings and pilot a micro-credentials/online education trial

Implementation and outcomes

Assisting the sector to better understand the edtech market in Vietnam and to explore potential areas for Australia to promote online education and edtech solutions:

- A market report on the study findings was published via the MIP Weekly in February 2020, receiving EOIs from 29 Australian education and training providers
- Austrade Vietnam hosted sector specific webinars to share market insights and potential commercial opportunities
- Three webinars conducted with 360 registrations
- Two MOUs signed relating to online delivery and micro-credentials.

This action also contributes to whole-of-government efforts to deliver coordinated in-market activities.

The DESE *Building Vietnam’s Quality Assurance Capabilities of Blended and Online Higher Education Courses and Qualifications* initiative supports Vietnam in the development and implementation of policies, procedures and capabilities to quality assure blended and online higher education courses and qualifications.

DESE and Vietnam’s MOET have been working to develop quality assurance processes of online higher education. Two legislative instruments for approving online and quality assurance of joint online higher education programs are expected to be issued in 2020, with four Australian universities and their Vietnamese partners selected to pilot delivering online Bachelor and Master Programs.

GOAL 6: CONTINUE TO IMPLEMENT THE AUSTRALIAN ALUMNI IN VIETNAM STRATEGY 2016-2021

Action 6.1: Mobilise alumni leaders in-market, to share their experiences of living and learning in Australia

Market context

Working closely with two main alumni organisations, Australian Alumni in Vietnam and Vietnamese Graduates from Australia Club, to support their activities in Study Australia promotion and business networking events.

Implementation and outcomes

Key activities include:

- Recommendation of high profile alumni for roundtable discussion in ministerial missions, state reception events and institution workshops
- Promote trade events and recommend industry guest-speakers in alumni network.
- Promote the Australian Alumni Grants Fund Round in education events in key cities and provinces
- Participation in Alumni Vietnam Strategy Review Meetings and maintaining a close liaison with Alumni Manager and Australian in-country representatives for planning.



Ongoing and future activities

Over the next 12 months, Austrade will continue to progress existing and new actions towards achieving the goals in the Vietnam MAP. In particular, identifying and communicating potential commercial opportunities for Australian international education in the COVID-19 recovery phase in the following areas:

Strengthening recruitment channels in COVID-safe context

- Reinforce strategic messaging to promote Australian international education in Vietnam, especially our education reputation; successful management of COVID and welcoming international students back to Australia
- Continue #GoBeyond 2.0 campaign, including in-market delivery, when timing is appropriate
- Support for virtual recruitment channels and events
- Equipping agents with new skills to promote Australia with diverse study options and a micro-credential to drive best business practice.

Online education and edtech outlook

- Support Australian online education and edtech solution providers to build strong market knowledge and identify opportunities with long-term potential
- Foster Australia's reputation of online education and edtech capabilities long-term and with a more holistic approach
- Build a strong network of local edtech champions and pioneering academic institutions with online education programs to raise awareness and profile of Australia's capability in edtech and online education.

Workforce skill gaps

- Understand Vietnamese government priorities for upskilling the workforce, for economic recovery and sustainable growth post-COVID
- In particular, demand for skills in tourism and healthcare (nursing, nursing management, midwifery) are expected to grow strongly.