

AIE2025 ACTIVATION PLAN

2016-17 – 2018-19

AIE2025 aspires to an Australian international education sector that meets the needs of the world's one billion students in 2025. AIE2025 places renewed emphasis on Australia's reputation for excellence built on learner-centred experience.

AIE2025 identifies six game-changer themes – reflecting the ideas that could give Australia the edge in realising these aspirations. This activation plan outlines the activities Austrade is undertaking to support the game-changer themes over the period 2016-17 to 2018-19.

	Compete at Scale	Embrace borderless learning	Unleash technology	Sharpen market focus	Maintain an Australian edge	Attract global capital
Australia Future Unlimited – brand position Research perceptions of Australia as an education and training provider in key markets to inform strengthening the Australian brand				✓	✓	
Strategic messaging framework Establish common, core messages across stakeholders to consistently promote Australia's strengths internationally	✓			✓	✓	
Digital Engagement Framework Capture Australia's current education digital footprint; assess its performance against user needs; and compare this against key competitors	✓		✓		✓	
Market Action Plans Focus on three pilot markets to align and coordinate activity across Australian government, states and territories and the sector to advance market position	✓			✓	✓	
Critical incident response processes Establish systems for the consistent and timely management of critical incidents with the potential to damage Australia's brand as a provider of quality education and training						✓
International Education Marketing Forum Enhance coordination of Australian and state and territory marketing efforts to maximise impact	✓				✓	

	Compete at Scale	Embrace borderless learning	Unleash technology	Sharpen market focus	Maintain an Australian edge	Attract global capital
Market selection tools – Where to compete? A data enabled online service offering that provides a consistent and complete view of market opportunities for the sector			✓	✓		
EduGrowth Support EduGrowth as Australia's inaugural edtech Acceleration Network for Scalable Borderless Education	✓	✓	✓		✓	✓
Edtech Industry Capability Report Develop new assets to help promote Australian edtech internationally		✓	✓		✓	✓
Purpose Built Student Accommodation study A study of Australian purpose built student accommodation – supply, demand and needs, and the investment opportunity in the sector						✓
Better use of data Work across government to inform a strategic view of data assets and how they can be best applied to the sector's ongoing growth	✓		✓		✓	
Client Service Capability Review Austrade's core practice framework for service design and delivery to clients				✓	✓	✓
Consortia toolkit Explore the barriers to, and develop a toolkit to enable, consortia and partnership formation	✓					
Gulf Cooperation Council Skills Trial service delivery options for enabling learner-centric course design, and consortia delivery	✓	✓		✓		