

**STUDY
AUSTRALIA**

Study Australia Education Mission to Africa 2024

21 FEBRUARY – 2 MARCH 2024

Nigeria | Ghana | Kenya



Australian Government

Australian Trade and Investment Commission

Introduction

Did you know that by 2050 more than a quarter of the world's population will be African as will more than a third of the world's young people?

Why Africa for International Education

The college-aged population in Africa, currently at 178 million, is expected to double by 2050. This international African student cohort is also mobile at nearly twice the rate of anywhere else in the world, with 4.8% of African tertiary students crossing an international border to obtain a higher education compared to a global average of 2.7%. This means Africa is projected to experience the highest net growth in international students over the next ten years compared to any other continent.

The Study Australia Education Mission to Africa

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Austrade and IDP Education invite Australian higher education institutions to a Study Australia Education Mission to Africa in early 2024. As per the latest IDP Emerging Futures IV survey results, Australia has been ranked as one of the most popular destinations for international students.

With the current growth opportunity in Africa, the mission aims to nurture Australia's popularity in the region and provide you with a platform to meet quality students, understand the dynamics of the African market and expand your partnerships into new commercial areas of opportunity through quality and targeted networking assisted by the Australian badge of Government. The mission will be held in five cities in Nigeria, Ghana and Kenya, which are top priority markets for the international education sector in Sub-Saharan Africa.

The mission is designed to drive the diversification of Australia's international education market, expand quality student pipelines, develop new partnerships, and explore Transnational Education (TNE) opportunities.

Participating institutions will gain:

- a better understanding of the needs, requirements for success and opportunities in the East and West African markets;
- have one on one discussions and meetings with select quality Transnational Education potential partners;
- build new networks and connections with key education stakeholders including both local and Australian Government representatives, industry players looking for professional education partnerships, and school counsellors; and
- most importantly explore student recruitment opportunities.

Austrade – IDP Mission Program

The African education mission is open to all Australian higher education institutions with an interest in expanding their reach into the continent and increase student recruitment from Africa.

The mission is a first of its kind in Africa and will be a combined program of traditional B2C Education Fairs managed by IDP and an adjacent program run by Austrade. IDP's focus will be holding traditional recruitment fairs in five African cities: **Abuja** and **Lagos** in Nigeria, **Accra** in Ghana, and **Eldoret** and **Nairobi** in Kenya. Austrade's focus will be on a value-added program that explores and promotes TNE opportunities with viable local partners, gives Australian institutions direct access to school counsellors and other major influencers as well as high profile networking events with business executives and government officials.

As a participant, you will receive the following benefits:

- **Pre-mission briefings** on market opportunities and program of activities (please see below a draft schedule). These briefings will be *delivered by Austrade and IDP*.
- **One-on-one advice** and consultation with the Austrade Africa education sector team.
- **Networking opportunities:** at business receptions hosted or backed by Australia's Senior African diplomats.
- **Education Agent engagement forums:** that will include Department of Home Affairs and uncover visa issues as well as best practise in screening for quality applications.
- **B2B meetings:** with local education stakeholders and study decision influencers such as Independent School Counsellors and Business and Government executives.
- **TNE partnerships:** pre-screened meetings with potential future TNE partners that have the appetite and potential for mutually beneficial partnerships.
- **Australia focused Education Fairs:** Students will obtain targeted and dedicated information on study options in Australia at traditional Education fairs run by IDP (hereafter referred to as "Study Australia Fairs").
- **Promoting and Marketing:** 3-4 weeks of digital marketing campaigns, in addition to offline marketing activities, as well as ensuring that we target the right group of audience. On-ground promotion to international schools, local institutions, sponsorship bodies.
- **Pre-Counselled Students:** The IDP counsellors connect with pre-registered students before and during the Study Australia Fairs to ensure consistent quality of students are directed to your respective institutions for further discussions.
- **Mission Analytics:** After the completion of the Study Australia Fairs, IDP will share the post-mission report that provides a comprehensive breakdown of the overall expo for your ready reference.

Program Schedule

Please see the draft schedule for the mission in the table below.

Please note Austrade activities will mostly be held before or after Study Australia Fairs with the exception on Monday 26 February when they will run concurrently in the same location. On 28 February, Austrade plans to run a morning briefing session with the Department of Home Affairs on visas for education agents and institutional representatives. And on 2 March, the final day of the program, Austrade and IDP will run a social event post the closure of the IDP fair on the same day.

Date	Cities	Mission activities & timings where applicable	Led by
WEDNESDAY 21 FEB	Abuja	Welcome reception at the Australian High Commission	Austrade
THURSDAY 22 FEB	Abuja	Study Australia Fair 12:00pm – 4:00pm	IDP
FRIDAY 23 FEB	Lagos	Travel to Lagos in morning <ul style="list-style-type: none"> TNE roundtable School counsellors' session Agent networking event 	Austrade
SATURDAY 24 FEB	Lagos	Study Australia Fair 12:00pm – 4:00pm	IDP
SUNDAY 25 FEB	Lagos/Accra	Travel to Accra	All
MONDAY 26 FEB	Accra	<ul style="list-style-type: none"> Study Australia Fair 12:00pm – 4:00pm TNE roundtable School Counsellors workshop Networking reception 	Austrade / IDP
TUESDAY 27 FEB	Eldoret	Travel – Accra to Nairobi to Eldoret	All
WEDNESDAY 28 FEB	Eldoret	<ul style="list-style-type: none"> DHA and agent visa briefing (morning) Study Australia Fair 12:00pm – 4:00pm 	Austrade / IDP
THURSDAY 29 FEB	Nairobi	Networking reception at Australian High Commission or Ambassador (evening)	Austrade
FRIDAY 1 MAR	Nairobi	<ul style="list-style-type: none"> TNE roundtable School Counsellors workshop Industry/ Professional development roundtable 	Austrade
SATURDAY 2 MAR	Nairobi	<ul style="list-style-type: none"> Study Australia Fair 12:00pm – 4:00pm Austrade & IDP mission de-briefing session (evening) 	Austrade / IDP

**Subject to change*

Participating institutions will have an option to participate in all 5 five cities or select individual cities.

How to Participate

Austrade and IDP are seeking **expressions of interest** from Australian higher education institutions to participate in the Study Australia Education Mission to Africa. This is a joint IDP Education and Austrade Mission with IDP Education holding traditional face to face Study Australia Fairs and Austrade organising a supporting program that will add value to recruitment efforts and introduce new opportunities for in market TNE and other partnerships.

Cities	Fees (AUD) + GST
Abuja, Nigeria	\$3,500
Lagos, Nigeria	\$3,500
Accra, Ghana	\$3,500
Eldoret, Kenya	\$3,500
Nairobi, Kenya	\$3,500

Booking Packages

For clients registering to participate in all 5 cities	For clients registering to participate in 3 cities
Total 20% discount	Total 10% discount

To avail this discount, please email **IDP contact [Alphin Abraham](#)** before using the IDP IEO platform for booking. In your email, please mention the type of discount you wish to avail with the cities you will be attending. If you are attending the mission in all 5 cities, please mention the same. Post this, you will receive a discount code via email which can be used when you register for the mission.

As mentioned, participants may choose which cities they wish to participant in from the above list. The participation fees cover:

Support covered by participation fees	Organisation responsible
Pre departure briefing sessions on the mission and market insights.	Austrade & IDP Education
Venue rentals, facilities, and IT resources.	IDP Education (for B2C Study Fairs, Austrade for all else)
Marketing and promotional activities.	IDP Education & Austrade
Meeting rooms for the B2B workshops.	Austrade
Catering costs for networking events.	Austrade
On ground transport to/from networking events and workshops	Austrade
Inclusion of your company profile in the mission participant e-brochure.	IDP Education & Austrade
Business matching for TNE workshops delivered by Austrade.	Austrade
Direct marketing to targeted list of potential stakeholders.	Austrade & IDP Education

Inclusion of institution profile and course matrix in the IDP Study Australia Fair brochure.	IDP Education
Inclusion of logo and university name in Study Australia Fair materials.	IDP Education
Coffee Breaks and refreshments throughout the IDP Study Australia Fairs.	IDP Education
Assistance and full support from IDP Staff throughout Study Australia Fairs.	IDP Education
Assistance and full support from Austrade staff throughout the Mission.	Austrade

Booking is to be completed through the IEO platform: <https://idpevents.idp-connect.com/kxAv1K>

Registration Deadline

The registration deadline date for the Austrade-IDP education mission is **Friday 12 January 2024**.

Payment

The terms and conditions of payment and invoice processing can be found on the [IDP IEO portal](#) when you register.

Important Information

If you are considering attending this mission, Austrade and IDP Education recommend that you consult '**Smartertraveller**', the Australian Government's travel advisory service. Travel advice is updated regularly on this site.

Please note that Austrade and IDP Education will only work with clients that maintain appropriate business ethics and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Exporters/About-exporting/Legal-issues/Bribery-of-foreign-public-officials>

Key Contacts

If you would like to discuss participating in this trade show, please contact:

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We look forward to welcoming you to the **Study Australia Education Mission to Africa** brought to you by Austrade and IDP Education, 21 February – 2 March 2024!