



2024 Study Australia Roadshow in the Philippines

Join us as we showcase Study Australia in international schools and top tier high schools in Metro Manila and Pampanga, Philippines!

About the event

In 2023, we achieved a record number of Filipino students studying in Australia. Over 32,000 Filipinos are studying VET and higher education courses as of September 2023. Higher education commencements have grown 82% since 2019 and 52% compared to last year.

Austrade is organising a Study Australia Roadshow to international schools and top tier high schools in Metro Manila and Pampanga to leverage on the increasing popularity of Australia as a preferred study destination.

The program will include:

- education fairs in international and private high schools
- an education market briefing by Austrade, Department of Home Affairs, and Department of Foreign Affairs and Trade
- a counsellors' information session in Angeles, Pampanga
- a Study Australia networking event with school counsellors and select alumni in Metro Manila with the Australian Ambassador (TBC).

This is a terrific opportunity to raise your university's profile in your target market in the Philippines. We anticipate more than 500 students and parents will join the fairs across all schools.

Why you should participate

- Profile your institution through Austrade-organised education fairs in top international schools and tier one high schools in Metro Manila and Pampanga.
- Access more than 500 students and parents, as well as counsellors and administrators.
- Establish relationships with school officials and counsellors through an information session with school counsellors in Pampanga, and a networking event with school counsellors in Manila hosted by the Australian Ambassador to the Philippines (TBC).
- Receive the latest market information through a briefing by Austrade Manila, the Department of Home Affairs, and Department of Foreign Affairs and Trade.

Event Overview

Dates Monday 11 – Wednesday 13 March 2024

Location Metro Manila and Pampanga

Target schools Metro Manila:

1. Assumption College San Lorenzo
2. British School Manila
3. Chinese International School Manila
4. Colegio San Agustin Makati
5. Everest Academy
6. International School Manila

Pampanga:

1. Noblesse International School (*confirmed host*)

Will be invited to attend the fair:

2. Singapore School Clark
3. St Paul American School
4. Westfields International School

Note: This is just a list of target schools. Host schools are still subject to confirmation.

Tentative Program – subject to change

DAY ONE Monday, 11 March 2024		
Date & Time	Location	Activity
8:00 – 9:30 am	TBC Makati hotel	Philippine Education Market Briefing by Austrade, the Department of Home Affairs and DFAT Morning tea will be served
9:30 – 10:00 am		Travel and set up to school #1
10:00 – 12:00 pm	TBC School #1 Makati City	School Fair #1 Refreshments will be served
12:00 - 12:30 pm		Travel and set up

DAY ONE | Monday, 11 March 2024

Date & Time	Location	Activity
12:30 - 2:30 pm	TBC School #2 Makati City	School Fair #2 Packed lunch will be provided
2:30 - 3:00 pm		Travel and set up
3:00 - 5:00 pm	International School Manila Bonifacio Global City	School Fair #3 Refreshments will be served
5:00 pm		Pack up and return to hotel

DAY TWO | Tuesday, 12 March 2024

Date & Time	Location	Activity
9:30 am		Travel to Angeles, Pampanga
11:30 am - 1:00 pm	TBC Angeles restaurant	Counsellors Information Session in Angeles Program TBC Lunch to be served
1:00 - 1:30 pm		Travel and set up
1:30 - 4:30 pm	Noblesse International School Circumferential Road, Friendship Highway, Angeles City	School Fair #4 Refreshments will be served
4:30 pm		Return to Manila

DAY THREE | Wednesday, 13 March 2024

Date & Time	Location	Activity
11:00 – 11:30 am		Travel and set up
11:30 – 1:30 pm	Assumption College Makati City	School Fair #5 Lunch will be served
1:30 – 2:00 pm		Travel and set up
2:00 – 4:00 pm	TBC School # 6 Bonifacio Global City	School Fair # 6 Packed lunch will be provided
4:00 – 4:30 pm		Pack up and travel
4:30 – 6:30 pm	Australian Ambassador's Residence (TBC)	Study Australia Networking Event Networking opportunity with school counsellors and select alumni from Metro Manila
6:30 – 7:30 pm		Drop off at Makati hotel

Who should participate?

- Australian universities
- Australian higher education providers

Package table

Options	Total cost	Direct costs	Austrade service fee
1	A\$1,850	<p>A\$500 includes:</p> <ul style="list-style-type: none"> Marketing costs including design of the online directory of Australian participants and printing of flyers Food & beverage costs which includes packed lunches, refreshments, and catering for the counsellors' information session and Study Australia Networking Transportation for participants for the duration of the program 	<p>A\$1,350 (4.6 hours @ A\$300 per hour) includes:</p> <ul style="list-style-type: none"> Project management including logistics and liaison with participating schools, colleges and universities On-the-ground support during the official program Organisation and delivery of market briefings, information session and networking event Post-event coordination and follow up with schools
2	A\$500	<p>A\$500 includes:</p> <ul style="list-style-type: none"> As above for additional representatives per institution 	<ul style="list-style-type: none"> N/A

- **PAYMENT:** Austrade requires payment upfront for all international events. The payment term is 7 days from invoice date and your place is not fully secured until the entire fee is paid.
- Please refer to the event [Terms & Conditions](#) for further detail. Non-payment by the applied deadline will result in the forfeit of your reserved place on the event.
- The direct stand cost and Austrade service fee form part of the total package and you cannot purchase one without the other.
- You may also be eligible to claim some of your marketing and promotion costs associated with this exhibition through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au/grants or call 13 28 78.

Apply before 23 February 2024

In order to provide the highest level of service to delegates, places are strictly limited. Apply online through this [link](#) to have our country and industry specialists review your application. If your application is successful, we will send you an acceptance letter with our standard terms and conditions and an invoice for the deposit payment. An Event Participation Kit with all the information you need will also be sent to you once your deposit is paid.

Important information

If you are considering this tradeshow, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site. Please note that Austrade 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 Austrade contacts

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

Australia

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