



2025 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 Baguio, Philippines!

About the event

Australia is still the preferred overseas study destination of Filipino students. As of August 2024, there are over 37,000 Filipino students in Australia, making the Philippines the fourth largest source market for international students.

Austrade is organising a Study Australia Roadshow in international schools and top-tier high schools in Baguio to leverage on the popularity of Australia as a top overseas study destination.

The program will include:

- Education fairs in international and private high schools
- Education market briefing by Austrade
- A Study Australia networking event with school counsellors hosted by the Australian Ambassador in the Philippines

This is a terrific opportunity to raise your university's profile in your target market in the Philippines. We anticipate more than 1,000 students and parents will join the fairs across all schools.

Who should participate?

- Australian universities
- Australian higher education providers

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 1,000 students and parents, as well as counsellors and administrators.
- Establish relationships with school officials and counsellors through a networking event with school counsellors in Manila hosted by the Australian Ambassador to the Philippines.

- Receive the latest market information through a briefing by Austrade Manila, the Department of Home Affairs, and Department of Foreign Affairs and Trade.

Target schools (TBC)

Baguio: Berkeley School, Brent International School Baguio, St Louis University, University of Baguio

Manila: Saint Jude Catholic School, Chiang Kai Shek College, Colegio San Agustin, British School Manila

Tentative program – subject to change

| DAY 0 (OPTIONAL) Sunday 09 February 2025 | | |
|---|--------------------|---|
| Time | Location | Activity |
| <p><i>Transportation to and from Baguio will be provided for participants joining the Baguio leg. Please refer to departure options below.</i></p> <p><i>Accommodation in Baguio will be at representatives’ own expense. Austrade will share a list of suggested hotels.</i></p> | | |
| 10:00 AM | Dusit Thani Makati | Option 1: Depart for Baguio ETA is 2:00 pm |
| 6:00 PM | Baguio City | Dinner and market briefing for participants |
| 7:00 PM | Dusit Thani Makati | Option 2: Depart for Baguio ETA is 11:00 pm |
| End of Day 0 | | |

DAY 1 (OPTIONAL) | Monday, 10 February 2025

| Time | Location | Activity |
|------|----------|----------|
|------|----------|----------|

Transportation within Baguio will be provided for participants joining the Baguio leg.

| | | |
|---------|--------------|--|
| 8:00 AM | Baguio hotel | Pick up from hotel. Travel to School #1 |
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|---------|---|-----------------------|
| 9:00 AM | TBC – Berkeley School / Saint Louis University / Brent Baguio | School Fair #1 |
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|----------|--|----------------------------|
| 12:00 PM | | Travel to School #2 |
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|---------|---|-----------------------|
| 1:00 PM | TBC – Berkeley School / Saint Louis University / Brent Baguio | School Fair #2 |
|---------|---|-----------------------|

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|---------|--|--|
| 4:00 PM | | Depart for Manila ETA is 8:00 PM |
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End of Day 1

DAY 2 | Tuesday, 11 February 2025

| Time | Location | Activity |
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Transportation within Metro Manila will be provided.

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|---------|--------------------|--|
| 9:00 AM | Dusit Thani Makati | Pick up from hotel. Travel to School #3 |
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|----------|--|-----------------------|
| 10:00 AM | TBC – Saint Jude Catholic School / Chiang Kai Shek College | School Fair #3 |
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|----------|--|----------------------------|
| 12:00 PM | | Travel to School #4 |
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DAY 2 | Tuesday, 11 February 2025

| Time | Location | Activity |
|--------------|--|------------------------|
| 1:00 PM | TBC – Saint Jude Catholic School / Chiang Kai Shek College | School Fair #4 |
| 4:00 PM | | Return to hotel |
| End of Day 2 | | |

DAY 3 | Wednesday, 12 February 2025

| Time | Location | Activity |
|-------------|-----------------|-----------------|
|-------------|-----------------|-----------------|

Transportation within Metro Manila will be provided.

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| 8:00 AM | Dusit Thani Makati | Pick up from hotel. Travel to School #5 |
| 9:00 AM | TBC – Colegio San Agustin | School Fair #5 |
| 12:00 PM | | Travel to School #6 |
| 1:00 PM | TBC – British School Manila / International School Manila | School Fair #6 |
| 3:00 PM | | Travel to Australian Ambassador's Residence |
| 4:00 PM | North Forbes Park Makati City | Study Australia Networking Reception |
| 6:30 PM | | Return to hotel |

End of Program

Your participation options

- You can choose the level of participation that suits your marketing needs and budget.

Package table

| Options | Total cost | Direct costs | Austrade service fee |
|----------|------------|--|--|
| 1 | A\$2,700 | <p>Manila and Baguio option</p> <p>A\$900 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 school fairs, market briefing and Study Australia networking event Transportation for participants for the duration of the program including to and from Baguio City | <p>A\$1,800 (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 in Manila and Baguio City 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\$2,200 | <p>Manila only option</p> <p>A\$700 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 school fairs, market briefing and Study Australia networking event Transportation for participants for the duration of the program | <p>A\$1,500 (5 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 in Manila 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 |
| 3 | A\$900 | <p>Additional representative in Manila and Baguio</p> | N/A |

| Options | Total cost | Direct costs | Austrade service fee |
|--|------------|--|----------------------|
| | | <p>A\$900 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 school fairs, market briefing and Study Australia networking event Transportation for participants for the duration of the program including to and from Baguio City | |
| 4 | A\$700 | <p>Additional representative in Manila only</p> <p>A\$700 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 school fairs, market briefing and Study Australia networking event <p>Transportation for participants for the duration of the program</p> | N/A |
| <ul style="list-style-type: none"> 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.. 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 24 January 2025

In order to provide the highest level of service to delegates, places are strictly limited. Apply online at <https://www.austrade.gov.au/en/events/study-australia-roadshow-in-the-philippines-2025> 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>.

OECD Guidelines for Multinational Enterprises

The [OECD Guidelines for Multinational Enterprises](#) are internationally agreed standards for responsible business conduct the Australian Government expects enterprises operating overseas and multinational enterprises operating in Australia to comply with.

The Guidelines provide voluntary principles and standards for responsible business conduct in a variety of areas, including:

- disclosure
- human rights
- employment and industrial relations
- environment
- combating bribery, bribe solicitation and extortion
- consumer interests
- science and technology
- competition
- taxation

The [Australian National Contact Point for Responsible Business Conduct \(AusNCP\)](#) leads the Australian Government's work to promote the OECD Guidelines and help resolve complaints relating to their implementation.

The OECD Guidelines supplement Australian law and are not legally binding.

Resources and tools

The [OECD Due Diligence Guidance for Responsible Business Conduct](#) and related sectoral guidance help enterprises identify and mitigate adverse impacts in their operations, supply chains and other business relationships.

The [OECD e-learning Academy](#) offers free self-paced courses that are open to all stakeholders interested in learning about responsible business conduct and risk-based due diligence.

Key Austrade contacts

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

Philippines

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