

Where bright futures begin

International Education in Perth,
Western Australia 2018-2025



LIVE · LEARN · LAUNCH





Towards 2025 and beyond

Western Australia's capital, Perth, will grow its reputation and ranking as a world-class international education city – opening its doors to growing numbers of international students from around the world, and from Asia in particular. We will continue to welcome international students who are keen to benefit from high-quality educational opportunities. Perth has some of the world's best schools, institutions and training providers, while offering a safe, healthy and vibrant lifestyle that's hard to find anywhere else.

Where bright futures begin: International Education in Perth, Western Australia 2018-2025 establishes the strategy for future action – a shared direction for the international education sector.

Perth – a place to live, learn and launch bright futures.

An invitation from the **Premier of Western Australia**

Over the past decade, almost half a million students from around the world have chosen to study in Perth, and we are pleased and proud to welcome the talent and diversity they bring to our community. In a city of two million people, the impact of international students is substantial and they enrich our society in many different ways.

Perth offers an authentic Australian education experience in a city ranked by global surveys as among the world's most liveable and friendliest to visit. We are very proud to provide international students with new opportunities – to equip and empower them to not only improve their own lives and careers, but to help build capacity and prosperity in the communities from which they come.

That's why the State Government has announced a new strategy to attract the best and brightest students from around the world to study in Western Australia, to grow our share of the international education market.

As part of this strategy, we will create the Graduate Skilled Migration List, giving high-achieving international graduates – PhD, Honours, Masters and others – a pathway and priority consideration for skilled migration. Creating this incentive for international students to study in Western Australia will provide a boost to our economy and create local jobs.



Western Australia is issuing an invitation to students wanting to expand their horizons – and their opportunities – to explore Perth and all it has to offer. Our unique environment and lifestyle, coupled with our outstanding learning institutions, are the envy of the world.

The decision to study abroad is a big one for students and their families, and we are working hard to ensure Perth becomes a destination of choice for many more young people seeking a world-class education.

Western Australia is determined to meet the challenge of expanding its position in the international education market. That's a challenge that will be met by collaborative action and decision-making that is focused on the student – that puts students first. The key to our success in the international education sector will be driven by that approach, with students at the centre of our international education offering.

The State Government is committed to building and maintaining our competitive advantage by supporting the international education industry, and related sectors, to position Perth as an outstanding global education destination.

Recognising the value international students bring to both the community and economy, the Government will make education and training a major priority in our engagement with our international partners.

The State Government's election commitment to invest \$2 million over five years to implement a long-term international education strategy to increase Western Australia's market share of international students is now well under way.

In collaboration with StudyPerth and its members, the State Government's strategy will significantly increase our numbers of international students, and continue to grow the international education industry in Western Australia to deliver world-class education to international students.

The opportunity for Perth in international education is enormous – the time to grasp it is now.

A handwritten signature in dark ink, reading 'Mark McGowan'.

Hon Mark McGowan MLA
PREMIER

A message from **StudyPerth**

StudyPerth is proud to be the peak education and training body for Perth, charged with promoting our city as a world-class study destination that provides not only learning pathways but also unique life experiences.

Perth's universities, colleges, vocational education and training (VET), English as a second language (ELICOS) providers, and public and private schools offer students flexible study pathways, internationally recognised qualifications and high-quality education and training, supported by outstanding professionals who are passionate about transforming students' lives. Some 95 per cent of the international students in Perth are enrolled in programs offered by one of our members.

Our mandate is clear. StudyPerth has three objectives, designed to ensure international students have the chance to discover Perth and the opportunity to live, learn and launch their education and training in Perth's unique environment. Our three, clear objectives are to:

1. **coordinate the marketing** of the Western Australian brand of international education;
2. implement initiatives that focus on **enhancing the experience** of international students studying in Perth; and
3. **promote collaboration and cooperation** between international education providers.



StudyPerth also works to promote the value of the international education sector in Perth and to encourage a broader appreciation of all the benefits that international students bring to a community. International education supports an estimated 10,000 full-time jobs in Western Australia and is one of the foundations of our robust economy that will underpin our prosperity and quality of life in the future. Although we are a resource-rich state, our sustained wealth lies in the knowledge, innovation and ingenuity we share in our community and growing international alumni.

With the support of the State Government, StudyPerth will take primary responsibility for implementing this strategy. StudyPerth will convert priorities into projects, and adopt a rigorous project management methodology to ensure thorough research, planning and administration of each identified project so that positive results are achieved.

StudyPerth has established an ambitious goal to increase the number of international students choosing Perth as a study destination to 100,000 by 2025.

The successful and sustainable achievement of this goal will require us to harness the specialist resources and expertise of all of our member organisations – working collaboratively to create a better future for all students, all StudyPerth members and the local community.

We look forward to working with the public and private sectors to promote Perth, Western Australia as an exceptional international study destination and to implement initiatives that will keep improving every aspect of the international student experience – how students live, learn and launch into the next phase of their lives and careers.

Collaboration and cooperation are the keys to success. With the State Government's support, and the participation of our members, StudyPerth is ready, willing and able to meet the challenge.



Rod Jones
CHAIRPERSON



**PERTH WAS VOTED THE
WORLD'S #2 FRIENDLIEST CITY
IN 2017.¹**

¹ Condé Nast 2017, The 2017 Friendliest Cities in the World

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Ready, willing, able
– the time for action is now

DISCLAIMER

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All currency figures in the strategy are in Australian dollars, unless otherwise specified.



**PERTH PROVIDES STUDENTS
WITH A SAFE, SUPPORTIVE
AND WELCOMING COMMUNITY
ENVIRONMENT TO LIVE, WORK
AND THRIVE.**

Perth, Western Australia

– a place to LIVE, LEARN AND LAUNCH

Western Australia is striving to improve its ranking among the world's top destinations for international students – offering an engaging and supportive learning experience, and one of great personal enjoyment and enrichment.

LIVE

Our capital city, Perth, is positioned to provide prospective students with the knowledge, skills, support and connections they require in an increasingly-competitive global job market. Creative, captivating marketing will be required to ensure Perth remains 'on the map' and cements a position as a top-ranked education city.

As a leading international education destination, Perth offers:

- world-class learning facilities;
- a student-centred approach;
- great career opportunities; and
- beautiful weather and an idyllic lifestyle that can't be found anywhere else.

LEARN

International students can already find choice and opportunity in Perth's range of renowned education providers including schools, universities, vocational education and training colleges, English language schools and pathway colleges.

Our international education providers work to ensure our:

- universities consistently rank among the best in the world;
- vocational education and training providers are flexible, accredited and responsive to students' needs and the needs of diverse industry sectors;
- private providers deliver a range of quality options; and
- schools provide students with the academic, language and social skills they need as they progress into further education or training, or the workforce.

LAUNCH

Over time, Perth will build a stronger reputation around the world, and particularly in Asia, as a culturally diverse, accessible and affordable city, where we make it easy and enjoyable for students as they explore opportunities and prepare for a rich, fulfilling future.

Perth's education sector will show prospective international students we are career-focused and open for business.

Already, our city:

- is a base for about 650 Australian Stock Exchange (ASX) listed firm headquarters;²

² Committee for Perth/The University of Western Australia 2018, FACTBase Bulletin 60: Perth's Global Connectivity, June 2018



- offers strong links with industry that provide opportunities for course-related work experience, practical support and ongoing employment to students and graduates; and
- is big enough to offer a sophisticated, cosmopolitan lifestyle, but small enough to be personal and an ideal place for networking and making connections in commerce, industry or government.

We welcome international students – and their friends and families – who we hope will take the opportunity to visit and enjoy an extraordinary Australian education experience in Perth.





Perth's student-centred approach

As soon as international students land in Perth they enjoy the ease and comfort that comes with living in one of the friendliest cities on earth.

Arriving in Perth, students step into a modern, safe airport that offers quality information and support services. Rated as Australia's best airport,⁴ Perth International Airport has friendly information and support staff on-hand to provide students with a warm welcome, including the StudyPerth Airport Welcome Desk. Run by international students who already know their way around the city, the desk offers a meet and greet service, where arriving students receive a welcome pack and practical support as they start their exciting educational journey in Perth.

That journey will start by bus or taxi from the airport to the city centre or to one of the many student accommodation campuses throughout Perth.

There is a range of purpose-built and affordable accommodation options awaiting international students and their visitors to Perth. From rooms to apartments, homes to townhouses, students can select a home that best suits their needs and budget.

A recent surge in new city facilities also means Perth has plenty of great hotel and entertainment options available for visiting friends and family. And these visits are made easy by the fact Perth shares a time zone with around 60 per cent of the world's population, including the cities of Beijing, Shanghai, Hong Kong, Delhi, Kuala Lumpur and Singapore.⁵

It's this student-centred journey from airport-to-home that will continue to make Perth the ideal place for students to live, learn and launch their careers from Western Australia.

OUR UNIVERSITIES AND PRIVATE DEVELOPERS ARE INVESTING MORE THAN \$150 MILLION IN NEW STUDENT ACCOMMODATION.

⁴ Australian Competition and Consumer Commission 2018, Airport Monitoring Report, April 2018

⁵ Plus or minus 2.5 hours

Towards 2025 and beyond

More than 50,000 international students currently live, learn and thrive in Perth. By 2025, Perth aims to grow its reputation and ranking as a world-class international city and host increasing numbers of students from around the globe, and particularly from Asia.

What connects the many, diverse organisations involved in promoting Perth and all we have to offer – and then delivering an exceptional student experience – is our focus on the *needs of students*.

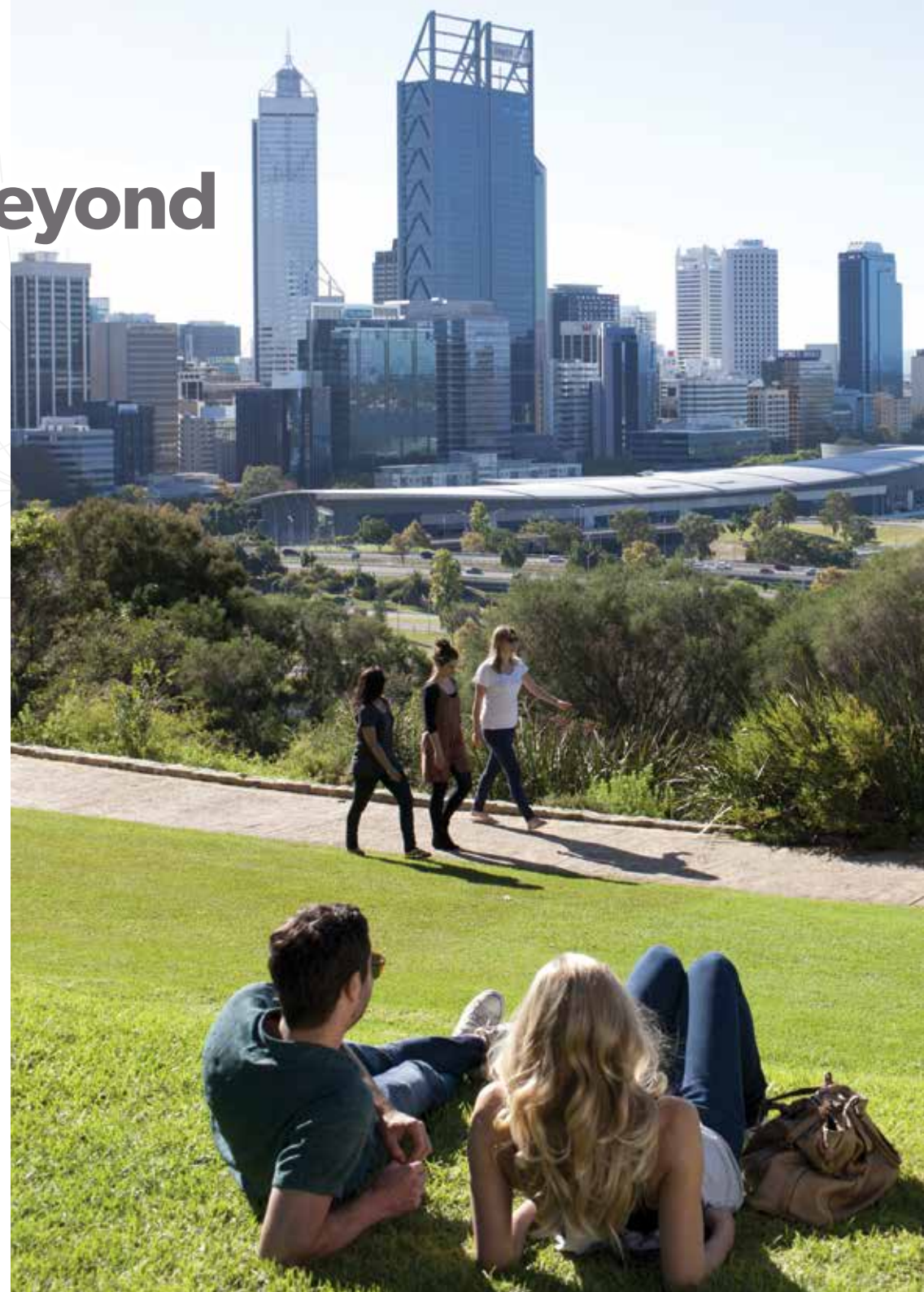
The key to our success in international education lies in putting students at the centre of everything we do – making students the driving force behind our innovative thinking; our product and service-development and delivery; and our down-to-earth student support.

A framework for future action

Where bright futures begin: International Education in Perth, Western Australia 2018-2025 establishes the framework for future action – a shared strategic direction for the international education sector.

While some opportunities are identified in this strategy, it is now up to StudyPerth, the State Government and everyone involved in the international education sector to make firm commitments and to work with other agencies and enterprises in the development and implementation of detailed action plans.

Each action will relate directly to the strategic goals identified in this strategy and demonstrate to international students that they are at the centre of what we do here in Perth – a place to live, learn and launch.





Perth's **international education profile**



54,000
INTERNATIONAL
STUDENTS



147
DIFFERENT
COUNTRIES



272
STUDY
FIELDS



99
INSTITUTIONS
AND SCHOOLS*

*with a CRICOS code



Bright futures **in Perth**

In Perth, our international students:

1. **LIVE** – in a safe, clean, green city that's ranked one of the most liveable and friendliest in the world.

We will continue to enhance the reputation of our vibrant, west coast capital of Perth as a well-known international student destination and provide a 'home' that nurtures, supports and encourages students – in the learning, social and professional environments.

2. **LEARN** – through stimulating, high-quality education and training that puts students at the centre of all decision-making and builds career networks and links.

We will build a stronger international reputation for supporting international students through a holistic, student-centred experience that links them with career-based networks.

3. **LAUNCH** – into rewarding careers or entrepreneurship, and make outstanding professional and community contributions, wherever they choose to live in the world.

We will affirm our position as career-focused educators by providing international students with the skills, knowledge, connections, networks and confidence to launch into the next phase of their lives – in further education, private enterprise or employment.



1 Perth – a great place to LIVE

STRATEGIC GOAL

Provide an experience that nurtures, supports and encourages students – in the learning, social and professional environments.

OBJECTIVE

Perth has a strong reputation as an international education destination of choice.



Western Australia is famous for our friendly people, clear blue skies and some of the most stunning beaches in the world. And our capital – Perth – is a thriving cosmopolitan city that is busy transforming with new transport and accommodation projects, and new sophisticated places and spaces to explore and enjoy.



Great natural and urban assets, however, are just part of Perth's international offering. Our vast, rugged landscape and abundant natural riches have spawned a culture of exploration and invention. This has infused our education and training, and it's part of the outstanding experience we create for students.

That student experience will be rewarding, easy, enjoyable and fulfilling – because it involves all of our education providers and institutions working in partnership with all levels of government, commerce and industry, and the community, to ensure students feel comfortable and connected with all the supports and stimulation they need during their time in Perth.



We will work together to attract students by consistently promoting the city and its lifestyle to the global market of international students who need to be inspired and have all of the key information they need to choose to live and study here.

Perth will become a preferred destination for international students because of its natural beauty and vibrant city life – and because of the exceptional student support services provided. The city of Perth will be consistently rated in the top 50 international student cities because students have a great experience here and are then keen to spread the word.

LIVE Perth

Commitments

Perth will be promoted as a desirable study destination and we will attract more international students by:

- Developing a unified and coordinated approach to destination marketing across StudyPerth members and government agencies to promote Perth as an exceptional education destination to potential students, their friends and families.
- Supporting our international education network, here and overseas (including Government of Western Australia overseas offices, tourism partners, education providers, education agents and other key stakeholders) to promote the quality of education research and training offered in Perth.
- Undertaking more active engagement with Perth alumni to foster strong professional and personal networks and support the promotion of Perth as an education and tourism destination.
- Leveraging marketing opportunities, including inbound missions/familiarisation tours, education fairs and alumni events, to promote Perth, as well as bringing significant influencers to the city.
- Bringing together government, business and community leaders to promote the social and cultural benefits of international education in Perth to the Western Australian community.

We will improve care and support to students – helping them thrive and enjoy their Perth experience – by:

- Delivering a program of events and activities that welcome and celebrate international students and their families, and assist in their study journey, participation in community life and general wellbeing.
- Providing opportunities to participate in authentic Australian cultural experiences.
- Establishing a student support service – a one-stop shop – to provide international students with information, advice and assistance about issues, including accommodation, transport, health, employment, community engagement and cultural activities.
- Developing and delivering relevant digital platforms to connect and support students during their time in Perth.
- Consulting with international students and representative groups to ensure the sector is flexible and responsive to evolving needs and expectations.

Success

Evidence of our success will be demonstrated by:

- Increased international student numbers.
- Improved awareness of Perth as a top international student destination in priority traditional and emerging markets.
- Increased satisfaction with personal safety and security.
- Increased overall student satisfaction with Perth.
- Increased student arrival satisfaction.
- Increased student support satisfaction.
- Increased student living satisfaction.
- Increased VFR (visiting friends and relatives) tourism.
- Increase in familiarisation tours and outbound delegations.



In Perth, Western Australia...

Big is beautiful



The state of Western Australia covers one-third of the Australian continent. It spans more than 2.5 million square kilometres and has a population of 2.5 million people, so it's not surprising that we're loved for our fresh air and wide-open spaces. Most people live in our capital city of Perth, which is currently undergoing its biggest transformation in 100 years. Billions of dollars are being invested in new infrastructure – new rail and road projects making it easier to get around; Perth Airport upgrades; city-centre projects including new hotels, hospitality venues and beautiful public open spaces to complement the biggest

city park in the world, Kings Park. And we have a wide range of unique adventure and recreational experiences within hours of the city.

Connected



Perth is the gateway to Asia and closer to Singapore and Jakarta than to Canberra, Australia's national capital. People can fly between Bali and Perth in just over three hours and from Singapore in less than six. Perth is in the same time zone (plus or minus two hours) as 60 per cent of the world's population, including China, Japan and Indonesia. It is also the closest major Australian city to London with new direct flights available.

Colourful culture



Perth has a rich, multicultural history and an exciting fusion in food, fashion, arts and culture that comes with being one of Australia's most diverse, multicultural communities. More than 240 languages are spoken in Western Australia (including Aboriginal languages) and more than half the population has at least one parent born overseas. It's this diversity that helps provide a warm, welcoming and supportive environment for visitors.

Relaxed lifestyle



Consistently ranked one of the top 10 most liveable cities in the world⁶ and now acclaimed as the second friendliest city on the planet⁷ – Perth is renowned for its relaxed, healthy lifestyle. The city is safe and welcoming, and is easy to get around with efficient road networks if you choose to drive, and convenient bus and train services. Perth also has some of the most affordable housing of all Australian cities with median rents around 40 per cent cheaper than Sydney. There are great community facilities available across the suburbs, with excellent shopping, restaurants and healthcare nearby, and lots of things to see and do in your spare time.

⁶ The Economist's Global Liveability Report

⁷ Condé Nast, The 2017 Friendliest Cities in the World



Free and easy



Many of the services and facilities in Perth's CBD are free to visit or use. Like the free hop-on-hop-off Perth Central Area Transit buses; two major public libraries – the architecturally stunning City of Perth Library, and the historic State Library of Western Australia; vibrant new entertainment hubs, Elizabeth Quay and Yagan Square; and the StudyPerth Greeters at Perth Airport to assist international students.

Available and affordable



Perth's universities have a range of affordable live-in on-campus accommodation options available for international students which are clean and modern, with great facilities and recreation and entertainment programs that can open the door to new friendships and fun times. There are also large-scale investments under way to create a range of new off-campus low-cost CBD apartment-for-rent hubs designed just for students. These are close to Perth's theatres and cultural precinct, major sporting venues, and the city's food and entertainment heartland, with a fast-growing small bar culture bringing new experiences to the city's nightlife.

Weather



Perth has one of the best climates of any city in the world. You can enjoy more hours of sunshine than in any other Australian capital city – more than 3,000 hours of sunshine each and every year. It's a great place to revel in the great outdoors, swim at the beach, go boating, play sports, or head to the rooftop bars or picnic in the bush under blue skies.

Fun and games



You don't have to leave Perth to get an unforgettable taste of the true 'Aussie' lifestyle. You can treat yourself to a game of cricket or football, visit the native animals at one of the many zoos and wildlife parks, or join the gourmet food and wine trail in the Swan Valley. If you have a little more time, head south to the surf breaks and wineries of Margaret River, west to Rottnest Island, east to Kalgoorlie's golden mile, or north to swim with the dolphins at Monkey Mia or explore the exotic wilderness of the Kimberley.

2 Perth – a great place to **LEARN**

STRATEGIC GOAL

Provide stimulating, high-quality learning opportunities, and promote strong networks and links.

**TENS OF THOUSANDS OF
INTERNATIONAL STUDENTS GRADUATE
EACH YEAR WITH RECOGNISED
QUALIFICATIONS.**

OBJECTIVE

Perth's institutions, colleges and schools have a strong international reputation for supporting international students and linking them with career-based networks.



International students want, and deserve, first-class education and training opportunities delivered by highly qualified educators who embrace innovation and are leaders in their field. Perth's diverse mix of highly-rated universities, training institutions, English-language colleges and schools provide students with that experience – and more.



Every year, tens of thousands of international students graduate in Perth with internationally recognised qualifications. They leave school, college, university, accredited vocational education and training providers, and other learning institutions with the confidence their studies will be recognised throughout Australia and the world. Better still, our students learn from respected and qualified staff – and enjoy rich learning experiences in inclusive campus communities.

Perth's student-centred approach to education ensures students have the opportunity to learn across a range of areas and levels of education, and they are equipped with skills, and often industry links

and experience, needed to achieve ongoing career success. Our focus on work-integrated learning means students gain practical, hands-on skills – in workplaces, at university and training institutions, and online – which is proven to enhance career prospects and progression.

Some of Perth's greatest advantages, as an education destination, also come from our links with Asia and beyond. We have extensive research collaborations, government and trade connections, and multi-national business affiliations which provide opportunities for students to access other job markets and opportunities. Being in the same or similar time zones, and with direct flights, to most Asian destinations also means students stay well-connected to home, while they're enjoying all Perth has to offer.

To build on Perth's reputation as a high-quality international student destination, we will work to continually improve and expand the variety of our education offerings, and embrace technology, innovation and new ways of learning. This will ensure students have choice, receive a good return on their investment and are encouraged to continue on their life-long learning journey.

LEARN Perth

Commitments

International students will be provided with high-quality education and training in Perth, including appropriate work experience, research and industry networking opportunities, by:

- Ensuring contemporary, customised and career-relevant education and training is delivered.
- Building educational strengths in areas critical to the future of students in their home country.
- Strengthening and aligning the role of the secondary school and other education pathway sectors to contribute to university enrolments.
- Promoting reward and recognition programs that celebrate high achievement and facilitate networking opportunities for international students from all sectors.
- Expanding and refocusing international scholarship programs.
- Contributing to, and participating in, relevant government visits/missions to key countries to foster the development of education and research relationships, and highlight opportunities in Perth.
- Identifying and developing transnational opportunities that are responsive to the educational, societal and economic needs of the host country and beneficial to the international education sector in Perth.



Success

Evidence of our success will be demonstrated by:

- Increased overall student satisfaction with Perth.
- Improved reputation and ranking of Perth as a world-class international city.
- Improved reputation and ranking of education providers as world-class international institutions.
- Increased international alumni registration and participation.



3 Perth – a great place to **LAUNCH**

STRATEGIC GOAL

Provide international students with the skills, connections and knowledge to launch into a rewarding career.

OBJECTIVE

International students are well-equipped to fulfil their career or higher education aspirations, and to access and optimise new opportunities.



Perth is a vibrant city full of opportunity. We are well connected with direct flights to other Australian capitals, and to major Asian, Middle Eastern and European cities too. The city's 650-plus firm headquarters are among the most globally connected in the nation. This unique position has given rise to an innovative culture that's infused in our business and education systems.



Today, Western Australia is an incubator for bright minds, critical thinkers and future leaders.

Our city is a showcase for innovation and entrepreneurship – and home to the highest number of self-made millionaires, per capita, in Australia. We have the largest concentration of global resources companies in the country, including BHP Billiton, Rio Tinto, Chevron, Woodside Petroleum, INPEX and Newmont Mining, which open doors to international career opportunities. Perth has also attracted some of the world's highest-profile finance, banking and consultancy firms, including Boston Consulting

**WORK-INTEGRATED LEARNING
MEANS STUDENTS ARE
POSITIONED TO SHARE THEIR
EXPERTISE AND KNOWLEDGE WITH
THE REST OF THE WORLD.**

Group, Bain & Co, Goldman Sachs, KPMG and Deloitte, while a growing number of national and Western Australian companies provide local and more intimate work experience opportunities and graduate outcomes.

The city's recent boom in technology and innovation industries, which is attracting significant investment in research and development, provides international students with opportunities to gain work experience in areas, including information technology, minerals and petroleum, medical science, renewable energy, marine science, radio astronomy, agriculture and more.

THE NUMBER OF ASX-LISTED
FIRMS IN THE IT SECTOR DOUBLED
IN PERTH FROM 2013 TO 2016.⁸



Perth's business profile and industry-recognised bodies, which are linked to our education and training sector, mean international students can gain practical experience and valuable contacts as they live and learn in an attractive, friendly city. Positive employment conditions, solid wages and consistent employment rates, also allows international students to develop professional networks that last a lifetime through work experience, part-time work and internships.

By delivering an education experience that responds to global needs and trends, international students in Perth are positioned to become leading global citizens. They are highly employable and sought after by employers as they have experience and skills gained by working and living in a welcoming, friendly English-speaking country. In return, international students can share their knowledge, skills and culture with the people of Perth as they live, work and learn in a modern city.

⁸ Committee for Perth/ The University of Western Australia 2018, FACTBase Bulletin 60: Perth's Global Connectivity, June 2018

LAUNCH Perth

Commitments

The employability of international students will be enhanced by building on their skills, knowledge and connections and:

- Delivering contemporary, customised and career-relevant education and training to launch international students into further education, employment or private enterprise.
- Expanding partnerships, work experience and placement networks for international students.
- Educating business and industry about the value and contribution of international students to economic development and the workplace.
- Partnering with business and community leaders to provide mentorship options.
- Promoting a unique 'employability culture' in Perth to prospective students.
- Incorporating creativity, innovation and entrepreneurship into education programs.



Success

Evidence of our success will be demonstrated by:

- Increased student satisfaction with work experience/placements.
- Increased number of students in work experience, internships and work placements.
- Increased number of students in employment post-graduation.
- Increased number of students accessing work-ready skills training.
- Increased engagement with, and by, international alumni.









Ready, willing, able – the time for action is now ...

Where bright futures begin

International Education in Perth, Western Australia 2018-2025
is just the beginning.

The next stage of the transformation of international education in Perth involves using the priorities and commitments identified in this strategy to create action plans that will put Perth on the map as a destination where growing numbers of international students can build a bright future.

StudyPerth and its members will work with the State Government (including the Department of Education which has particular responsibility for planning for school students), community and other stakeholders to ensure our students are at the heart of every action and every decision we take in our quest to increase the number of international students living, learning and launching their futures from Perth.



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Courtesy Optus Stadium
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