



Supporting Australia's international education sector

Austrade has pivoted resources for the remainder of 2019/2020 to support a series of initiatives to help the sector as it continues to navigate significant challenges which have resulted from recent domestic and international events. We will work closely with all state and territory study destinations and take an aggregator role across government to ensure that students, agents and parents are informed.



Pilot the Study Australia partnership

New ways of working with states and territories to develop shared marketing, platforms, research and consumer insights



Nation Brand rollout

Develop industry communications and assets, leveraging the Global Reputation Taskforce as an advisory mechanism



Study Australia digital platform

Continued investment in a common web platform for students, partners and providers



Market Intelligence

Increase webinars targeting agents and providers and develop market-specific digital toolkits and guides to promote Australia



Digital Reporting and Insights

Market testing and global brand sentiment tracking, social and digital reporting and quarterly monitoring of global perceptions



Transform the approach to events

Virtual events feasibility study, and review StudyAU event delivery



Global campaigns

Pilot a co-created destination campaign and activate the #InThisTogether grassroots campaign



Study WITH Australia product diversification

Online learning, micro-credentials, TNE and partnership campaigns, pilot partnership models with online platforms and transition to a Study Australia digital presence



Crisis response management

New models for crisis response management and expansion of a resource hub on the Study Australia website for providers and agents

Austrade will collaborate with key partners and other government agencies to support these international education marketing and promotional efforts. Want to partner with us? Email studyinaustralia@austrade.gov.au. Want more information? Subscribe to the MIP Weekly – Education newsletter www.austrade.gov.au/News/Newsletters and visit www.studyinaustralia.gov.au/resource-hub to access useful industry resources.

