

ISANA CONFERENCE ABSTRACT

Presentation Title	'Partnering to Maximise Australian Competitiveness in a Global International Education Market'.
Authors	David Bycroft, Anthony Fleming
Presentation Number	17

In recent years, Australia has had a general downturn in expected international student numbers due to a variety of factors many of which are controllable. Responses to the downturn from the Industry have been varied, however, there is common agreement that an improvement is required in services, support quality, reliability, consumer confidence, credibility and reputation. All requiring particular attention to '**the student experience**' which forms the basis for any successful recovery or expansion model. This presentation will cover the importance of partnering, service standards and consistency of message to maximise business development in a global competitive market. The presenter will guide the delegates through the international student journey from pre-departure through to end of course, highlighting what has gone wrong in the past with each step of the journey and discussing credible global and local partnering options for the future. The presentation will provide an update on the 'PAGE' (Partnered Allianz Global Education) initiative which was launched at the 2013 CISA conference. An update on support partners and what PAGE can do for the Australian International Education Industry will also be provided.