The buzz of the ICEF ANZA community finally coming back together again was palpable throughout the duration of this much-loved event. There was a collective sigh of relief as friends and colleagues came together in a spirit of friendship and enthusiasm for the future.

With the event selling fast as soon as it was launched, it turned out to be our largest ICEF ANZA in its 15 year history. It was a fantastic reunion, and there is already a great deal of excitement about the 2023 event!

With a focus on recruiting students from around the world to institutions in Australia and New Zealand, 665 individuals representing 471 industry organisations from 65 countries held a total of 4,855 in-person and virtual meetings over the course of four days.

“What a fantastic event! Being back at ICEF ANZA really made it feel like we’re finally coming out of the pandemic. The energy in the room and around the whole event was electric! The organisation was seamless and the hybrid format was so simple to use! Huge thank you to Rod and the ICEF team!”

Ian Aird, Universal English College, Sydney, Australia
Great Delegate Feedback

Our after-event survey reflected the high energy and excitement that surrounded the return of ICEF ANZA.

100% of responding delegates rated the organisation of the event as good or excellent. And everyone, 100%, said they will likely return to the event in Perth in 2023.

The number of new contacts made, and the quality of those contacts, were rated as good or excellent by 87.65% and 92.7% of survey respondents, respectively.

This year, 7% of delegates were attending their first ICEF event. We always appreciate the opportunity to help newcomers discover the unique benefits of ICEF events, and we look forward to welcoming them back as regular members of our global community.

“After 12 years in the business as a provider, it was the first time I attended an ICEF event. I was very impressed with the excellent preparation, support and video tutorials. I enjoyed meeting so many agents from all over the world and having easy access to their information and contact details. It was just what we needed for our restart after our border closure. Thank you, ICEF!”

Susanne Whale, DOIS Whakatāne High School, New Zealand.

“My organisation attended for the first time and found that the event was completely, thoroughly and professionally organised.”

Margaret MacKay, Scots All Saints College, Australia

“This was my first ICEF event, and I would love to take this opportunity to thank the organisers and the event partners. It was a great session with many colleges and universities open to working with agents from East African countries. For me, this was a breakthrough in growing my current educator partnerships and student network.”

Fredrick Njuguna, Smarklinks Education Consultants Ltd., Uganda

“Great event. My first ICEF. Definitely won’t be my last.”

Maz Roberts, Mount Maunganui College, New Zealand
Education Providers

A total of 178 educators representing 122 institutions from Australia and New Zealand joined the event – 158 came to the in-person gathering in Adelaide, and 20 joined remotely. Of these, 48% held senior management positions.

For 16% of educator delegates, this was their first ICEF ANZA event, and 10% were first-timers at ICEF events.

“I always find ICEF provides excellent opportunities. The virtual meetings this time were very good and I personally found it to be more convenient. Rod was excellent in providing support. Overall well done ICEF Team!!”

Daijeet Mongga, Sheffield College, Australia

“[I thought this 2022 event was very well organised. The seminars were very interesting, the exhibition and meetings were good. I liked the fact that at the breaks and lunches you could also chat to the agents. I must say the two night time functions were wonderful for networking. The ICEF team were the ultimate professionals.]”

Thomas Davies, The University of Notre Dame Australia.

EDUCATOR COUNTRIES

Australia 78% | New Zealand 22%

EDUCATOR SEGMENT ATTENDANCE

<table>
<thead>
<tr>
<th>Segment</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>Language Courses</td>
<td>71%</td>
</tr>
<tr>
<td>Secondary &amp; High School</td>
<td>34%</td>
</tr>
<tr>
<td>Foundation Programmes</td>
<td>16%</td>
</tr>
<tr>
<td>Career/Vocational Programmes</td>
<td>57%</td>
</tr>
<tr>
<td>Undergraduate Programmes</td>
<td>26%</td>
</tr>
<tr>
<td>Grad/Postgrad Certificate</td>
<td>25%</td>
</tr>
<tr>
<td>Grad/Postgrad Master</td>
<td>21%</td>
</tr>
<tr>
<td>Grad/Postgrad Doctorate</td>
<td>7%</td>
</tr>
<tr>
<td>Other Programmes/Services</td>
<td>66%</td>
</tr>
<tr>
<td>Cultural Exchange/Work &amp; Travel</td>
<td>34%</td>
</tr>
</tbody>
</table>
Student Recruitment Agents

In total, **334 pre-screened agents** attended, representing **285 organisations**. They joined us from **61 countries**. 183 travelled to Adelaide to join us at the Adelaide Convention Centre, and 151 attended online.

The quality of ICEF events is repeatedly demonstrated by the large number of senior management delegates who attend – for the greatly anticipated return of ICEF ANZA, that trend was even more evident with the vast majority of agency delegates, 75%, being senior management and decision makers.

“ICEF is definitely the best place to establish contacts, expand knowledge, and develop different programs with schools, government entities and leaders in the world. It is also very pleasing to find a space to share good practices with other agencies to generate joint projects for our community.”

*Sandra Joya*, EDEX Education Group, Colombia

“ICEF is the event that brings people closer”

*Phattharaphon Bunin*, Charis Study Abroad, Thailand

**AGENT SEGMENT INTEREST**

<table>
<thead>
<tr>
<th>Language Courses</th>
<th>91%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary &amp; High School Programmes</td>
<td>52%</td>
</tr>
<tr>
<td>Foundation Programmes</td>
<td>24%</td>
</tr>
<tr>
<td>Career/Vocational Programmes</td>
<td>93%</td>
</tr>
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<td>Undergraduate Programmes</td>
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</tr>
<tr>
<td>Other Programmes/Services</td>
<td>77%</td>
</tr>
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<td>Cultural Exchange/Work &amp; Travel</td>
<td>65%</td>
</tr>
</tbody>
</table>
Service Providers

88% of the service providers joining us this year came from within Australia and New Zealand, however, we also welcomed delegates from Canada, Singapore, India, the UK and the US.

Of the 104 industry related service providers attending, for 15 this was their first time at ANZA.

“It was overall a fantastic event with buzz, energy, and excellent facilitation of meetings between people in the industry.”

Desmond Kohn, Sinorbis, Australia

“Service Provider from 7 Countries”

I am very pleased to have been able to attend the ICEF ANZA 2022 conference. The event has helped me gain new partners and is very useful for my work. I look forward to attending future ICEF events.”

Co Thanh Binh, International Education Development Consultancy Company (IED), Vietnam

“What a great event. Special thanks to Rod, who went above and beyond to make it successful.”

Carol Leoncini, Edvisor.io, Canada

“In my experience, the most effective, efficient and productive business to business meeting event for the education industry. Well done to the organisers.”

Mark Woolf, Convera, Australia
Seminars, Webinars & Informal Networking

In addition to the one-to-one meetings, ICEF events are also known for their programmes of webinars and seminars featuring industry leaders, and covering the latest information affecting the sector.

At ICEF ANZA 2022, we presented nine on-demand webinars - including, ‘ICEF Agent Voice - key findings from ICEF’s biannual international agent survey’. We also held 11 market intelligence seminars and panel discussions covering a range of important on-trend topics, including – ‘Study destinations Australia and New Zealand back in the game’, and ‘Edtech for international student recruitment’.

This year we live streamed our market intelligence presentations, free of charge, for professionals not in attendance. This new initiative will feature in future events as well, to make important discussions concerning our industry as accessible to as many as possible.

Informal networking? It was a party!

The evening receptions at any ICEF event are an important part of the experience. We have a reputation for, not only introducing valuable business partners, but also connecting people who will become great friends.

This year, after more than two years locked behind closed borders, our community roared back with two evenings of celebration.

What a welcome return it has been!
“ICEF Events are always so wonderful and successful. There is always a buzz with people getting excited about the next event because of the hard work and fantastic job you did organising this one!

From the journey to the venue, the morning of the first day with so many happy faces, the informative seminars, great atmosphere, FAM Trips, crazy evening parties and meeting old friends – thank you for all the effort in making it unique every time.”

Lydia Zeng, I NZ Education & Tourism Ltd., New Zealand

“It is always a fantastic experience with ICEF. We gained lots of useful information, and it enabled us to learn about the latest trends in the international education industry.”

Sonia Dhawan, Fly Foreign (Grey Matters Group), India

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