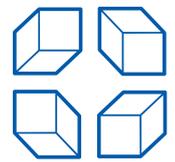


ICEF Australia New Zealand (ANZA)

The region's largest B2B event for buyers & sellers of education, edu-tourism, youth and student travel



Darwin Convention Centre • April 3 - 5, 2019



ICEF
Events

ANZA Seminar Programme • Wednesday April 3, 2019

| | Waterfront 1 | Waterfront 2 | Waterfront 3 |
|---------------------|---|--|---|
| 13:45 - 14:25 | Export Grants: How to get the Government to Finance your Marketing Costs Peter Campbell , Principal, Export Vision, Australia Audience: Australian Providers | Provider Welcome + Event Overview - How to Maximise your Experience Myriam Marchand , Business Development Manager, ICEF, Australia Audience: Providers | Agent Welcome + Event Overview - How to Maximise your Experience Fabiola Martinez Mata , Agent Relations Manager, ICEF, Germany Audience: Agents |
| 14:30 - 15:05 | Education Agents - the Voice to Government and Industry Robert Parsonson , Executive Officer, ISEAA, Australia Audience: All | Activate Your Global Alumni Network Gretchen Dobson , President, Global Alumni Relations, Managing Director Australia, Academic Assembly Audience: All | ENZ's Support to Education Agents Dan Smidt , Manager - Agents, Education New Zealand Audience: Agents |
| 15:10 - 15:45 | The Importance of Social Responsibility in International Education Chris Evason , Managing Director, International Education Services (IES), Australia Audience: All | Go Beyond Sydney, Melbourne, Brisbane: Choosing an Australian Study Location Rebecca Hall , Senior Industry Specialist, International Education, Austrade Rachael Shanahan , Director, StudyNT, Australia Audience: All | FutureSkills: New Pathways to Employability in New Zealand Sahinde Pala , Business Development Manager, Education New Zealand Audience: Agents |
| 15:50 - 16:30 | Platinum Sponsor Presentation: From Micro Modules to Micro Credentials to Degrees Hannah Payne , Head of International Communications & Agent Engagement, Laureate International Universities, Australia Audience: All | When Things Go Wrong - What We Can Learn from Current Issues in Student Complaints about Education Agents and Providers Alex Smith , Strategy Officer, Commonwealth Ombudsman (Overseas Students), Australia Audience: All | Education Agent Performance and Transparency Brett Galt - Smith , Director of Policy and Legislation, International Group, Australian Department of Education and Training Warwick Miles , Assistant Director, Regulation, Recognition and Tuition Protection, International Group, Australian Department of Education and Training Audience: All |
| 16:30 - 17:00 | Refreshment break | | |
| | Waterfront 1 + 2 | | |
| 17:00 - 18:00 | New Zealand: Looking to the Future Celia Coombes , Sector Relationship Manager (Education), Immigration New Zealand Dan Smidt , Manager - Agents, Education New Zealand Sahinde Pala , Business Development Manager, Education New Zealand Audience: All | | |
| 18:00 - 19:00 | Australia - Our Commitment, Your Success Brett Blacker , Chief Executive Officer, English Australia Nedra Kelaart , Assistant Director, Student and Graduate Visas, Department of Home Affairs Brett Galt - Smith , Director of Policy and Legislation, International Group, Australian Department of Education and Training Audience: All | | |

Export Grants: How to get the Government to Finance your Marketing Costs

Peter Campbell

Waterfront 1

Audience: Australian Providers

► Session description

The Export Market Development Grants (EMDG) program is the Federal Government's main source of financial assistance for exporters including Australian education providers, with more than \$130 million paid annually as a partial reimbursement of export marketing expenses.

This presentation will explain why you should be claiming EMDG and how it can help you expedite your international student recruitment objectives and grow your student numbers. Various types of export marketing expenditure will be discussed, focussing on expenses commonly incurred in the international education industry. EMDG is not money for nothing, and a rigorous audit program is applied to claims so we will cover practical advice on the requirements for a successful EMDG application.

► Speaker



Peter Campbell
*Principal,
Export Vision
Australia*

Peter Campbell, the Principal of Export Vision, has been assisting exporters to achieve their goals for 40 years, including 9 years with Austrade providing export market advice and information, and investigating Export Market Development Grants (EMDG) claims. Since then, he has specialised in helping companies to maximise the funding benefits available from EMDG and other Government programs, and in making representations to Government.

Peter provides consulting, lobbying and strategic services to several major industry associations. Peter is currently Director of the Export Consultants Association Inc (ECAI) and represents EMDG consultants and the exporting community as a member of key committees with Austrade.

With clients in a diverse range of industries, Peter has specialised in the education sector, helping many schools, private education providers, universities and education industry bodies to achieve substantial export grants to support their international marketing. Peter's knowledge of their promotional activities and expenses enables education providers to effectively utilise EMDG to help realise their international objectives.

Peter is a CPA, has an MBA from the University of Sydney and is completing post-graduate studies in archaeology.

Provider Welcome + Event Overview - How to Maximise your Experience

Myriam Marchand

Waterfront 2

Audience: Providers

► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF events in general and ICEF ANZA in particular.

The session will cover the following topics:

- Preparation prior to the event
- How to maximise your time during the event
- Post-event follow-up and agent contracts
- How to maximise your working relationship with agents

► Speaker



Myriam Marchand,
*Business Development Manager,
ICEF,
Australia*

After graduating with a degree in English Language, Myriam worked in the UK in an educational role, before moving to Australia. In Sydney, she worked for various advertising agencies in production and marketing roles, specialising in print and radio production, as well as media buying. In 2000 Myriam joined a new venture in Amsterdam, developing programmes for digital television, as well as music video productions.

In 2007 Myriam joined ICEF Asia Pacific, working in a Business Development role. Myriam supports a wide range of institutions from many sectors, that are engaged in international student recruitment. She has particular responsibility for the secondary school sector.

Agent Welcome + Event Overview - How to Maximise your Experience

Fabiola Martinez Mata

Waterfront 3

Audience: Agents

► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF events in general and ICEF ANZA in particular.

The session will cover the following topics:

- Preparation prior to the event
- How to maximise your time during the event
- Post-event follow-up and contracts
- How to maximise your working relationship with providers

► Speaker



Fabiola Martinez Mata,
Agent Relations Manager,
ICEF,
Germany

Fabiola Martínez is a lawyer with 8 years of experience in public policy, regulatory affairs and educational initiatives.

She holds a Double Master's degree in Resources Management and Development from the Cologne University of Applied Sciences and the Autonomous University of San Luis Potosi in Mexico.

She joined ICEF in 2016 as Agent Relations Manager and is responsible for recruiting quality agents from France, Italy, Mexico and Spain.

Education Agents - the Voice to Government and Industry

Robert Parsonson

Waterfront 1

Audience: All

► Session description

The education agent industry has been slow to bring a united voice on issues affecting their businesses. Education agents are the frontline in recruiting international students for Australian education providers, supplying over 70% of the numbers. The time has come for education agents to make a contribution to policy debates, assist in raising the quality of agent advice, and the protection of international student consumer rights.

The International Student Education Agents Association (ISEAA) was started to provide a peak body for education agents to advocate to government, peak bodies, providers and change some of the perceptions around the role education agents. Since the formation of ISEAA, education agents have given evidence to the Migration Committee in Canberra, and are actively engaging with DET, DHA, Austrade, the office of the Overseas Students Ombudsman, plus various other international education peak bodies.

In 2019 the Australian government plans to publish education agent performance data and has released the REPORT OF THE INQUIRY INTO EFFICACY OF CURRENT REGULATION OF AUSTRALIAN MIGRATION AND EDUCATION AGENTS. This is a critical time to be heard. Learn about ISEAA's plans and give your feedback on what is needed for a sustainable international education industry in the future.

► Speaker



Robert Parsonson,
*Executive Officer,
ISEAA,
Australia*

Robert Parsonson has 28 years in education and education export services, working within Australia and internationally. He is an expert on the development and execution of international student marketing strategies and offshore market entry. With experience in ELICOS, VET and higher education institutions, Rob's ability to take novice businesses on their first foray into international markets and guide their journey to build sustainable long-term international student businesses is widely recognised.

Rob's previous clients include StudyNSW, helping develop the IET Strategy for StudyNT, an education agency strategy for Study Queensland, and a VET study with education agents for the IEO of the SA Government.

In 2017 (in Melbourne) Rob facilitated the first education agent symposium in Australia – The Symposium on Leading Education Recruitment (sympled.com.au) - that was repeated in Brisbane in 2018. The symposium encouraged the formation of the International Student Education Agents Association (ISEAA) in 2018.

Activating your Global Alumni Network

Gretchen Dobson

Waterfront 2

Audience: All

► Session description

In this seminar we will review the four major motivations for engaging your global alumni. We encourage you to think broadly about stakeholder relationships as “global alumni” may be defined by one or more strategies and usually multiple regions. Finally, we think together about How to Activate your Global Alumni Network, the ROI, and suggest some specific next steps for getting started.

► Speaker



Dr. Gretchen Dobson,
President,
Global Alumni Relations,
Managing Director Australia,
Academic Assembly

With over 25 years of experience in higher education and constituent relations, Dr. Gretchen Dobson and her team at Academic Assembly, Inc. lead institutions, governments and member-based organizations towards sustainable international alumni engagement strategies and solutions. In November 2016 she launched the first Global Alumni Relations e-Course. She is based in Australia.

Gretchen Dobson also provides professional coaching to agents, international alumni, admissions, and academic officers new to global engagement practices. She is the author of several books on Alumni Relations and serves as Board Chair of United Planet, a network of leaders and volunteers fostering cross-cultural understanding.

ENZ's Support to Education Agents

Dan Smidt

Waterfront 3

Audience: Agents

► Session description

Education agents remain valuable partners for New Zealand's international education industry, and play an important role in the attraction of high-value students. This session will outline ENZ's continued commitment to supporting the quality education agents who work with us to enhance the student journey. You will also hear about the Education New Zealand Recognised Agent (ENZRA) programme, the Agentlab and more.

► Speaker



Dan Smidt,
*Manager - Agents,
Education New Zealand*

Dan Smidt is Education New Zealand's Manager – Agents. His role is to support ENZ's engagement with quality education agents. Dan oversees the Education New Zealand Recognised Agency (ENZRA) programme and is responsible for the development of ENZ's new agent engagement platform. Prior to his current role, he worked for Immigration New Zealand (INZ) at their Mumbai office where he had day to day responsibility for the management of student visa applications from India, Sri Lanka, Nepal, and Bangladesh. Prior to this he was based in Pretoria, South Africa as Market Manager with responsibility for all visa applications from sub-Saharan Africa. He has also had prior stints in Singapore and Thailand.

The Importance of Social Responsibility in International Education

Chris Evason

Waterfront 1

Audience: All

► Session description

International Education is Australia's largest service export, worth more than \$30 million to the Australian economy. With a larger per capita intake of international students (500,000+) compared with any other destination country, it is the clear leader in respect of considering international education through a business framework.

Yet, it often struggles to frame a positive narrative in the media and the wider community. With the forces of xenophobic populism at large across the world, it is more important than ever to demonstrate with actions not just words, how international education can be a force for good in the world (beyond any good achieved for individuals gaining a quality education). This session will explore some models for a socially responsible international education organisation, whether an institution, agent or service provider.

► Speaker



Chris Evason

*Managing Director,
International Education Services, IES,
Australia*

Chris Evason founded the not-for-profit, International Education Services (IES) in 1997. In partnership with the University of Queensland, IES has become one of the premier pathway institutions in Australia with over 1100 international students enrolled annually. Chris established PIER in 2005, as a vehicle to provide online education agent training. Since that time PIER has trained and continues to support a network of more than 40,000 education agent counsellors, of which 6,000 have accredited as Qualified Education Agent Counsellors (QEAC). IES have partnered with SBS to provide inclusion training (discrimination, bias, culture, indigenous, LGBTQ+, age, disability and gender) to the Australian workforce through online training programs. This training aims to improve social cohesion within the Australian multicultural population with more than 200,000 individuals participating.

Go Beyond Sydney, Melbourne, Brisbane: Choosing an Australian Study Location

Rebecca Hall, Rachael Shanahan

Waterfront 2

Audience: All

► Session description

Conversions into less well known destinations can take longer and be harder to achieve. But every student has different needs and every Australian city and town has something different to offer. Go beyond the major, internationally well-known destinations and discover Austrade's destination marketing plans for study locations across the country. Hear case studies from Australia's north and south, the Northern Territory and Tasmania, on why these study destinations work for students.

► Speakers



Rebecca Hall

*Senior Industry Specialist, International Education,
Austrade, Australia*

Rebecca Hall leads Austrade's engagement in promoting Australia's international education sector. As the Senior Industry Specialist, International Education, Rebecca forms part of the Trade and Investment Senior Leadership team, engaging across the Austrade global network and sector. She oversees Austrade's AIE2025 strategy and Austrade services to support international education sector sustainability.

Prior to joining the Australian Government Rebecca led international education strategy for both the Queensland and Victorian Governments.

Rebecca's career in international education was sparked by her experience as a JET Programme participant in 1996. Since returning to Australia in 1998 she has contributed her skills and passion for international education through roles in economic development, international relations, strategy development and industry engagement. Uniquely, she has worked across local, state and federal governments, peak bodies and education providers.

Over the past decade, her not-for-profit board experience includes appointments to International Education Association of Australia (IEAA), Australian Institute of International Affairs (AIIA) Queensland Branch and the Queensland Overseas Foundation (QOF) and as board member and deputy chair of AFS Intercultural Programs Australia.

Rebecca holds a Bachelor of International Business Relations and a Master of International Relations and is also a Graduate of the Australian Institute of Company Directors. In 2017 Rebecca was awarded the International Education Association of Australia's (IEAA) Leadership Award for her contribution to the sector. She is mum to Emi and Mia.



Rachael Shanahan

*Director,
StudyNT, Australia*

Rachael has a 30 year career history with the Northern Territory Government, working across multiple agencies including the Department of the Chief Minister and Treasury. Since 2013 she has led the StudyNT team in the Department of Trade, Business and Innovation. The Northern Territory Government's StudyNT promotes the Territory as a destination for international students with the goal of increasing the number of student from 2700 in 2018 to 10 000 by 2025 while maintaining excellent employment and wellbeing opportunities.

Rachael holds an MBA from Charles Darwin University, her bachelor degree is in economics from the University of Wales, Cardiff and she is a graduate of the Australian Institute of Company Directors. She is the recipient of a 2016 Australian Government Endeavour Executive Fellowship to Canada.

FutureSkills: New Pathways to Employability in New Zealand

Sahinde Pala

Waterfront 3

Audience: Agents

► Session description

In this seminar, Education New Zealand will provide insights into New Zealand's increasing focus on excellent employability opportunities for international students. You will learn why New Zealand is the number one English-speaking country in the world for preparing students for the future, and hear about the employability journeys of some of our international students.

► Speaker



Sahinde Pala

*Business Development Manager,
Education New Zealand*

Sahinde Pala is a Business Development Manager at ENZ, based in the Auckland office. During her time with ENZ, Sahinde has worked on the development of both the International Student Wellbeing Strategy and the broader International Education Strategy for New Zealand. Sahinde is currently working with the international education sector in NZ to drive pan-sector collaboration, as well as having a focus on regional development. Sahinde's career has been dedicated to international education, with 18 years working in a number of roles for a multinational group of English language schools prior to joining ENZ in 2016.

Platinum Sponsor Presentation:
From Micro Modules to Micro Credentials to Degrees
Hannah Payne

Waterfront 1
Audience: All



► **Session description**

Micro-credentials are mini-qualifications that demonstrate skills, knowledge, and/or experience in a given subject area or capability.

Now more than ever, the job market has an urgency for micro credentials. These mini qualifications are becoming the forefront of professional skillsets, with 95% of human resource managers actively seeking micro-credentials from candidates.

Today's employers need to ensure that their teams are equipped with a blend of hard and soft skills, and micro credentialing solidifies this need.

This session will explore how Laureate Australia & New Zealand is leveraging this great business opportunity with 'micro modules' and how these will provide students with pathways they can follow to achieve their ultimate goals.

► **Speaker**



Hannah Payne,
Head of International Communications & Agent Engagement
Laureate International Universities, Australia

Hannah Payne is a communications specialist with over ten years of internal and external communications experience both in Australia and the UK, specifically working across the travel, tourism, consumer, education, property, government and NFP sectors.

Her areas of expertise include media relations, writing, issues management, strategy development and implementation, event coordination and management, community engagement, social media campaign conception and management, plus planning and evaluation.

When Things Go Wrong - What We Can Learn from Current Issues in Student Complaints about Education Agents and Providers

Alex Smith

Waterfront 2

Audience: All

► Session description

Students who have problems with their education providers often contact their education agents to find solutions. How can agents help these students? What sorts of protections do the students have? Alex Smith from the Commonwealth Ombudsman will answer these questions and more.

► Speaker



Alex Smith,
Strategy Officer, Commonwealth Ombudsman (Overseas Students)

In her five years at the Commonwealth Ombudsman, Alex has worked in various complaint handling, investigation and strategy roles. Alex identifies trends and systemic issues, and writes reports about the complaints we receive from both international students in our role as Overseas Students Ombudsman, and domestic vocational students in our role as VET Student Loans Ombudsman.

Alex holds a Bachelor of Laws and International Studies and a Graduate Diploma of Legal Practice, specialising in Administrative Law.

Education Agents Performance and Transparency

Brett Galt - Smith, Warwick Miles

Waterfront 3

Audience: All

► Session description

Education agents are an integral part of Australia's international education system. They represent education providers to students and advise prospective students on courses of study available to them in all education sectors. The vast majority of agents achieve good outcomes by recruiting high-quality, genuine students who complete their courses and abide by their visa conditions. In this session, we will look at Australia's current regulatory frameworks and how transparency of enrolment and visa outcomes can be used to change behaviour.

► Speakers



Brett Galt - Smith

*Director of Policy and Legislation,
International Group, Australian Department of Education and Training*

Brett Galt-Smith is Director of Policy and Legislation, International Group, Australian Department of Education and Training. Brett has policy responsibility for the ESOS Act, the National Code for Providers of Education to International Students, the ELICOS Standards and the Foundation Standards. Brett has been in the Australian public service since 2003 working in policy, program and stakeholder management roles. He has experience in international relations policy and quality and regulation of international education; child care compliance; and Aboriginal and Torres Strait Islander affairs.



Warwick Miles

*Assistant Director, Regulation, Recognition and Tuition Protection,
International Group, Australian Department of Education and Training*

Warwick Miles is Assistant Director, Regulation, Recognition and Tuition Protection, International Group, Australian Department of Education and Training. Warwick has worked with the department since 2011 in a range of roles including policy, regulation, tuition assurance and IT systems development, with a particular focus on international education. He has an extensive knowledge of the legislative frameworks underpinning the international student sector and consumer protection arrangements for overseas students. He is also managing the department's education agent performance data project using enrolment and visa data from the Provider Registration and International Student Management System (PRISMS).

New Zealand: Looking to the Future

Celia Coombes, Dan Smidt, Sahinde Pala

Waterfront 1 & 2

Audience: All

► Session description

In this plenary session, Education New Zealand will discuss the International Education Strategy 2018-2030 and the New Zealand Government's commitment to providing all students with the best opportunities to thrive in today's global environment. You'll hear about some exciting proposals for change within New Zealand's education system as well as ENZ's key focus areas of employability and an excellent student experience. You'll also hear from Immigration New Zealand about the latest trends and data to help you assist your students in making their visa applications.

► Speakers



Celia Coombes
Sector Relationship Manager (Education)
Immigration New Zealand

Celia leads INZ's engagement with the education industry and government agencies on all matters to do with international students and immigration. Celia is located in INZ's National Office in Wellington and has been with INZ for 15 years.



Dan Smidt,
Manager - Agents,
Education New Zealand

Dan Smidt is Education New Zealand's Manager – Agents. His role is to support ENZ's engagement with quality education agents. Dan oversees the Education New Zealand Recognised Agency (ENZRA) programme and is responsible for the development of ENZ's new agent engagement platform. Prior to his current role, he worked for Immigration New Zealand (INZ) at their Mumbai office where he had day to day responsibility for the management of student visa applications from India, Sri Lanka, Nepal, and Bangladesh. Prior to this he was based in Pretoria, South Africa as Market Manager with responsibility for all visa applications from sub-Saharan Africa. He has also had prior stints in Singapore and Thailand.



Sahinde Pala,
Business Development Manager,
Education New Zealand

Sahinde Pala is a Business Development Manager at ENZ, based in the Auckland office. During her time with ENZ, Sahinde has worked on the development of both the International Student Wellbeing Strategy and the broader International Education Strategy for New Zealand. Sahinde is currently working with the international education sector in NZ to drive pan-sector collaboration, as well as having a focus on regional development. Sahinde's career has been dedicated to international education, with 18 years working in a number of roles for a multinational group of English language schools prior to joining ENZ in 2016.

Australia - Our Commitment, Your Success

Nedra Kelaart, Brett Galt - Smith, Brett Blacker

Waterfront 1 & 2

Audience: All

► Session description

From primary schools to PhDs, more and more international students are choosing Australia to pursue their dreams of a world-class education. Regardless of what has captured a student's interest, Australia has courses across all sectors that can help students realise their future. Exploring one of these sectors, English Australia will showcase just how well the international education sector is performing and note some of its challenges. A key challenge is often the regulatory environment, so we will look at what the Australian government is doing to help you navigate your students' visa requirements. These requirements are just one step of the process, so we will also discuss how the government can help you better manage your involvement in international student markets. This will help us all work towards unlocking our students' 'future unlimited' in Australia.

► Speakers



Nedra Kelaart

*Assistant Director, Student and Graduate Visas,
Department of Home Affairs,
Australia*

Nedra Kelaart is an Assistant Director in the Student and Graduate Visas section at the Department of Home Affairs (Australia). Her team focuses on stakeholder engagement and seeks to interact constructively with the international education industry and provide clear guidance to students and education providers. Nedra's team also coordinates a range of communications activities including the Student visa teleconference series, the Provider and Agent Digest and managing a mailbox dedicated to external stakeholders that assists with legislation queries and complex cases.



Brett Galt - Smith

*Director of Policy and Legislation,
International Group, Australian Department of Education and Training*

Brett Galt - Smith is Director of Policy and Legislation, International Group, Australian Department of Education and Training. Brett has policy responsibility for the ESOS Act, the National Code for Providers of Education to International Students, the ELICOS Standards and the Foundation Standards. Brett has been in the Australian public service since 2003 working in policy, program and stakeholder management roles. He has experience in international relations policy and quality and regulation of international education; child care compliance; and Aboriginal and Torres Strait Islander affairs.



Brett Blacker

*CEO,
English Australia*

Brett is Chief Executive Officer of English Australia, the national peak body for English language colleges in Australia. Previous employment includes Director International, the University of Newcastle, Director of Murdoch International at Murdoch University and also General Manager – Health, Allianz Global Assistance. He is the former President of the International Education Association of Australia (IEAA), and has served on the Board of Perth Education City (PEC) and as part of the executive group of Australian Universities International Directors Forum (AUIDF). Brett is currently a member of StudyNSW International Education Advisory Board, the South Australian International Education Ministerial Advisory Council and the first ever Council for International Education.