Offshore education marketing: professional and industrial issues

Jane Nichols
FAUSA Senior Research Officer

The Hawke Government’s announce- ment in 1987 that overseas students were to be seen as a priority for Australia’s international marketing strategy has led to an ever increasing interest in offshore education marketing. The Government realised that overseas students were a potential source of income that could be tapped to promote Australia and its education system overseas. The number of international students has been growing steadily in recent years and is predicted to continue to increase. The benefits of attracting more overseas students have been recognised by both the Federal Government and the Australian universities. The increased revenue from international students helps to offset the costs of running the universities and also provides additional funds for research and development. The Australian universities have responded to this growth by increasing their marketing efforts in overseas markets.

The Offshore Education Marketing Program has been developed to assist Australian universities in promoting their programs overseas. The program provides funding for marketing activities and offers support and advice to universities on how to develop effective marketing strategies. The program is designed to help universities to attract a wider range of students from different countries and to increase the diversity of their student body.

The program has been successful in attracting more overseas students to Australia. The number of international students has continued to increase steadily and a number of universities have been recognised for their innovative marketing strategies. The program has also helped to promote Australia as a destination for education overseas and has contributed to the country’s export earnings.

In conclusion, the Offshore Education Marketing Program has been a significant success for Australian universities and has helped to increase the number of international students in Australia. The program will continue to be an important tool for universities in promoting their programs overseas and attracting more students from different countries.

References

"It must not be forgotten that Malaysia's response to the UK's shift to full-cost fees for overseas students was not "Don't Buy British" boycott of consumer goods."

The deregulatory effects of commercialisation in overseas higher education are not confined to the UK. First, the way is opened for the establishment of private institutions, entering tuition fees to the overseas market but with the potential to expand into the home arena, taking advantage of the UK's existing infrastructure. This, of course, has already happened with the establishment of the Bond University in Queensland's Gold Coast, and also an academy in Western Australia offering degrees from Curtin University in Perth. An exuberant overseas clientele. The divisive problems in the schools sector guide us in assessing the future for higher education if private initiatives are allowed to proliferate. Not only will there be a special demand and receive government subsidies in some cases - as in the case of overseas students - but they will play havoc with planning powers and priorities. Wasteful duplication of expensive resources, which Australia cannot afford, will result. If the threats posed by private initiatives, the public higher education system is in serious trouble. The new serious problems associated with unequal distribution of resources both inside and between institutions. Successes and failures of commercial operations might have some positive effects. The need for entrepreneurial institutions to prosper and expand while small or regional institutions go to the wall. Planning for the fulfillment of overall Australian needs for higher education is a complex framework. What are the advantages and disadvantages of this so-called "new" system, and how do these compare with traditional institutions as extraneous considerations and fortunates become determinants of institutional welfare or success.

Within institutions, attention to market considerations often undermines the traditional balance in the course of balance offerings, inevitably leaving those disciplines unpopular with a significant customer base. However, the liberalization of overseas fees charged in the market can also have an exuberant effect on the customer base. The provision of lower fees charged overseas compared to those charged at home, especially for students from low-income countries, has potential to lower the demand for higher education. However, the liberalization of overseas fees charged in the market can also have an exuberant effect on the customer base. The provision of lower fees charged overseas compared to those charged at home, especially for students from low-income countries, has potential to lower the demand for higher education.
Science Parks

The two extreme views

I find that debate on this topic is not inconspicuously counteracted in several times across a substantial chasm between the holders of two extreme views. Let me call these the Enthusiasts and the Opponents.

Enthusiasts take a principle standpoint and argue that science parks are good for universities and private companies. They regard as regenerative both off-campus developments and private arrangements between universities and private companies.

Opponents take a principle standpoint on the idea of science parks. They regard these arrangements as a waste of time and effort, and believe that this is not a way to progress. The two views are in opposition.

Notes

1. Australian Vice-Chancellors' Committee and Australian Committee of Directors and Principals, "Unmet Student Demand in Universities and Colleges in 1987" Canberra 1987.
3. New South Wales, Times, Kears Lumper, July 4-10 1986.
5. Roger Scott, "Bicycle, Bicycles and Bicrons"—paper delivered at the Conference "Private Initiatives in Higher Education" held at the Australian National University, Canberra, 20-22 May 1987.