



Victoria's International Education

Recovery Plan 2025





Minister's Message

Victoria's international education sector is a major driver of exports and jobs, generating global opportunities and connections for the state.

Whether it's the neuroscience PhD graduate that has gone on to improve healthcare in their home country, the TAFE cookery graduate that became a sought-after food stylist upon their return, or the business graduates who founded a Melbourne tech unicorn that now operates around the world, these outcomes were made possible by the Victorian international education sector.

As with other industries across the state, the global pandemic has significantly impacted Victoria's largest services export.

The Victorian Government introduced initiatives to support the sector during this time, with more than \$180 million committed to sustaining Victoria's international education sector and its students.

With borders now open and students returning to Victoria, it's important that the sector takes the lessons from the pandemic and sets itself on a resilient path for the future.

Victoria's International Education Recovery Plan 2025 outlines the Government's vision, goals and actions to support the sector's recovery, backed by funding of \$52.9 million through to 2025.

Recovery doesn't mean a return to how things were before. Instead, the sector must adapt and change to ensure it can thrive in the longer term.

Victoria is recognised as a global leader in education due to its outstanding workforce, its record of innovation and its inclusion. But we cannot stand still.

We want a sector that embraces innovative teaching and learning approaches, drives collaborative research partnerships and prioritises positive student experiences – underpinned by strong industry engagement and global connections.

It will be up to everyone in the sector – governments at all levels, education providers, supporting businesses and students – to work together to achieve this goal.

I am pleased to launch *Victoria's International Education Recovery Plan 2025* and invite you to join me in celebrating this sector's incredible resilience and bright future.

Tim Pallas MP
Minister for Trade

Acknowledgement of Country

The Department of Jobs, Precincts and Regions acknowledges the traditional Aboriginal owners of country throughout Victoria, their ongoing connection to land, and we pay our respects to their culture and their Elders past, present and future.

We recognise and value the ongoing contribution of Aboriginal people and communities to Victorian life and how this enriches our society more broadly. We embrace the spirit of self-determination and reconciliation, working towards equality of outcomes and ensuring an equitable voice.

Student Message

Victoria is the best destination for international students.

Melbourne is where I accomplished my academic pursuits at world-class institutions. I obtained my Bachelor degree in 2017 and more recently completed my PhD at the Peter MacCallum Cancer Centre and Monash University – ranked number one in the world for Pharmacy and Pharmacology (QS 2022).¹

Victoria is a place that inspires innovation and inclusion. Like myself, many international students are eager for a bigger future and transformative opportunities, which are accessible in Victoria. With the support of Study Melbourne, I founded Future Female, a growing initiative that empowers, inspires and connects international students and diverse women with skills, networks and ideas.

Since 2018, Future Female has attracted more than 1,600 participants, many of whom have gone on to have significant impact. By raising the profile of female international students, Future Female assigns value to our cultural diversity and galvanises motivated women from around the world. Future Female also connects with Victorian business leaders who have become advocates for international student inclusion and success.

1. Quacquarelli Symonds (QS), QS World University Rankings by Subject 2022.

In addition to academic pursuits, the diverse and welcoming community in Victoria enables endless opportunities to explore your interests and talents. Through various leadership positions, I have worked with dozens of student volunteers. One of the highlights was in my role as National President of the Council of International Students Australia (CISA) in 2020-21, where I advocated for over 550,000 international students.

I came here to pursue an education, a dream and a future of my own.

You too can discover yourself in Victoria.

Dr Belle Lim

Cancer Genetics PhD

Victorian International Student of the Year 2019

Future Female Founder and Convenor

President, Council of International Students Australia 2020-21



About Belle

Belle Lim completed a PhD degree in cancer genetics at Monash University and Peter MacCallum Cancer Centre. In 2019, Belle won the Victorian Premier's Award for International Student of the Year and the Victorian International Education Award for Research International Student of the Year. Belle is Convenor and Curator of Future Female, a network where international students and culturally and linguistically diverse women are supported to thrive and advance gender equality, cultural inclusion and female leadership in Australia. Belle was a finalist in the Victoria Volunteering Leadership Award in 2022 and received a Gold Medal from Monash University in 2017. Belle currently works at Deloitte Access Economics, where she contributes to projects that help advance health and social policy in Australia.

The Education State

Victoria has long held the position of Australia's Education State. Victoria delivers exceptional student outcomes through its leading education ecosystem, which produces the knowledge, capabilities and skills that industries need and employers expect.

Victoria is committed to bringing its high-quality education offering to the world through its globally competitive universities, public network of Technical and Further Education (TAFE) institutes, private education and training providers, English language colleges, education technology (EdTech) companies and schools. Victoria's education and training sector has global reach, with international campuses and partners located across Asia, the Middle East, Africa, Europe and the Americas.

Victoria offers students an exceptional lifestyle within its safe and welcoming multicultural community. This is why Melbourne has repeatedly been ranked as Australia's best student city² and most liveable city³ – and among the best globally. Students from around 160 countries choose Melbourne and Victoria's regions for an education and graduate with the skills, experience and capability to become true global citizens. As an inclusive and open-minded society, Victoria provides a safe space for students to make a contribution, expand their mindset and discover new perspectives and opportunities.

Thousands of international students start their education in Victoria's schools, experiencing a world-class curriculum and pathways to higher education here and abroad. Victoria's research, innovation and entrepreneurship ecosystem⁴ attracts highly skilled international talent and investment. The state's innovation and employment precincts are where research institutes, businesses, accelerators and start-ups come together to connect and collaborate. Home to Australia's tech city and a leader in EdTech, Victoria delivers education and training designed for the future.

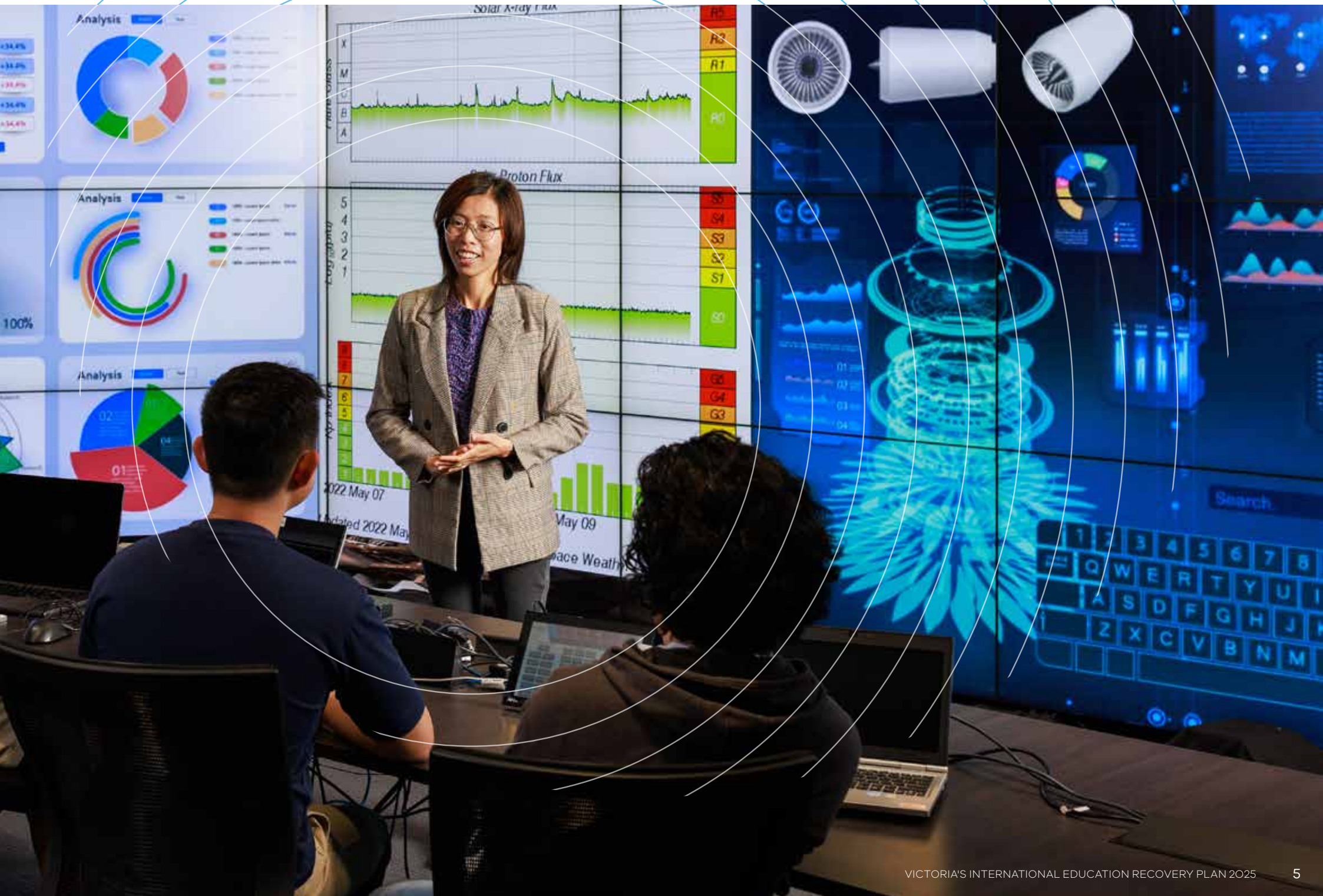
Victoria offers a global education, where graduates are equipped to meet the challenges of a complex world, excel in their chosen field and form enduring ties with international peers. Whether based in Victoria or in their home country – studying with Victoria is how global careers are launched.

2. QS Best Student Cities 2023.

3. Economist Intelligence Unit, The Global Liveability Index 2022.

4. See Victoria's Innovation Statement.





Driving sector recovery and resilience

Victoria's international education sector has been significantly impacted by the pandemic.

The closure of Australia's national borders meant international students could no longer travel to Victoria for an on-campus experience. While many students continued with their studies online, others chose not to. This sparked a sharp decline in the number of international students studying with Victoria across all education sectors and countries spanning the globe.

The pandemic has demonstrated how critical international students are to Victoria's cities and regions. Students bring vibrancy and diversity to places, and support more inclusive communities. Melbourne is not Melbourne without its international students.

As we emerge from the pandemic, many challenges remain. Victoria faces fierce competition from global education destinations such as the United Kingdom, the United States and Canada. The sector's pace of recovery is anticipated to be slow, as multiple missed student intakes require years to flow through the system.

But disruption also brings opportunity. The expansion of borderless digital education has been accelerated in response to COVID-19. Transnational education models have risen in prominence, while student expectations for flexibility and choice have increased. This has brought new opportunities for innovation and best practice in teaching and learning, and how the sector supports the international student experience.

Recovery does not mean replicating the past. *Victoria's International Education Recovery Plan 2025*, developed in consultation with the sector, outlines how the government will support the industry's resilience and growth over the medium-term. The plan builds on the *International Education Short-Term Recovery Plan 2020-21*, as well as significant investment in Victoria's international education sector during the pandemic.





Study Melbourne

Study Melbourne is a Victorian Government initiative that supports international students in their study journey with Melbourne and Victoria.

Find out more at
www.studymelbourne.vic.gov.au

International Education Short-Term Recovery Plan 2020-21

The Victorian Government is proud to have provided the largest support package of any Australian state or territory for students during the pandemic. In December 2021, the Government released the *International Education Short-Term Recovery Plan 2020-21*, outlining a set of initiatives to stabilise the sector and position it for recovery. Backed by an investment of \$33.4 million, the Government's timely support package bolstered student welfare support, empowered student leaders and expanded Study Melbourne's Global Education Network.

This investment was in addition to the \$45 million International Student Emergency Relief Fund, which provided financial support to international students who experienced financial hardship due to income loss during the COVID-19 pandemic.

International Education Resilience Fund

In response to prolonged disruptions from COVID-19, the Victorian Government invested \$50 million in the International Education Resilience Fund for Victorian universities. The fund supports enhanced international student welfare and support services, improved hybrid teaching and learning, and increased student engagement programs and events.

The fund complements the \$350 million Victorian Higher Education State Investment Fund launched in May 2020, supporting universities with major capital works, research infrastructure and applied research.

**Support for
the sector and
students during
the pandemic**



STUDY MELBOURNE HUBS

3 new

physical hubs in China, Vietnam and Malaysia, with hybrid and pop-up hubs across South Asia and Latin America

GLOBAL EDUCATION NETWORK

3 new

education representatives in Kenya, Vietnam and Brazil

>\$17m

in commercial international partnerships facilitated in 2021-22 and **over \$15m** in 2020-21



SCHOOL SUPPORT FUNDING

\$3m

in funding support to offset school-sector COVID-19 impacts and provide a suite of student experience and mental health programs for onshore and offshore students

INTERNATIONAL STUDENT EMERGENCY SUPPORT

\$2.5m

in food relief for students. **More than 10,000** students supported through the Study Melbourne Hub Victoria from March 2020 to 2022

INTERNATIONAL STUDENT EMERGENCY RELIEF FUND

>33,000

international students experiencing financial hardship provided grants of up to \$1,100

EXTREME HARDSHIP SUPPORT PROGRAM

>26,100

student and temporary graduate visa holders supported with emergency financial assistance

SUPPORTING THE RETURN OF INTERNATIONAL STUDENTS TO VICTORIA

1st state

to officially facilitate student arrivals in 2021



STUDY MELBOURNE INCLUSION PROGRAM

>7,400

students supported in 2021-22

STUDY MELBOURNE EMPOWERED SERIES

>9,000

students supported in 2021-22

FOODBANK INTERNATIONAL STUDENT POP-UP STORE

>66,000

students supported from over **130 countries** and more than **290 education providers**

STUDY MELBOURNE COUNTRY TO COAST

500

student experiences delivered

TAFE MICRO-CREDENTIALS

30

under development



PATHWAY TO VICTORIA SCHOLARSHIPS

18 TAFE

and university partners

>3,000

scholarships funded, reaching students from **over 50 countries**

8 EDTECH VIRTUAL TRADE MISSIONS AND EXPOS

8,800

attendees and **85 organisations** at EduTECH Congress and Expo 2021

4,300

attendees from **60 countries** at Melbourne EdTech Summit 2021



INTERNATIONAL BRAND CAMPAIGN

170m

impressions and **over 935,000 clicks**

Study Melbourne support throughout the student journey

The international student journey does not end at graduation. Positive post-study outcomes are critical to the student experience and increase the propensity of alumni to recommend Victoria to students, alumni and diaspora communities over the coming decades. With programs and support available throughout the student journey, Study Melbourne is committed to setting up international graduates for future success.



Offshore | Hybrid | Onshore



Victoria's high-quality student accommodation offering

Victoria offers a range of safe and high-quality accommodation options for international students. This includes university managed accommodation, residential colleges, purpose-built student accommodation, and commercially managed student housing. Younger international students are well supported by homestay households who are sourced and monitored by Victoria's schools, providing the safety and security of family.

The student accommodation sector is continuously evolving to meet the needs and expectations of students. This is being achieved through enhanced standards, competitive rent and support for student wellbeing, social integration and educational achievement.

An integrated education and industry ecosystem

Victoria's education ecosystem is underpinned by sustained government investment, robust quality assurance frameworks and regulation, and education institutes with strong links to local industry. As demonstrated through the Victorian Skills Plan⁵, addressing the training and workforce needs of local communities and industries is a central priority for the Victorian Government.

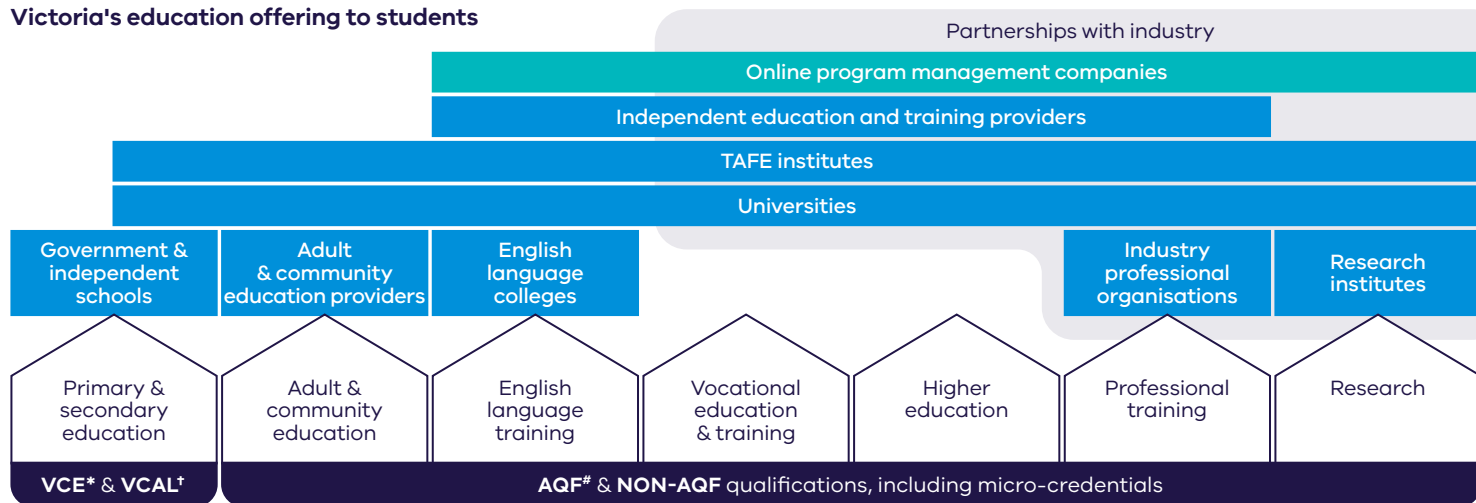
5. See Victorian Skills Plan.

Victoria's universities, dual-sector institutions, TAFEs and independent education and training providers offer qualifications spanning higher education, research, VET, English language and professional training. Across the education ecosystem, digital delivery and learning is enabled through Victoria-based online program management companies (OPMs). Victoria's schools offer an important entry point to studying in Victoria with a world-recognised curriculum, preparing students for tertiary education and an increasingly complex and interconnected world and workplace.

Through this integrated system, Victoria offers a breadth of flexible choices and pathways for learners. This starts in schools with the Victorian Certificate of Education (VCE), and ranges from formal qualifications within the Australian Qualifications Framework (AQF) to outcome-based micro-credentials that respond to fast-changing industry needs. This gives students the confidence to move between and across sectors, to upskill and reskill throughout all stages of life.



Victoria's education offering to students



KEY

- Education qualifications
- Education providers
- Partnerships with industry
- Education sectors
- Online delivery providers

* Victorian Certificate of Education
 † Victorian Certificate of Applied Learning
 # Australian Qualifications Framework



Case study: Gippsland Hi-Tech Precinct

The Gippsland Hi-Tech Precinct is a regional hub that is helping to invigorate the economy of Gippsland, which covers the eastern part of Victoria. It is part of the state's plan to offer world-class education, training and research with strong industry linkages, and to drive innovation and employment pathways across the state.

Located 90 minutes from Melbourne, the Gippsland Hi-Tech Precinct is the product of collaboration between Federation University Australia, TAFE Gippsland, the Gippsland Tech School, industry, local government and the Victorian Government. With the Morwell Innovation Centre at its heart, the precinct hosts research, business incubation, new product development, start-up support, education and training at one location. It also brings together and invigorates three of Gippsland's key growth sectors – health, food and fibre and new energy.

Since its establishment, the precinct has supported hundreds of jobs by accelerating technology adoption and attracting new investment into the region. It has also served as a much-needed hub for centralising and connecting research and innovation. The precinct has been a leader in education-industry linkage, showcased by the Gippsland Tech School's focus on providing real world learning experiences through specialised STEM programs. TAFE and university students across the region have benefited from having access to a broad range of opportunities and better pathways to higher education, research and careers in relevant industries.

Vision

Victoria is a global leader in education, recognised for quality, innovation and inclusion

Goals

→ A leader in student experience and graduate outcomes

Victoria continues to deliver innovation in program delivery, offering transformative experiences that are responsive to student aspirations, preferences and needs. Study Melbourne student programs and services support increased diversity, inclusion, equitable access and student empowerment, providing graduates with the skills needed to succeed in their chosen careers.

→ Diversified and strengthened global markets

Victoria's strong global education offering and connections drive sector growth through student mobility, international partnerships, new education products and delivery models. The sector's exposure to volatility is mitigated through support for improved access to emerging and growth markets, while consolidating the State's linkages with its longstanding markets and partners.

→ A global reputation for education excellence

Victoria's reputation as a high-quality education, training and research destination is elevated globally, with Melbourne established as an Asia-Pacific hub for EdTech, digital learning and education innovation. Education excellence extends beyond the classroom, exemplified through outstanding student experiences and graduate outcomes.



Realising this vision through collective investment

To remain globally competitive and drive the recovery of Victoria's international education sector, a collective effort and investment is required across multiple tiers of government, education providers and industry.

All stakeholders must play a role in realising these critical success factors:

→ **Remaining a globally connected economy and society**

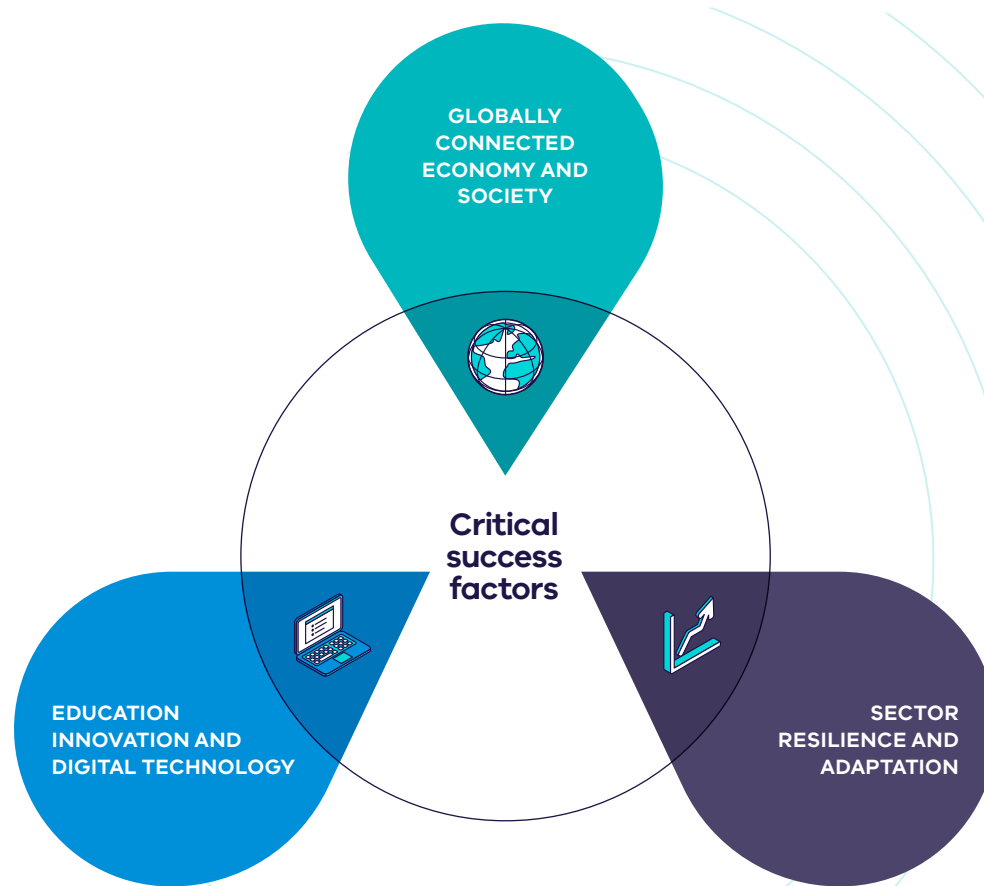
Victoria is an open, welcoming and globally connected economy and society that recognises the value of global education relationships, international business connectivity and people-to-people links.

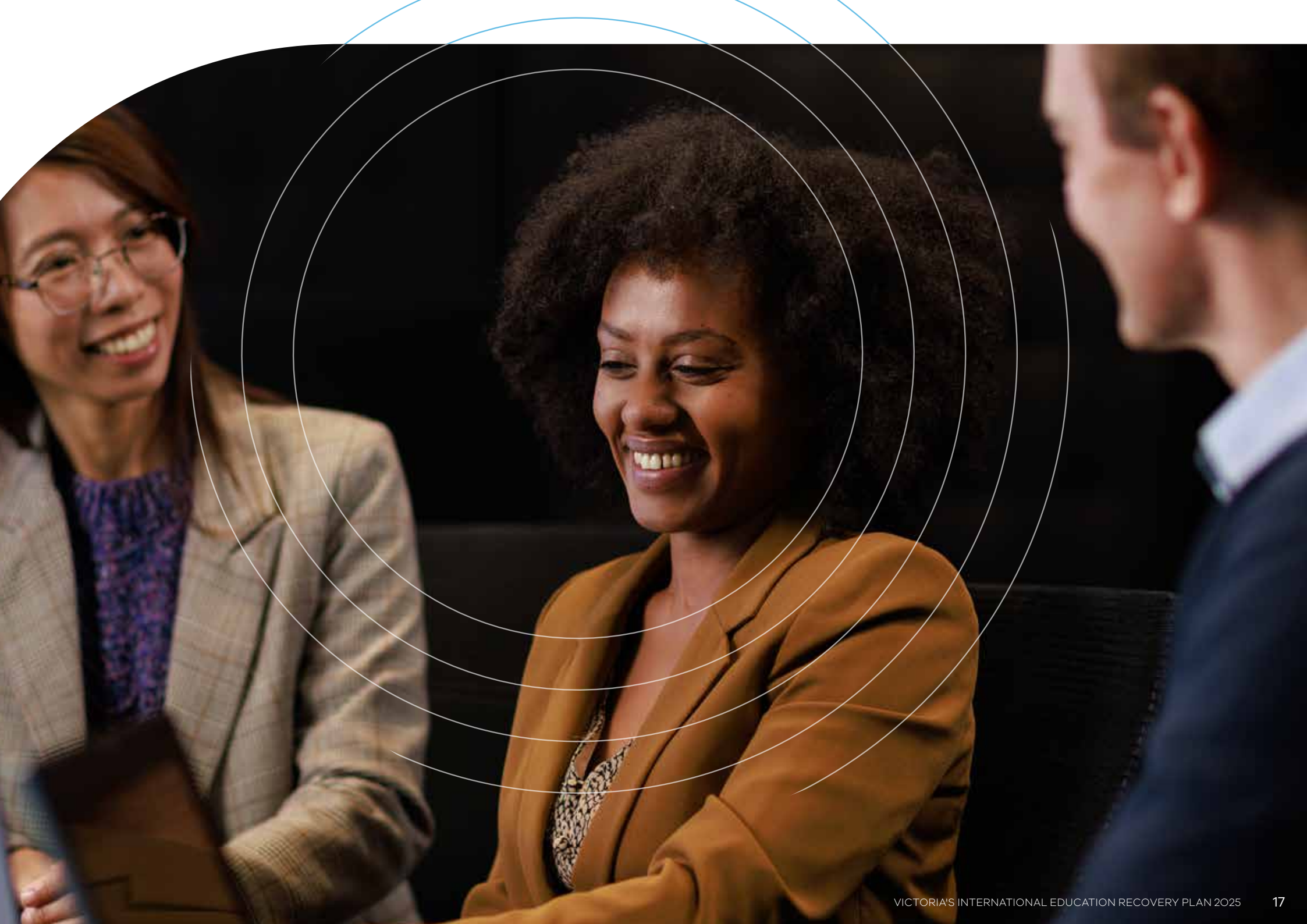
→ **Embracing education innovation and digital technology**

Victoria invests in and embraces innovation and digital technology, increasing our global competitiveness by responding to shifting student preferences and demand for flexibility, with digital connectivity enabling greater inclusion by expanding the reach of education offerings.

→ **Driving sector resilience to adapt to a dynamic international market**

Improved business resilience sees the sector emerge from the pandemic well-positioned to respond to market barriers and future volatility, including global market shocks or downturns, the pace of digital disruption, barriers to student mobility and impacts of climate change.





Pillar one

The student experience

Empower students to have a positive experience with Victoria through inclusive and responsive student wellbeing support, engagement programs and sector capacity building

Victoria is committed to providing all students with equitable access and services that are approachable, welcoming, safe and inclusive. We are proud of Victoria's diverse and multicultural international student communities, both onshore and offshore, and across Melbourne and regional Victoria.

Through well-established community partnerships and a cross-sectoral approach, Study Melbourne programs and services work to ensure Victoria is where all international students can be proud and live their life to the fullest. This includes women, the diverse LGBTIQ+ (lesbian, gay, bisexual, trans and gender diverse, intersex and queer) communities, people of colour and all faiths, people with disability, and those from a broad spectrum of socio-economic backgrounds.⁶

6. See Our Promise, Your Future: Victoria's Youth Strategy 2022-27, Pride in our future: Victoria's LGBTIQ+ strategy 2022-32, Safe and Strong: A Victorian Gender Equality Strategy, and Inclusive Victoria: State Disability Plan (2022-2026).

Study Melbourne recognises the distinct contribution that female international students make, with female international enrolments increasing by 29 per cent in the five years to 2020 – above the national average and outpacing male international enrolments by five percentage points.⁷ Through continued investment in leading initiatives such as the annual Future Female conference, Victoria is committed to empowering female international students as leaders and decision-makers.

The Victorian Government is committed to helping students thrive by making Melbourne and cities in regional Victoria more accessible and student-friendly through improved safety, liveability, and affordability. This includes support for the development of visitor economy experiences and showcasing what the state has to offer.⁸

7. Commonwealth Department of Education (DoE), Higher Education Statistics Collection.
8. See Victoria's Visitor Economy Recovery and Reform Plan.

"Study Melbourne has helped my student life since I arrived through fostering connections with other international students. Now I feel at home in Victoria. I believe it is the multicultural community, the well-connected transport and access to events that made my student life so meaningful. Everything is here, I just had to reach out and the world opened. Every day I'm falling more and more in love with Melbourne."

Seng Doi
Victorian international student

→ **AIM 1**

Ensure all students enjoy studying and living in Victoria, and feel a strong sense of belonging and connectedness to the local community.

→ **AIM 2**

Build the capacity and capability of Victoria's education ecosystem to offer inclusive and culturally appropriate services.

→ **AIM 3**

Support greater engagement with students studying with regional providers and remotely, with equal access to wellbeing services and empowerment programs.

🕒 **ACTION 1: STUDY MELBOURNE HUB VICTORIA**

Relaunch the Study Melbourne Student Centre as the Study Melbourne Hub Victoria, providing accessible, inclusive and timely information, case work support and referral services face-to-face and online, along with programs and events for international students in Victoria.

🕒 **ACTION 2: INTERNATIONAL STUDENT EMPLOYMENT AND ACCOMMODATION LEGAL SERVICE**

Continue to offer free and confidential legal advice, casework and representation to international students on employment and accommodation matters through the Study Melbourne Hub Victoria.

🕒 **ACTION 3: STUDY MELBOURNE INCLUSION PROGRAM**

Fund industry and student led projects that enhance the experience of international students and support sector capacity building in Melbourne and regional Victoria.

🕒 **ACTION 4: INTERNATIONAL STUDENT TRAVEL PASS**

Improve affordability and access to public transport by offering discounts on 3, 6 and 12 month passes for eligible international students in Melbourne and regional Victoria.



Pillar two

Employability and student return on investment

Launch global careers by attracting and nurturing talent, enhancing student employability, entrepreneurship and leadership, and building long-lasting global linkages

Student feedback shows that personal and professional aspirations are as important to students as academic success. That's why the Victorian Government invests in student empowerment and leadership development beyond the classroom. Along with the employment opportunities open to students through high-quality and industry-focused education and training – Victoria is a launchpad for global careers.

Victoria prides itself on the career possibilities available to its graduates, recognising the capability, knowledge and global perspective they bring. Through Australia's post-study work rights and visa pathways, high-calibre international graduates have the option to stay and contribute to Victoria's thriving and globally connected business and innovation ecosystem or pursue a career in their destination of choice.

The Study Melbourne Empowered Series offers a suite of employability programs – co-designed by students, for students – which are now accessible in Victoria or overseas (physically and virtually) through the offshore Study Melbourne Hubs.

Our global alumni community deepens Victoria's ties with the world, creating enduring people-to-people, knowledge and business linkages. The Victorian Government Trade and Investment Network is extensive, with 23 offices located in cities around the world – including Melbourne headquarters – along with a new Paris office opening in 2023. The network is committed to building global connections now and in the long-term, including working with Victoria's international alumni.

Study Melbourne Empowered Series



CAREER CATALYST

Strengthening international graduate outcomes through employability skills development, professional networking and industry partnerships.



LEADERSHIP LABS

Realising and nurturing the social enterprise and civic leadership of international students, in line with the United Nations Sustainable Development Goals.



FUTURE FOUNDERS

Recognising the entrepreneurial potential of international students, providing venture sponsorships for student start-ups and showcasing their business potential.



GLOBAL GAMECHANGERS

Supporting international student innovators and future tech leaders to develop industry-relevant tech solutions.



MENTOR MATCH

Deepening international student community connection through professional mentoring, peer-to-peer support and business partnerships.



EVERYDAY HEROES

Increasing awareness, social and community connection through a festival of events and workshops celebrating diversity.

→ **AIM 4**

Position Victoria as the top Australian jurisdiction for employability and employment outcomes for international students.

→ **AIM 5**

Attract, nurture and retain a diverse pool of global talent, contributing to Victoria's skills base and thriving economy.

→ **AIM 6**

Support alumni to stay connected with Victoria, and grow the state's business, education and research linkages with global partners across sectors and industries.

🎯 **ACTION 5: STUDY MELBOURNE EMPOWERED SERIES**

Deliver an enhanced series of strengths-based programs to support international student employability, entrepreneurship and empowerment.

🎯 **ACTION 6: STUDY MELBOURNE AMBASSADORS**

Build the leadership capability and profile of global talent through Study Melbourne Ambassadors, championing the benefits of studying with Victoria through an authentic student voice.

🎯 **ACTION 7: CAREER PATHWAYS**

Commit to working with employers, industry bodies, education providers and students to address employment barriers and promote post-study pathways for global talent, including a commitment to action to boost the number of international graduates employed in their chosen field.

🎯 **ACTION 8: ALUMNI ENGAGEMENT**

Continue to strengthen relationships and foster meaningful engagement with Victorian global alumni, from school through to research graduates.



Pillar three

Promotion of Victoria's education offering

Build Victoria's reputation as an open and inclusive education destination known globally for excellence and innovation, including stronger promotion of regional Victoria's education offering

Melbourne has consistently been ranked as Australia's best student city.⁹ Globally renowned as a vibrant cultural and creative capital with a sought-after urban lifestyle and welcoming communities, Melbourne offers a safe, inclusive and attractive place to study, live and work. With universities that rank among the world's best, including two in the top 100,¹⁰ and a strong network of government-backed schools and TAFE institutes offering industry-focused vocational education, Victoria is home to top education institutions generating a wealth of talent and ideas.

When students head to regional Victoria, they are welcomed by a supportive community environment and quality education providers with cutting-edge facilities and strong industry linkages.

9. QS Best Student Cities 2023.

10. QS World University Rankings 2023, Academic Ranking of World Universities (ARWU) 2022, Times Higher Education (THE) World University Rankings 2022.

Study Melbourne, the Victorian Government's education destination brand, plays an important role alongside government and education partners in promoting the world-class student experience offered across Melbourne and regional Victoria. Study Melbourne has the largest online international student community of any state or territory in Australia, reaching a global audience of 500,000+ users via Facebook, Instagram, Twitter, WeChat and LinkedIn. Through its digital platforms and targeted campaigns, Study Melbourne enhances Victoria's reputation as offering an international study journey that is unique, fulfilling and enduring – in an authentic student voice.

By connecting international students to the resources they need to feel confident, safe and supported, Study Melbourne helps to foster a positive student experience. The benefits are far-reaching and fundamental to positive word-of-mouth recommendations that can span generations.

"Regional Victoria offers international students an outstanding student experience. Our regional centres are accessible and well-connected by transport, with an affordable lifestyle. Among welcoming and friendly communities, students have access to high quality education, training and research opportunities. Thanks to strong employer and community linkages, students can gain meaningful industry experience to kick-start their career. Coupled with rewarding academic, social and cultural connections, students have a real competitive advantage upon graduation."

The Hon John Brumby AO

Chancellor La Trobe University and Chair of the International Education Advisory Council

→ **AIM 7**

Support Victoria's international education offering to be top of mind for prospective international students from a diverse range of cultural, social and economic backgrounds.

→ **AIM 8**

Achieve greater recognition of Victoria's regional study destinations and their unique value among international students.

→ **AIM 9**

Through positive word-of-mouth referrals, increase the propensity of students, alumni and diaspora to recommend Melbourne and regional Victoria as a preferred study destination.

🕒 **ACTION 9: STUDY MELBOURNE BRAND**

Continue to promote Melbourne and regional Victoria's education, training and research offering and the benefits of studying with Victoria through a refresh of Study Melbourne, the state's longstanding study destination brand, supported by innovative and targeted domestic and international marketing campaigns.

🕒 **ACTION 10: SHOWCASE REGIONAL VICTORIA**

Promote the strength of education and training offerings in regional Victoria, including leveraging Commonwealth Games 2026 regional hubs in Geelong, Bendigo, Ballarat and Gippsland.

🕒 **ACTION 11: CELEBRATE ACHIEVEMENT AND EXCELLENCE**

Showcase outstanding international students and education stakeholders through the **Victorian International Education Awards**, including new awards for education innovation and employers who support international graduate outcomes, and the **Victorian Global Learning Awards**, recognising school student and homestay family achievement.



Pillar four

Market access and global connections

Strengthen industry engagement with global partners and support diversification across education markets, products and delivery modes through Victoria's global education, trade and investment network

The global reach of Victoria's Global Education Network and Study Melbourne Hubs is unrivalled among Australia's states and territories. The Global Education Network is embedded within Victorian Government Trade and Investment offices led by the Commissioners for Victoria. This network seeks to maximise education, trade and investment outcomes for Victoria, including through inbound and outbound trade missions and delegations.

With education representatives located in strategic markets around the world, the Global Education Network promotes Victoria as a premium study destination, drives student recruitment efforts, and facilitates transnational education partnerships by providing Victorian stakeholders with free on-the-ground market intelligence and connections to in-country networks.

In 2021, Study Melbourne's Global Education Network expanded into Vietnam, Kenya and Brazil. From 2022-23, it will expand further into Colombia, along with new school sector representatives in Vietnam, Japan and Korea. This will continue to strengthen the global presence of Victoria's universities, TAFE institutes, private education and training providers, English language colleges, schools and EdTech companies. Spanning from delivery of the VCE offshore and promotional activities through to facilitating market access for new micro-credentials – Victoria's Global Education Network opens doors to new education, training, research and industry partnerships.

Alongside the Global Education Network, Study Melbourne Hubs bring a taste of Victoria to current, future and past students offshore. Extending the sector's global footprint, the Victorian Government has established physical Study Melbourne Hubs in China, Vietnam and Malaysia, a hybrid hub in South Asia, and a pop-up hub for key student engagement activities in Latin America. The hubs offer a dynamic space free of charge for Victorian education providers, agents, education advisors and students to connect, including access to Study Melbourne programs delivered virtually. The hubs also showcase Victoria's global leadership in digital training and education innovation, connecting EdTech companies with prospective partners.

Melbourne is the EdTech capital of Australia. Enjoying the highest concentration of the region's top EdTech companies,¹¹ Melbourne is a hot spot for supporting and scaling education innovation and thought leadership. Melbourne is positioning itself as an Asia-Pacific hub for EdTech and innovation, building partnerships to foster outstanding digitally-enabled communities, education and training to students. Through Global Victoria, the government will continue to build on significant investment to date to develop Victoria's EdTech ecosystem, including through programs and events leading the discussion on digital learning.

11. HoloniQ ANZ EdTech 50.



→ **AIM 10**

Facilitate increased market access, intelligence sharing and partnerships across Victoria's established, growth and emerging markets.

→ **AIM 11**

Realise greater sector diversification with new high-quality products, transnational education models and modes of delivery, including through EdTech and innovation.

→ **AIM 12**

Support Victoria's education offering to be truly global, transcending national borders to deliver education excellence and student experience programs regardless of where a student chooses to study.

🕒 **ACTION 12: EXPANDED GLOBAL EDUCATION NETWORK**

Continue to promote the State's education offerings and provide free on-ground support to Victorian international education stakeholders, expanding the Global Education Network to 19 in-country education representatives from 2022-23 with additional resources in Colombia, Vietnam, Japan and Korea.

🕒 **ACTION 13: OFFSHORE STUDY MELBOURNE HUBS**

Continue to deliver offshore Study Melbourne Hubs in China, Vietnam, Malaysia, South Asia (hybrid) and across Latin America (pop-up hub), providing a free space to engage Victoria's current and future international students, alumni, agents and education advisors, as well as Victorian education providers, EdTech companies, investors and other prospective partners.

🕒 **ACTION 14: EDTECH AND INNOVATION**

Continue to support activities, events and trade programs which reinforce Victoria's reputation as Australia's EdTech, digital learning and education innovation leader, including Melbourne EdTech Week.

Victoria's Global Education Network

With education representatives based in 15 global locations and Study Melbourne Hubs – physical, virtual and pop-up – across five strategic markets offshore, the Victorian Government will take a segmented approach to strengthening and diversifying market access and global connections.

The Victorian Government will invest in and support the sector by committing to **strengthen** the state's well-established markets, **build** our prospective high-growth markets, and **explore** new and emerging markets for Victoria. This market prioritisation draws on analysis of global and in-market trends, as well as in-country intelligence gathered through the Global Education Network. Market categorisation does not preclude the government and the sector from exploring opportunities in markets beyond those prioritised as they emerge. Priority markets may also shift over time in response to market trends and sector priorities.

Beyond the Global Education Network, the sector's global connections and partnerships are expansive. Europe and North America are sizeable markets, with scope to boost research collaboration and student mobility through institution-to-institution links. These regions also bring opportunities for capturing diverse market segments through EdTech partnerships and investment.

The government also welcomes new opportunities arising from bilateral and multilateral trade agreements with strategic partners, recognising the key role education and training plays in enabling mutually beneficial outcomes.

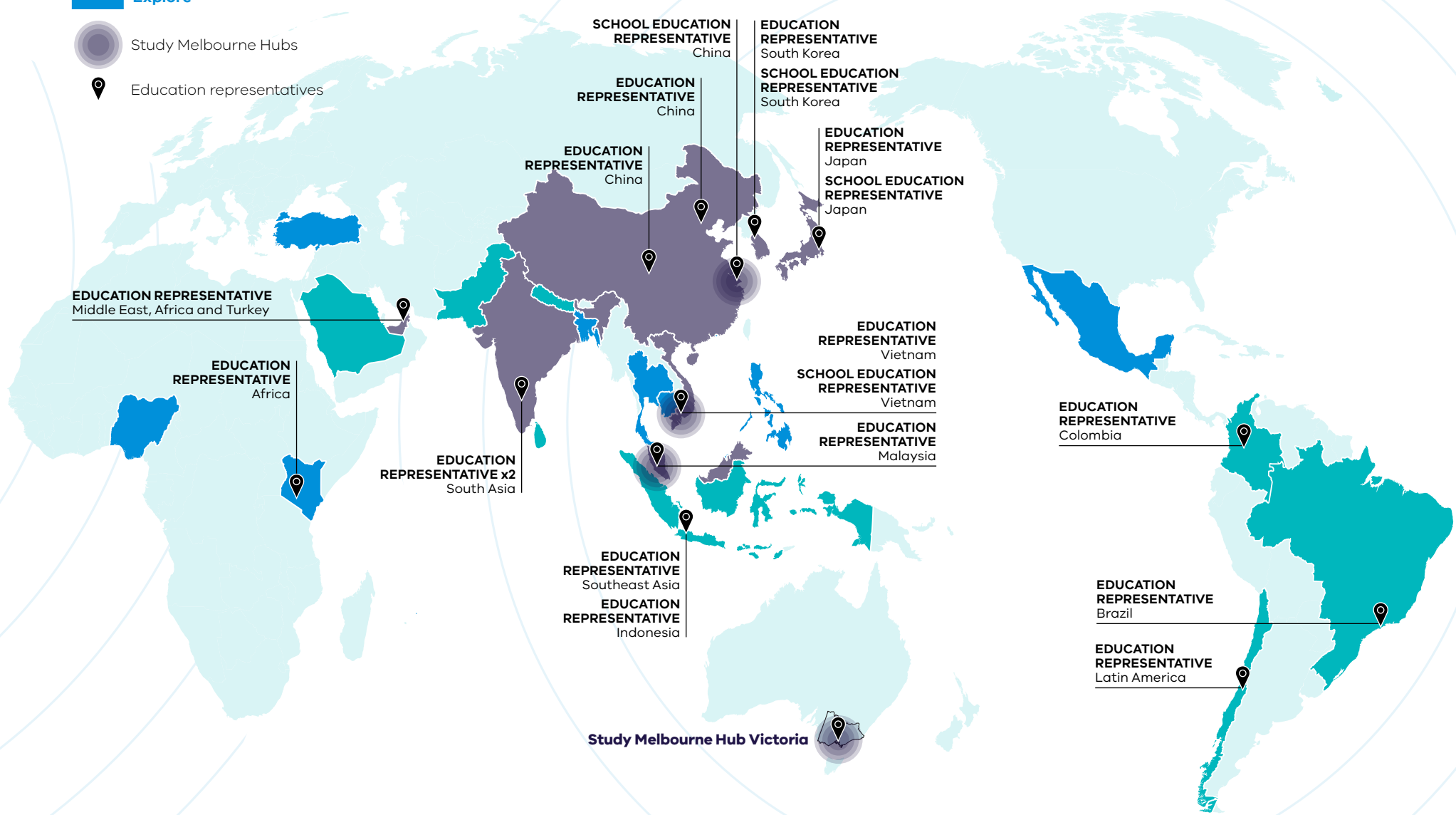


Victoria's Global Education Network map

- Strengthen
- Build
- Explore

 Study Melbourne Hubs

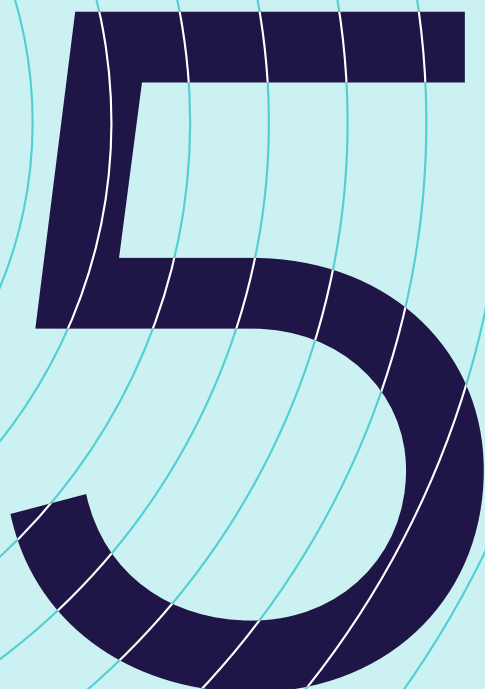
 Education representatives



Pillar five

Partnerships and collaboration for a strong sector

Position the international education sector to respond to emerging opportunities and risks through strong government partnerships, engagement and aligned advocacy



Study Melbourne's stakeholders are central to the work we do and the sector's collective success. Whether connecting with individual students or facilitating research commercialisation outcomes with global consortia – Study Melbourne strives for genuine, purposeful and reciprocal engagement that delivers value to the international education sector in Victoria.

The pandemic has seen the Victorian Government's engagement with the international education sector grow stronger than ever. As the sector recovers, continuing to build and consolidate these relationships remains a key priority.

An enabler of current and future priority industries, Victoria's education and training sector has a fundamental role to play in the state's economic recovery. The sector's impact is far reaching. It drives cutting-edge research and development, attracts global talent and international investment, supports place-based and precinct development, boosts tourism through visiting friends and relatives, and helps to meet future skills needs across Melbourne and regional Victoria.¹²

If the international education sector is to rebound strongly, it is essential that the right national policy settings are in place. The Commonwealth Government has a central role to play ensuring the preconditions for a successful sector are realised – through migration and border settings, education and skills policy, Australian bilateral relations, and the Study Australia national brand as a welcoming education destination. In recognition of this, pursuing effective and constructive engagement and advocacy will remain a core focus for the Victorian Government in years to come.



¹². See Victorian Skills Plan.

→ **AIM 13**

Continue to drive collaboration with and between stakeholders representing all parts of the education ecosystem – including students, education providers, industry bodies, community organisations, employers and local, state and Commonwealth Government agencies.

→ **AIM 14**

Continue to identify and implement strategic responses to trends, risks and opportunities facing the international education sector, including addressing global challenges such as climate change.¹³

→ **AIM 15**

Effectively advocate to the Commonwealth Government on critical issues impacting Victoria's international education sector to ensure optimal national policy and operational settings for a competitive sector.

🕒 **ACTION 15: INDUSTRY ENGAGEMENT**

Facilitate engagement with industry across various fora, including continuation of the International Education Advisory Council to advise Government on sector recovery.

🕒 **ACTION 16: STUDENT ENGAGEMENT**

Ensure student perspectives – from across schools, ELICOS, VET, higher education and research – inform policy, program and service design and delivery.

🕒 **ACTION 17: STUDENT EXPERIENCE NETWORK**

Continue to convene regular fora with sector stakeholders and students to address critical issues such as student health and safety, leadership and employability, and highlight Victoria's significant investment in international student programs and services.

🕒 **ACTION 18: COLLABORATION WITH THE CITY OF MELBOURNE**

Continue to work with the City of Melbourne on cultural and social initiatives dedicated to enriching the experience of international students.

🕒 **ACTION 19: COMMONWEALTH ADVOCACY**

Continue to advocate to the Commonwealth Government on key issues impacting Victoria's international education sector to ensure the best possible settings for success, including industry support, promotion and positioning, and student and temporary graduate visa settings.

13. See Victoria's Climate Change Strategy.



Measures of success

The Victorian Government will track international education sector recovery and its progress delivering on this plan through a range of measures.

These include:

- Maintain a high annual proportion of international students who are satisfied with Study Melbourne programs delivered in Victoria and internationally
- Annual growth in proportion of Victorian international students who are satisfied with living in Australia
- Annual growth in proportion of Victorian international students employed after graduation
- Annual growth in number of international student commencements from Victoria's established, growth and emerging markets
- Annual growth in Victoria's proportion of international student enrolments with Australian providers
- Annual growth in annual export outcomes facilitated by the Victorian Government's Global Education Network





Find out more

www.studymelbourne.vic.gov.au

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