

# Report on performance

## International school education



### HIGHLIGHTS

Key highlights for this objective in 2003–04:

- established the Queensland Government Schools International Board (QSIB) to oversee the operation of Education Queensland International (EQI)
- created the Queensland Schools International Network (QSIN) to ensure that the department's international business is managed as a partnership between schools and EQI
- employed a specialist sales and marketing team, whose international business skills have driven growth to record levels
- achieved total revenue growth of 29.4 per cent, with numbers of full fee paying international students in Queensland state schools increasing from 560 to 720 over the year
- launched a new offshore university preparation program
- developed a new business model for existing offshore schooling programs
- recruited education industry expert staff to work on international projects
- received Council of International Schools (Australia) accreditation at three Queensland high schools.

## Objective:

To establish the department as a leading provider of international education services and to work towards an education system that is international in nature and outlook.

*Department of Education Strategic Plan 2003–2007*

The department is committed to international education and to the internationalisation of education in Queensland. To achieve this, the department conducts a range of activities including:

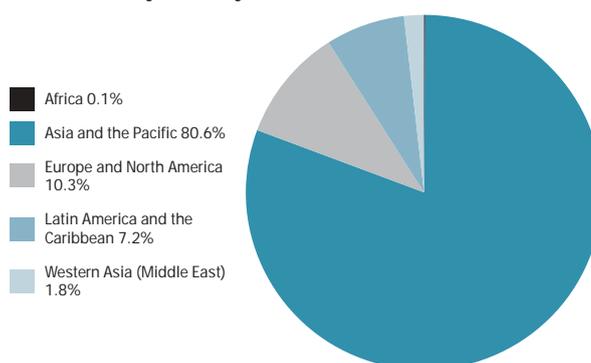
- recruiting international students as fee paying participants in short- and long-term programs in Queensland schools, including Study Abroad, Secondary School Preparation programs, and the International Student Program
- student and teacher exchanges to and from Queensland state schools
- managing study tours for incoming groups of students and teachers involving more than 300 schools
- welcoming delegations of international dignitaries
- international aid and development projects
- Year 10 and university preparation programs offshore
- promoting Queensland as a quality education destination overseas
- nurturing government-to-government links and cultural exchange programs
- providing advice to the Minister for Education and Minister for the Arts and Director-General of Education and the Arts and other departmental and government staff on international policy and protocol issues.

### Strategy

- Develop the department's capacity to compete in international markets

There are more than 1300 international students from around 20 countries enrolled in Queensland state schools. Of this number, approximately 720 are full fee paying – see Figure 33. These students interact with approximately 7000 Queensland students and teachers, and 690 Education Queensland employees accredited to deliver study tours in 2003–04. International students participate in a range of programs in state schools, including primary and senior secondary courses, Study Abroad, and English Language Intensive Courses for Overseas Students (ELICOS).

**Figure 33: Full fee paying international student enrolments by country**



EQI is a partially commercialised business unit within the department, responsible for managing and building the department's international business, including recruiting international students.

A review of the performance and functions of EQI was conducted in December 2003 to support the Government's goal to double Queensland's export of education by 2005. Significant changes in governance were made in 2003, with the establishment of the QSIB to provide advice to oversee the operation of EQI, and the creation of the QSIN.

These steps have provided greater transparency for stakeholders, and have facilitated the development of a professional business operation. The department also developed an international charter, which commits the department to promoting the internationalisation of education within our state, and to profiling the creativity and innovation of the Queensland education system internationally.

During 2003–04, QSIB managed EQI through a major turnaround that included:

- the launch of a major new product – Unilearn
- devolution of student management to schools
- creation and implementation of a school accreditation framework
- the establishment of professional business practices in finance, administration, human resources, marketing and strategic planning.

Other changes included the establishment of new business models for two major products – the international students program and offshore programs.

Two underlying principles have guided these changes – that the department’s international business should be managed as a partnership between schools and EQI, and that EQI’s role in the partnership should be to provide professional marketing and business services to the design, advancement and operation of the business.

The new approach features the creation of business alliances that assist schools to work cooperatively to pool expertise and resources, develop unique educational and regional characteristics, and enhance their own profiling, performance and range of international education services.

A school accreditation framework was also implemented to ensure a quality experience is delivered to international students at all Queensland schools. The establishment of a specialist sales and marketing team, whose international business skills have driven growth to record levels, has provided impetus for the improvement of services to agents and schools alike.

With the support of other departmental branches, EQI has been able to negotiate a working environment that is sympathetic to the operation of a commercial unit within a larger bureaucracy.

EQI has achieved significant growth in 2003–04 with the following achievements:

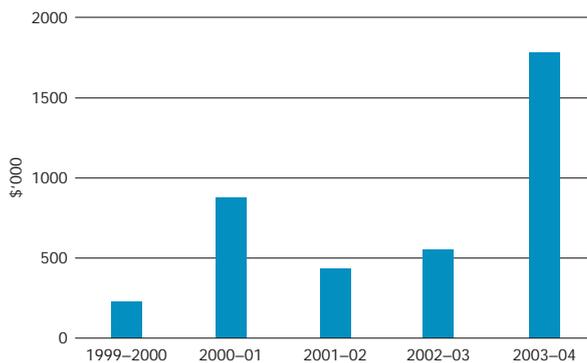
- an increase in the total revenue growth of 29.4 per cent, with numbers of full fee paying international students increasing from 560 to 720
- Study Tours delivered more than 240 tours, and increased the diversity of markets to include Taiwan, Hong Kong, Korea, Germany and Italy
- Year 10 offshore programs have been redesigned, and have increased the number of partners, with one new program set to commence in September 2005



*More than 1300 international students enrich the cultural and social diversity of our school communities.*

- a new offshore university preparation program, recognised by 24 Australian universities as a pathway for international students to first year university courses, was launched
- the International Projects team delivered major curriculum projects in Papua New Guinea, and negotiations are under way for a range of new commercial projects, including the provision of the Queensland syllabus to the first Australian International School in the Middle East.

**Figure 34: Education Queensland International growth in revenue 1999–2000 to 2003–04**



Note: This chart shows revenue EQI returned to the department. EQI also returns a proportion of revenue to schools, based on enrolments of fee paying students.

Outlook 2004–05

The department will:

- continue to increase growth across all EQI program areas
- consolidate the partnership between schools and EQI
- develop programs which extend the benefits of internationalisation to schools unable to participate in existing programs.

### What international students say about their time in Queensland schools

I am an international student who studies at Mt Gravatt State High School. My name is Jessica. I am from mainland of China, it is my second year to study in Australia. When I first came to Australia, I felt nervous and just like living the wind. I didn't know when things would change and what should I do to overcome it. However ... help came from my school and my homestay. Mt Gravatt High School is a fantastic school. Teachers who work in this school are very helpful. They know your needs and they always think about the suitable way to teach you. When you have any problems, you are free to ask. The teachers will try to help you. The school arranged a homestay for me. My homestay are very nice people. The time that I spend with them is very sweet. I can truly feel they care about me through their actions ... I am glad that I have the chance to come to Australia, it gives me another view of the world. Also I know myself much better than before through the life that I experienced here. Now I know the way that I need to go and I will never feel afraid. I know they will be someone who always supports me.

Queensland's ongoing engagement with the Asia-Pacific region

The International Regional Heads of Education Forum was launched by the Queensland Department of Education in 2001, offering government leaders in the Asia-Pacific region the opportunity to share different perspectives and knowledge on a range of issues through direct and personal exchange.

The annual Forum is now a highlight on the regional calendar for leaders in education. In October 2003, representatives from education authorities in Brunei, Malaysia, Singapore, Sri Lanka, Thailand, Queensland and Australia converged on Langkawi, Malaysia, to attend the four-day Learning Round Table.

### Strategy

- Identify and develop significant professional, commercial and international opportunities

### Building strategic relationships

The Council of International Schools (CIS), through its Australasian representative, has worked with Education Queensland and the education departments of South Australia and Victoria to establish the Council of Internationally Accredited Schools (Australia) (CIASA). CIASA, chaired by Assistant Director-General, Schools Performance, Mr Ken Rogers, was established in November 2003 to ensure that Australian state schools continue to have the opportunity to achieve international accreditation, consolidating the reputation of Queensland state schools. Three Queensland state high schools, Indooroopilly, Mountain Creek and Harristown, have successfully met the high standards for accreditation set by CIS.

### Working with Queensland Education and Training International

Queensland Education and Training International (QETI) is the state's peak industry coordinating body, located in the Department of Premier and Trade. QETI is a partner in identifying commercial and strategic opportunities in existing and potential markets. EQI and staff from QSIN have attended roadshows and workshops in Australia and overseas organised in conjunction with QETI, to promote the quality of Queensland education and investigate new market opportunities. The department is represented by EQI on the Queensland Education and Training Board's Schools Working Party.

### Marketing Queensland as an education destination

EQI and the department's Higher Educational International Initiative are working together to foster joint international marketing programs. In 2003-04, around 38 000 international students from 140 countries were studying in Queensland universities. International marketing activities for the Higher Education International Initiative, with Queensland universities, contributed to international student enrolment growth of 9 per cent.

EQI also supported the department's Higher Educational International Initiative by organising and promoting the Minister's Welcome to International Students event, co-funded by QETI, and will work with business alliances in regional areas to support associated activities throughout 2004.

Outlook 2004-05

The department will:

- promote core areas of Education Queensland's expertise to international markets in commercial and aid-related areas
- continue to strengthen joint international marketing programs between higher education institutions and schools.

### Centenary Heights international student wins scholarship

A partnership between Centenary Heights State High School and Bond University has given an international student a head start in her tertiary studies. Centenary Heights has been a part of Bond University's Participating Schools Program since 2001.

The program is designed to forge partnerships between Bond University and a select group of schools around Australia. According to deputy principal Henry Thompson, the program aims to support students through the transition from school to university and develop programs for educators.

The program enables Centenary Heights to award an annual Principal's Half-scholarship for a student to pursue their studies at Bond University.

'This valued partnership was in recognition of the long-standing relationship Centenary Heights State High School has had with Bond University over a number of years,' Mr Thompson said.

This year Amanda Niu, an international student from mainland China, received the Principal's Half-scholarship. Amanda will be studying a Bachelor of Business Finance at Bond in 2004. Amanda has already made plans to pursue postgraduate studies.