



**QUEENSLAND
INTERNATIONAL
EDUCATION
AND TRAINING
STRATEGY
2022 - 2027**

STUDY QUEENSLAND

START HERE. GO ANYWHERE.



**TRADE +
INVESTMENT
QUEENSLAND**



Acknowledgement of Country

Study Queensland acknowledges the Country and people of Queensland's First Nations. We pay our respects to Elders past, present and emerging.

Contribution Acknowledgement

Study Queensland would like to thank all who participated in the consultation process to develop this Strategy. This includes all participants at the statewide roundtable workshops, providers of written submissions to the consultation paper, and contributions through meetings and briefings. The time to provide input and support for this Strategy is very much appreciated.

Disclaimer

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FOREWORD



Big futures begin in Queensland. That is why students from around the world choose to study here as our quality international education and training services build skills and networks to launch global careers.

Our strong and innovative economy is developing new jobs and industries through research, international collaboration and investment. Our communities are working together to welcome students and provide meaningful opportunities to engage locally, harness local and international talent and create new opportunities.

International education and training is part of Queensland's big future. It is our largest services export – valued at \$3.2 billion in 2021 – and international connections will help drive opportunity over the next decade in the lead up to the Brisbane 2032 Olympic and Paralympic Games (Brisbane 2032).

The Queensland Government is continuing its commitment to support growth of the sector through the new *Queensland International Education and Training Strategy 2022-2027*. It outlines how we will work collaboratively with local providers and our offshore network to promote Queensland services, grow future workforce skills and support sector development in key international markets.

This whole of government Strategy, led by Study Queensland, a dedicated industry unit within Trade and Investment Queensland, is focused on strengthening connections across the sector and harnessing the opportunities presented by international education and training to build local capability and foster more jobs in more industries.

Hon. Stirling Hinchliffe MP

Minister for Tourism, Innovation and Sport and
Minister Assisting the Premier on Olympics and Paralympics Sport and Engagement
Minister Responsible for International Education and Training

The Strategy highlights the importance of advocacy and collaboration with all levels of government working together to address current and future challenges, including advocating to the Australian Government on issues such as housing availability and affordability.

Recognising the significant skills shortages experienced across the state, the Strategy fosters global talent and builds international partnerships that grow the state's industries, exports and investment opportunities. As such, it supports broader Queensland Government economic policy including the *Queensland Workforce Strategy and Queensland's Trade and Investment Strategy*.

However, at the heart of this Strategy are the international students who choose Queensland as their second home while they study. These students bring their vibrancy, cultural diversity, global competencies and skills and networks to communities across the state.

Collaborating with providers, we will provide a rewarding, meaningful and fruitful experience for students throughout their study. Providing opportunities for students to integrate with local communities, build employer connections and be part of a meaningful pool of alumni will set Queensland apart.

International students make important contributions to Queensland communities and are an integral part of our global talent pipeline. Together, we can build a big future.

A young man and woman are shown in profile, looking upwards and to the right. They are holding a large red folder or book. The background is a dense, green forest with sunlight filtering through the leaves, creating a bokeh effect. The overall mood is hopeful and aspirational.

EXECUTIVE SUMMARY

The *Queensland International Education and Training Strategy 2022-2027* sets out the vision and focus areas to support a strong sector and build a global talent pipeline for Queensland.

The Strategy builds on the sector collaboration fostered by the 2016-2026 strategy and reinforced by the 2021-2022 roadmap through the COVID-19 pandemic.

Led by Study Queensland, Trade and Investment Queensland, collaborations across the Queensland Government will encourage international market development, foster quality student experiences and continue building regional capability.

Through study clusters and regional forums, Study Queensland will engage with providers, research partners, business and industry statewide to coordinate action implementation across the state.

The Strategy supports delivery of the *Queensland Trade and Investment Strategy*, the *Queensland Workforce Strategy* and Queensland's broader economic strategy through the focus on attracting and developing global talent and fostering international training and education exports and investment for Queensland.



OUR VISION

A strong and sustainable Queensland international education and training industry that builds global engagement, nurtures life-long ambassadors and is a catalyst for attracting and developing talent to grow economies and communities

PROMOTE



1. EDUCATION DESTINATION OF CHOICE

- » Queensland's education brand
- » Education destination marketing



2. NETWORKS AND OPPORTUNITIES

- » Welcome to Queensland activities
- » Offshore engagement



3. GLOBAL FRIENDS OF QUEENSLAND 2032

- » Team Queensland alumni
- » International business and expat engagement

GROW



4. GLOBAL DIVERSIFICATION

- » International market access
- » International market development



5. CAREER PATHWAYS AND TALENT ECOSYSTEMS

- » Industry information and referrals
- » Career and next steps opportunities



6. INDUSTRIES AND WORKFORCE OF THE FUTURE

- » Research and development partnerships
- » Talent scout for priority industries

FOSTER



7. QUEENSLAND STUDY EXPERIENCE

- » Regional engagement
- » Showcasing and supporting the student experience



8. ADVOCACY AND COLLABORATION

- » Advocating for the Queensland sector
- » National partnerships



9. SECTOR CONNECTION AND DEVELOPMENT

- » Market intelligence and data insights
- » Capability building

QUALITY EDUCATION Position Queensland as the educational destination of choice

MEANINGFUL EXPERIENCE Foster sector growth across the regions

GLOBAL NETWORKS Facilitate market development opportunities

CAREER PATHWAYS Link to priority industries

COLLABORATIVE DELIVERY: all levels of government | international education and training providers
research organisations | students | business and industry



2032 Olympic and Paralympic Games

Brisbane and Queensland are preparing to host the world at Brisbane 2032, providing a transformational opportunity for businesses and communities across the state.

With a commitment to hosting a climate-positive Games, Brisbane will showcase Queensland's focus on the principles of sustainability, diversity and inclusion.

In the lead up to Brisbane 2032, there are likely to be significant benefits for Queensland's international education and training sector in areas such as the provision of elite athlete training and development opportunities, as well as for students selecting the state as a study destination.

There are opportunities being investigated for the sector statewide in relation to training hubs and facilities, promotion of research expertise and program management and cultural engagement in the lead up to the events.

As the events draw closer, the global spotlight will be firmly on Queensland which will naturally generate additional unique opportunities for international students who choose to start their future in Queensland.

INTRODUCTION

Every year, more than five million students globally select an international destination to extend their education and training.

Nationally, Queensland attracts the most diverse student cohorts from around the world who contribute significantly to the communities in which they live, study and work. These students bring diverse cultures and languages, strong global competencies and extensive international networks.

The impacts of the COVID-19 pandemic on the international education and training (IET) sector in Queensland have been significant. Following seven years of consecutive growth the sector declined by over \$1 billion from 2020 to 2021. While the nature of the IET industry means that the impact of the losses will be felt for years to come, there are positive signs of recovery with marked increases in offshore interest and student visa lodgements.

As the world continues to transition through the pandemic, the global environment remains dynamic. There are ongoing challenges with travel mobility, rapidly changing geopolitical issues and new models of education and training that are impacting study destination decisions.

At the same time, the global war for talent has intensified. A recent paper from the World Economic Forum posited that “heading into 2022, talent scarcity is one of the key lenses through which we will see the entire world of work¹.”

In Australia, the unemployment rate has fallen to 3.5 per cent (as at 2022), the lowest rate since 1974. At the state level, research by Jobs Queensland indicates that an additional 280,000 people will be needed to fill jobs across the state by 2025. The national Jobs and Skills Summit in 2022 prioritised actions to strengthen the pipeline of skilled talent including the extension of visas and relaxing work restrictions on international students through to 30 June 2023, improving visa processing times and increasing the permanent Migration Program ceiling. The delays in visa processing and access to accommodation remain two significant challenges for the sector as international student numbers continue to grow.

¹Here are 6 world of work trends expected to shape 2022 | World Economic Forum (weforum.org)

The Queensland Government is committed to working with all levels of government to address current and future challenges and will advocate to the Australian Government for visa processing support and housing availability and affordability.

The IET sector has a role to play in addressing the talent shortage. Building stronger relationships between international and domestic students with local business and industry can deliver benefits for all parties. The skills and diversity of our international students help drive innovation, and this will become increasingly important in the lead up to Brisbane 2032 which will amplify investment and economic growth opportunities across the state.

Queensland is leveraging the benefits of its strong health response to drive recovery and a growing economy through three priorities: good jobs, better services and great lifestyle. The focus is on positioning Queensland to grow by attracting people, talent, and investment, and driving sustainable economic prosperity. The government has developed strategies and roadmaps in sectors including advanced manufacturing, aerospace, biofutures, biomedical, defence and mining equipment, technologies and services. The Queensland Energy and Jobs Plan will also create a pathway for more jobs in more industries across regional Queensland.

Alongside this support, investments in Queensland's innovation ecosystem are also reaping rewards. Building on the state's science and research expertise, Queensland is now home to multiple startups valued at over \$1 billion such as GO1, Tritium and SafetyCulture that are making an impact locally and around the world.

Collectively, Queensland represents an attractive cutting-edge, vibrant and dynamic study destination for students to attain world-class education and training and connect with local communities.

This Strategy lays the framework for investing in initiatives that will support the Queensland IET sector to thrive. The benefits to be realised from this whole of government Strategy are significant – for students, industry, our communities, and the Queensland economy.


Queensland is such a great state for taking your university degree. Queensland also has some of the top universities in the world, including my alma mater, The University of Queensland, QUT and also Griffith University among many others. Population density, social vicinities and also weather climate are great.

Haswar Hafid, Indonesia, now Head of Brand Partnerships at ByteDance studied a Bachelor of Information Technology at The University of Queensland.

Why Queensland?



Diversity of courses and learning pathways



Enviably geographic location




Incredible and affordable lifestyle



Host of the 2032 Olympic and Paralympic Games



Skilled, creative and multicultural workforce




Expanding, open and diversified economy


Importance of international education and training



\$3.2 billion export revenue generated through Queensland's IET sector in 2021




Research contribution to future industries



Economic, social and cultural contribution



Global talent pipeline



Global competencies and skills expertise



International networks

STRATEGY

The Strategy will bring together our collective efforts to achieve a shared vision:

A strong and sustainable Queensland international education and training industry that builds global engagement, nurtures life-long ambassadors and is a catalyst for attracting and developing talent to grow economies and communities.

Queensland's safe, enviable lifestyle, education excellence, strong focus on more jobs in more industries and innovative economy underpin an international study experience like no other.

The lead up to Brisbane 2032 provides a unique opportunity to grow international networks and collaborate on creating solutions to global challenges.

The Strategy will focus activities over the next five years to position Queensland as a quality education destination with strong global networks and business connectivity, backed by a diverse and thriving sector.

International students seek meaningful career development from their studies and are an important part of Queensland's talent pipeline. The Strategy is underpinned by a whole of government approach to fostering future workforce skills and capability for our emerging industries, as well as supporting the international student experience in local communities.

Connection and collaboration across the sector and across government is key to delivery, with everyone playing a role to help grow and diversify source markets and service offerings in response to evolving global market demand.



Mobilising programs and resources across the Queensland Government

Under this Strategy, support for the IET sector has been marshalled from across the Queensland Government including:

- » \$20.6M IET funding for expansion of the global network of education specialists and business development managers; global marketing, communications and events; student employability and regional initiatives
- » the \$150M Trade and Investment Strategy that increases Queensland's reach into new markets
- » sector benefits to be realised from Brisbane 2032
- » grant programs such as New Market and Go Global grants from Trade and Investment Queensland
- » amplified global promotion through Tourism and Events Queensland, especially in edu-tourism
- » extended global research and innovation links through the Department of Tourism, Innovation and Sport and Department of Environment and Science
- » community events and programs for students through Department of Communities, Multicultural Affairs and Youth Affairs
- » student coaching and mentoring through the Diverse Queensland Workforce Program
- » connecting students with local innovators and high-growth industry sectors through the Department of Innovation, Tourism and Sport and Department of State Development

Queensland's Global IET Specialists

Queensland's expanding global network of education specialists



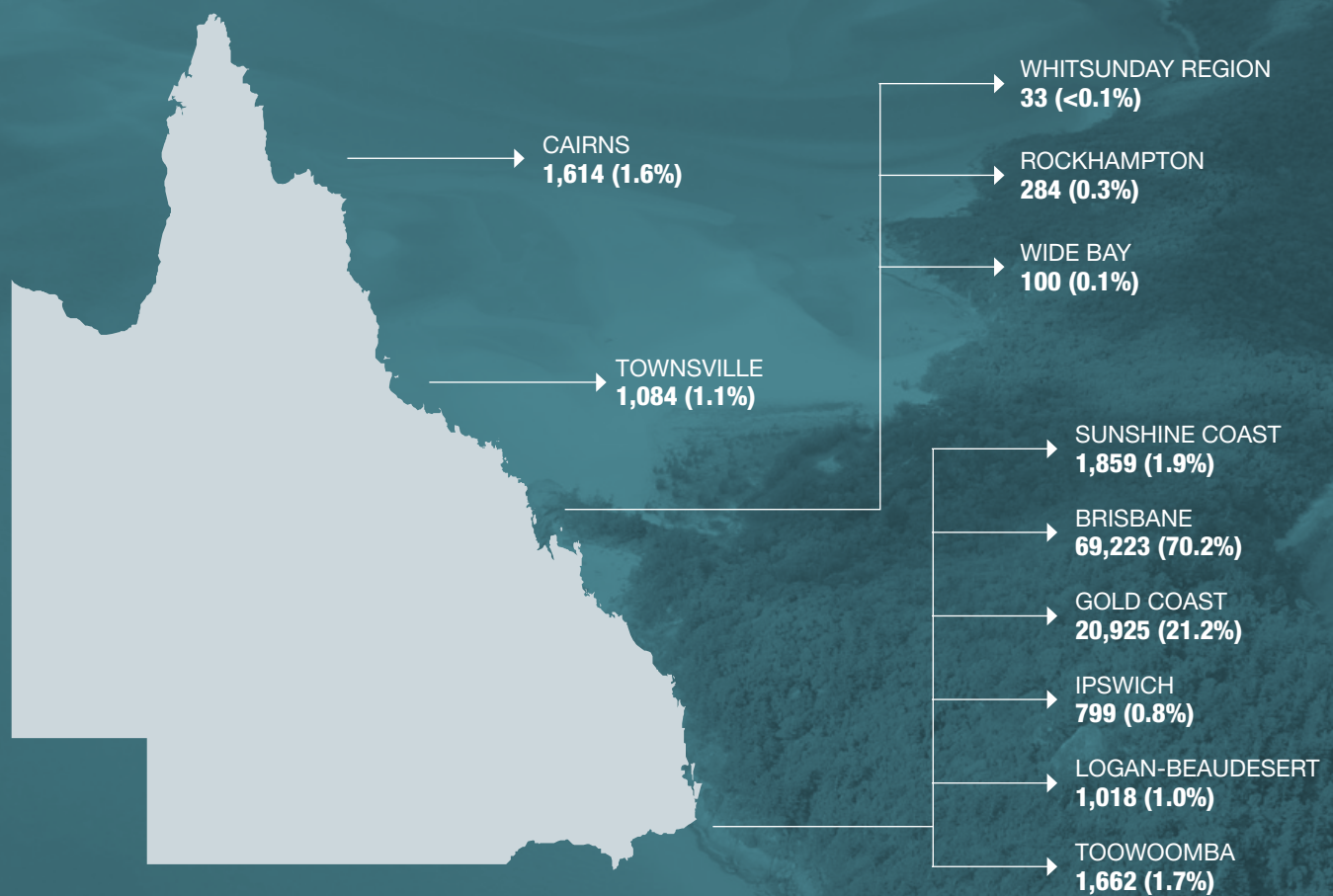
The Queensland Government has expanded the already significant network of specialists supporting the Queensland IET sector including:

- » additional roles in Brazil, Colombia and Vietnam
- » new roles of Directors of Research Partnerships linking Queensland research to offshore funding opportunities in Japan, Germany, India and North America

These specialists support Queensland IET providers to access new market opportunities in key locations and raise the profile of Queensland as a study destination through targeted marketing, communication and events, engagement with international agents and alumni and support for inbound and outbound missions.

This network is part of the broader network of Trade and Investment Queensland offices globally, which will be further expanded under the \$150M *Queensland Trade and Investment Strategy*.

International Students across Queensland



Source: international student enrolment numbers, 2021 international data and research, Department of Education, Skills and Employment.



World-Class Education Facilities

TAFE Queensland's sustainable Vocational Education and Training campus opened in 2022 on the Gold Coast, and has already been recognised globally winning a silver (2nd place) award in the Construction category at the World Federation of Colleges and Polytechnics 2022 Awards of Excellence.

Modern design and construction practices have been used throughout the building's construction and fit out to meet sustainability ambitions and reduce greenhouse emissions through 250 solar panels, recycled materials and ecological finishes, sensor activated lighting, solar glass and rainwater-fed automated irrigation system.

Regional Support

Approximately 30 per cent of Queensland's international students choose to study outside the capital city. Regional support includes:

- » funding for regional study clusters for student services, employability initiatives and industry development activities
- » a new IET forum series to build regional Communities of Practice
- » access to regional market intelligence and data insights
- » student access to a statewide 1800QSTUDY hotline

Promote

Queensland provides a unique international education and training experience with world-class providers spread across a diverse range of regional locations.

International students seeking quality skills and career outcomes will find that a Queensland-based education pathway can take them anywhere.

Preparation for Brisbane 2032 will set Queensland apart by not only targeting study areas but also offering unique opportunities for community engagement.

Future focus

We will position Queensland as an education destination of choice with quality pathways and a strong career focus.

We will engage with global networks to attract diversified student cohorts.

We will encourage life-long learning and association with Queensland through connections with international alumni and business.

We will focus on promoting:



1. EDUCATION DESTINATION OF CHOICE

- » Queensland's education brand
- » Education destination marketing



2. NETWORKS AND OPPORTUNITIES

- » Welcome to Queensland activities
- » Offshore engagement



3. GLOBAL FRIENDS OF QUEENSLAND 2032

- » Team Queensland alumni
- » International business and expat engagement

Grow

Queensland's international education and training sector continues to grow and adapt to global demand.

Diversifying our markets and services will expand the range of education options available to students and help maintain competitiveness as global demand for talent continues to grow.

There are also opportunities to further strengthen international student engagement with local business and industry and connect research expertise, build future workforce skills, and foster economic development.

Future focus

We will continue to grow local and global links with business and industry to encourage opportunities for international students and support international growth ambitions for Queensland IET providers.

We will actively pursue international research and development partnerships to spur emerging industry growth.

We will identify future workforce skills for priority industries and the global knowledge economy.



We will focus on growing:



4. GLOBAL DIVERSIFICATION

- » International market access
- » International market development



5. CAREER PATHWAYS AND TALENT ECOSYSTEMS

- » Industry information and referrals
- » Career and next steps opportunities



6. INDUSTRIES AND WORKFORCE OF THE FUTURE

- » Research and development partnerships
- » Talent scout for priority industries

Foster

Queensland's communities are enriched by the contributions of international students. Regional engagement, such as through study clusters, helps support the student experience and contributes to community inclusion and social cohesion around the state.

Continued advocacy across all levels of government will highlight the importance of international students for our future economic and social development.

Ongoing engagement across the sector to share knowledge, build networks and grow capability will further enhance Queensland's reputation as a leading provider of international education and training as well as grow service exports and attract investment.

Future focus

We will support the student experience and promote and showcase the contribution of international students to Queensland.

We will continue to foster and advocate for policy settings that support international students and the sector across the state.

We will connect with the sector, as the sector's key conduit to government, to collaboratively address challenges and realise opportunities.



We will focus on fostering:



7. QUEENSLAND STUDY EXPERIENCE

- » Regional study clusters
- » Showcasing and supporting the student experience



8. ADVOCACY AND COLLABORATION

- » Advocating for Queensland and the sector
- » National partnerships



9. SECTOR CONNECTION AND DEVELOPMENT

- » Market intelligence and data insights
- » Capability building



Queensland Welcomes Back International Students #2022together Welcome Back Campaign

Following the opening of Australia's borders, the Queensland #2022together campaign was launched in January 2022 including:

- » Digital marketing campaign through offshore markets
- » Welcome Back student events held with study clusters in Cairns, Townsville, Toowoomba, Sunshine Coast, Brisbane and the Gold Coast involving over 2,000 students
- » Welcome signage at Cairns, Gold Coast and Brisbane airports
- » The Queensland Education Experience – a familiarisation program involving 26 delegates from 10 countries engaging with over 90 providers across 6 regions to refresh education agents and business development managers' knowledge of Queensland's providers and study destinations.



Export Grants

Queensland international education and training providers may be eligible for the Trade and Investment Queensland export grants.

Under the New Market program, matched funding grants of up to \$25,000 (excluding GST) are available to cover costs associated with entering a new export market, including promotional materials and in-market representatives.

The Go Global Export Program provides Queensland's export-ready small and medium-sized enterprises with funding to finalise an export deal in a new market. The funding is designed to help regional Queensland businesses overcome specific challenges they are facing with a planned export transaction through matched funding up to \$25,000 (excluding GST).



IMPLEMENTATION

A series of actions will be delivered for each Strategy focus area as outlined in the following Action Plan. It is anticipated actions will evolve over time to respond to new circumstances or opportunities.

Study Queensland will lead coordination of the Strategy with contributions from other agencies to support whole of government delivery.

Engagement with regional study clusters, local providers, other levels of government, research partners, business and industry, and other stakeholders will also support implementation.

Queensland International Education and Training Strategy 2022-2027

KEY ACTIONS

FOCUS AREA	KEY ACTIONS	AGENCIES
Promote	1. Queensland international education and training	
	Deliver Queensland brand materials and targeted messaging to promote the sector and support provider activities.	SQ DTIS, TEQ
	Deliver targeted education destination marketing and link to complementary campaigns such as edu-tourism.	SQ DTIS, TEQ
	2. Networks and opportunities	
	Provide pre-departure and orientation information and support for international student arrivals.	SQ EQ TAFE
	Connect and engage local providers with international markets across the state through a range of events and activities.	SQ EQ TAFE
	3. Global friends of Queensland 2032	
	Deliver a Team Queensland alumni program to engage the sector and graduates in preparation for the 2032 Olympic and Paralympic Games and foster connections and opportunities for Queensland businesses in international markets.	SQ TAFE
	Engage with international business and expat communities to foster business and career pathway opportunities for students.	SQ TAFE DTIS
	4. Global diversification	
Deliver projects to profile and connect local providers with offshore opportunities; and explore new markets with emerging demand for Queensland education, training and research services.	SQ EQ TAFE	
Support local providers to respond to changing demand for a diverse range of international education and training services.	SQ DTIS	
5. Career pathways and talent ecosystem		
Provide information to employers on opportunities to employ international students and graduates; and refer international students to information available on working in Queensland.	SQ CYJMA	
Grow	Deliver activities to support student employability skills including next steps information relating to further study, work experience and employment opportunities.	SQ EQ CYJMA TAFE
	6. Industries and workforce of the future	
	Generate new research, development and commercialisation outcomes for Queensland by connecting local research institutions with offshore funding opportunities.	SQ DES TAFE
	Link global companies investing in or exporting from Queensland to the local talent ecosystem, particularly for priority industries.	SQ DSDILGP TAFE
Foster	7. Queensland study experience	
	Support regional study clusters to deliver a series of targeted services for international students and other sector activities.	SQ CYJMA
	Deliver activities to showcase and support the experience of international students when studying in Queensland.	SQ DCHDE
	8. Advocacy and collaboration	
	Advocate for the sector and Queensland interests at local, state and national forums.	SQ
	Collaborate on sector issues through national partnerships and programs.	SQ
	9. Sector connection and development	
	Deliver a series of events and activities to share market intelligence and data insights and help build provider networks.	SQ
Support the international education and training sector to grow and evolve through targeted capability-building activities and showcasing excellence.	SQ	

SQ – Study Queensland; DTIS – Department of Tourism, Innovation and Sport; TEQ – Tourism and Events Queensland; EQ – Department of Education; CYJMA – Department of Children, Youth Justice and Multicultural Affairs; TAFE – TAFE Queensland; DSDILGP – Department of State Development, Infrastructure, Local Government and Planning

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