

A submission for ESOS Act 2000 review

Sustainability of the international education sector





xi. What role should ESOS have in supporting the ongoing sustainability of the international education sector given the challenges it faces into the future?

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SECTOR: Not-for-profit youth organisation

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AIESEC would like to refer to the purpose of ESOS Act 2000 Review to find how improvements could be made to support a high quality, sustainable and student focused international education sector in Australia now and in the future.

This document seeks to recommend the support of the work of AIESEC which can be a solution in ensuring high quality development experience for foreign students and thus be valuable for them and Australia as a country.

By offering an AIESEC Experience to international students, AIESEC can provide them with the following **benefits which will significantly enhance their study experiences** in Australia:

1. Professional and personal development of those students;
2. Reinforced attractiveness to employers;
3. Safe and rewarding collaboration with Australian students, business enterprises and communities.

AIESEC can achieve and sustain these valuable relationships through endorsement of its program through the Government and by attracting the sponsorship of partners.

Students who have satisfying AIESEC Experiences will **return to their home countries as enthusiastic ambassadors for Australia and will reinforce the export market** in which they participated. Evidence of these relationships will:

1. Attract and meet the expectations of international students and provide them with the sense of belonging to the communities in which they chose to study;
2. Achieve desirable and productive outcomes for both students and employers in a tolerant, supportive and safe environment;
3. Protect and sustain the growth of this critical education export industry.



AIESEC is an experienced and respected organisation with a proven mechanism to support international students in ways which align closely with the objectives of the ESOS Act.

This document below states the way international students can develop, what they can get out of AIESEC Experience and why it is crucial for Australia. By providing this to foreign students, Australia hits the goal of supporting high quality, sustainable and student focused international education sector.

Integrating foreign students?

AIESEC Australia’s approach

in developing
and engaging
foreign students in
Australian
Universities.



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The challenge in Australian Universities

Government and universities are looking for a way how to ensure foreign students having meaningful **professional and personal development** in Australia thus enabling them to be significantly **attractive for employers**.

Experience in activating leadership in youth since 1954 allows AIESEC to share proven solutions that do make the difference in the society.

This document introduces the way AIESEC develops young leaders that have crucial to the market competencies. Beforehand, it analyses how important a high quality foreign students' experience for Australia is.

Education relevance for the economy

Australia is proud of our success in education. Students from overseas choose Australia as the first choice in shaping their career paths⁽¹⁾. This significantly contributes to exports and economic growth.

*'Australia is **the 'first choice' destination** across the Asia-Pacific region. With over 50 per cent of the 273,099 overseas students in Australia studying Management and Commerce, the country is now a hub for financial services education in the region.*²

Constant changes required

However, changes in technology, new needs of the market require constant improvement of entire education system. Business needs not only knowledge, but skills and competencies that prove suitability of working in an international, rapidly changing environment where many processes require systemic thinking, global focus, leadership, team work and innovation.

'Australia needs a highly regarded, high quality and internationally relevant education and training system, one which provides students,

Fast facts:

- **567,128 full-fee** international students in Australia (August 2009).¹
- **20.3% growth** since August 2008.¹
- **AUD 15.5 billion in export income** came from international education in 2008.²
- Education services remain Australia's **fourth largest export**, behind coal (A\$46bn), iron ore (A\$31bn) and tourism (A\$26bn).²
- **10 tertiary level students per 1000 population** (or approximately 210,000) are overseas students, the highest ratio among 57 countries studied by the IMD.²



¹ Department of Education, Employment and Workplace Relations. 'Monthly Summary of International Student Enrolment Data – Australia – YTD August 2009'. <www.aei.gov.au>

² Austrade. 'Australia. A Global Financial Services Centre. Benchmark Report 2009'. September 2009.

both Australian and international, with the skills and knowledge they need to **participate fully in our globally engaged economy and society**.³

'If Australia is to remain a destination of choice we will need to provide not just high quality education outcomes but other benefits such as **language immersion, cultural experiences and an opportunity to build international networks**.'¹

'The quality of an international education lies not only in formal education, but also in the **informal learning** that comes from fellow students about different cultures, backgrounds and the opportunities to practice language skills.'¹

'Good educational experiences not only sustain Australian international education, they **support long-lasting business, diplomatic, research and cultural ties** and contribute to research and innovation goals.'¹

Mind shift in cultural perception

Australia also faces such challenges as occurring lack of cultural sensitivity in the society. Recently highly publicised attacks on Indian students in Melbourne made people question racism and its roots.



'...international students believed Sydney and Melbourne were the most unfriendly and unsafe Australian cities to live in. They were ranked the most **dangerous and unfriendly places to live**, ahead of Perth, Brisbane and Adelaide, in the survey of more than 6,000 international students.'⁴

'International students also enrich our society by contributing to a diverse education experience for all Australians; they provide opportunities for a wider range of courses to be offered and they promote cross cultural experiences generating **greater understanding and acceptance of others**.'¹

³ Australian Government. Review of the Education Services for Overseas Students (ESOS) Act 2000. P. 11, 12, 15 September 2009. <www.aei.gov.au>

⁴ Australian Associated Press Pty Limited (AAP). Australia 'committed to student safety'. 13/09/2009. <<http://news.smh.com.au/breaking-news-national/australia-committed-to-student-safety-20091013-gvsw.html>>

The way AIESEC Australia makes the difference

An international not-for-profit youth organisation AIESEC aims to explore and develop the leadership potential of today's youth so as to have a positive impact in society. Present in 15 universities across Australia, AIESEC provides an environment for youth to gain practical leadership experience, participate in international internships and develop through access to a global learning environment.

1. Our unique member development process (the **AIESEC Experience**) enables young leaders to develop desired skills, knowledge and networks within their chosen field of impact.
2. AIESEC experience includes **5 principles** that successfully guide members' personal and professional development experiences.
3. Personal learning is ensured by participation in **6 learning environment elements** that encourage meta-cognition and take into consideration different learning styles.
4. Using the principles of enterprise learning and our professionally delivered education cycles AIESEC aims to develop **11 competencies** that represent the fundamental characteristics of an agent of positive change.

OUR IMPACT

“Our international platform **enables** young people to explore and develop their **leadership potential** for them to have a **positive impact in society**.”

OUR VALUES

“Activating Leadership
Enjoying Participation
Striving for Excellence
Demonstrating Integrity
Living Diversity
Acting Sustainably”

WHAT IS AIESEC?

“AIESEC is a global, non-political, independent, not-for-profit organization run by students and recent graduates of institutions of higher education.”

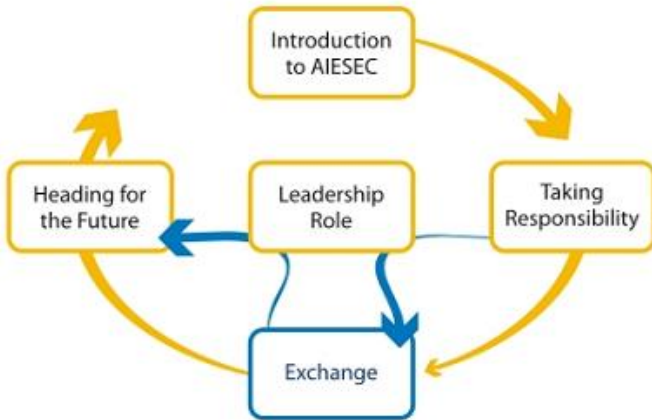
Its members are interested in world issues, leadership and management.

AIESEC does not discriminate on the basis of race, colour, gender, sexual orientation, creed, religion, national, ethnic or social origin.

THE WAY WE DO IT

“AIESEC provides its members with an **integrated development experience** comprised of **leadership opportunities, international internships** and participation in a **global learning environment**”

Leadership development experience



- The **AIESEC Experience** is an ideal flow of learning that young people have access to by being involved in AIESEC.
- All members go through a formal introduction to the organisation and then take on responsibility by facilitating the AIESEC Experiences of others.
- Then they have the option to take on a leadership role, work abroad, or both.
- The final step is to head for the future - to take the skills, inspiration and networks from AIESEC to have a positive impact in society.

The AIESEC Experience and the opportunities it provides were built on **five key principles**:

1. Taking an Active Role in your own learning and learning of others

By encouraging a self driven learning environment where individuals are in charge of their own learning and also helping others to learn, members get exactly what they want and need from their experience.

2. Challenging Worldview

AIESEC aims to create situations that broaden and challenge the way young people think, relate to the world and the impact they are capable of making.

3. Meta-Cognition and Personal Reflection Skills

Meta-cognition refers to capacity to recognise and evaluate your own thoughts, values, emotions, motives, goals and actions. By supporting young people to think for themselves and recognise the way that they think, they are able to gain greater benefit now and in the future.

4. Gain Practical and Theoretical Knowledge

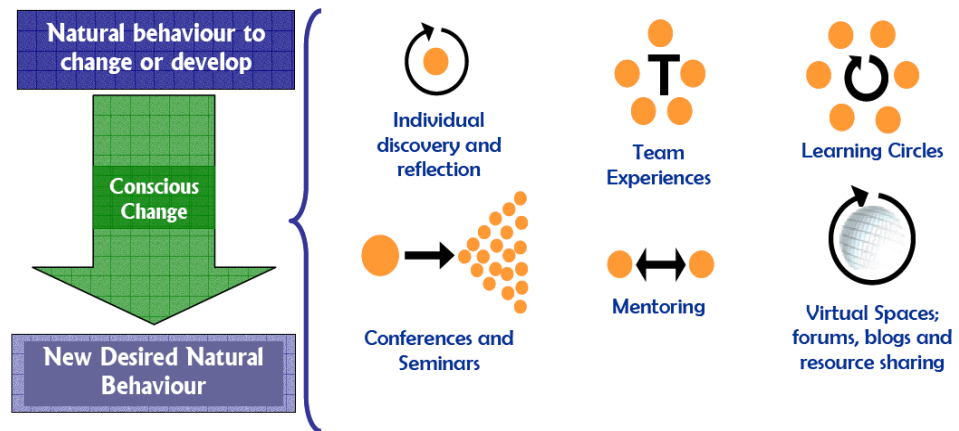
By increasing members' skills, AIESEC increases youth capacity to have an impact in the world. Learning is more beneficial where opportunities are provided to practically apply what has been learned in theory, and this is what AIESEC offers to youth.

5. Creating a Network of Contacts

AIESEC helps young leaders build a global network of likeminded people who are interested in seeing each others making a change in the world. Through participating in the global internship program and attending conferences our members are put into contact with people from all over the world.

AIESEC Learning Environment

The **AIESEC Learning Environment** has been carefully designed as a self-driven structured



learning experience.

1. Individual discovery and reflection

Self evaluation, 360 sessions and analysis of goals allow members to become self aware, capitalise on strengths, and choose the best way for reaching their objectives.

2. Team experience

Team members can apply their learning and gain desired experience, skills, networks and practical knowledge in their area of interest.

3. Learning circles

Work of local and international AIESEC members who share a common interest in gaining experience, knowledge and networks in a particular sector or topic. E.g. Human Rights.

4. Conferences and seminars

Alumni, partners or members themselves provide opportunities for youth to gain high quality information and to engage AIESEC stakeholders in learning environment.

5. Mentoring

An opportunity to connect with experienced members and alumni ensures an effective personal and professional development.

6. Virtual spaces

A variety of intranet and internet applications allow AIESEC members to share information, build networks and learn from the expertise which is gathered virtually.

Competencies AIESEC develops

The Competency Model is used primarily as a development tool for members to enhance their performance and competencies. The Development of Competencies throughout the AIESEC Experience results into the development of the 4 change agent characteristics.

Through the **World's largest student-run organisation**, I have learnt how to plan, strategise, budget, network and have **developed my practical leadership skills**.

I am the **Managing Director** of AIESEC Australia Ltd. and I am only **23 years old**. I support **young people like you** to have **Transformative Leadership and International Exchange Experiences** every day

Robert Kwok, President of AIESEC Australia Ltd.



Change Agent Characteristics and connected Competencies

| | |
|---|---|
| <p>Culturally Sensitive</p> <p>Critical: Inclusiveness, Awareness of Others</p> <p>Supporting: Self Awareness, Flexible Thinking, Effective Communication</p> | <p>Entrepreneurial</p> <p>Critical: Innovation, Resilience</p> <p>Supporting: Commitment to Results, Stakeholder Focus, Effective Communication, Flexible Thinking</p> |
| <p>Socially Responsible</p> <p>Critical: Stakeholder Focus, Commitment to Results</p> <p>Supporting: Self Awareness, Inclusiveness, Developing Others, Awareness of Others</p> | <p>Active Learner</p> <p>Critical: Self Awareness, Flexible Thinking, Developing Others</p> <p>Supporting: Effective Communication, Personal effectiveness</p> |

AIESEC Australia's solution

AIESEC Australia offers a self development experience for students and recent graduates. This includes all 6 elements of the learning environment, opportunities to grow within the organisation while undertaking the AIESEC Experience and a great way to expand local, national and international, social and professional networks.

Each day members pick new opportunities, take responsibilities in new roles, explore the area of interest and work with other members.

The model here supports in understanding the practical part of AIESEC Experience.

The cycle of daily development



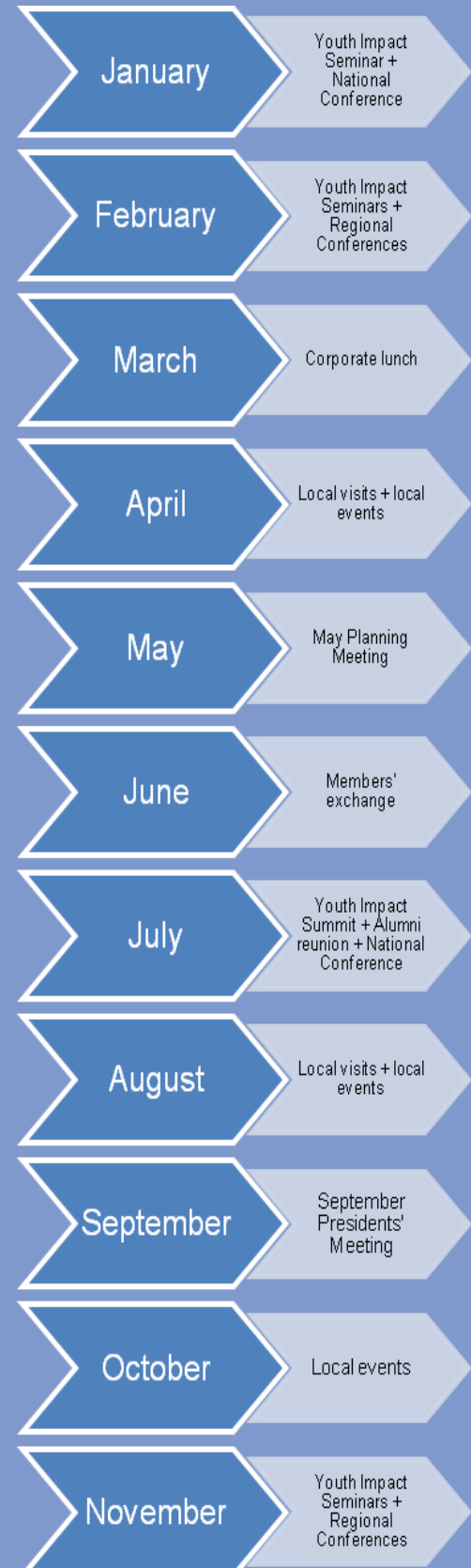
Recruitment: members are selected using a competency model to find out interests and potential contribution.

Induction: members are introduced to opportunities, mutual expectations are set and tools for taking new roles provided (trainings, materials, networks, etc.)

Activity: members chose activities, like sales, marketing, management of university, external relations, project management, HR, finance, information management, etc. Clear job descriptions, leadership and support are provided from experienced members.

Elections: annual change of roles ensures an opportunity to explore different fields and grow professionally in a short time period.

Transition: individual and team preparation for taking new responsibilities ensure sustainability and successful experience.



Externally engaging activity

Local/regional and **national** activities ensure self and organisational development, constant improvement in areas of interest, team work, presentational skills and, of course, expanding personal and professional networks. Many participants of our events have expressed gratitude for providing life changing experience!



National Youth Impact Summit

When: July 2010.

Where: Sydney, NSW

Benefit for students:

- challenging worldview on locally and globally relevant topics;
- suggesting solutions, deciding on actions together with 200 leaders of other youth organisations;
- networking with 500 students and AIESEC



National Youth Impact Seminar

When: 12th January, 2010.

Where: Brisbane, QLD

Benefit for students:

- challenging worldview about culture, community and youth impact on sustainability;
- networking with 300 students and AIESEC stakeholders.

National January & July Conferences 2010

When: 13th-18th January 2010, July 2010.

Where: QLD; NSW

Benefit for students:

- connecting with 200-300 diverse AIESEC members;
- gaining skills and increasing knowledge in functional roles;
- understanding the external environment and finding the best way to work in it.



May Planning Meeting 2010 & September Presidents' Meeting 2010

When: May 2010, September 2010

Where: NSW

Benefit for students:

- goal setting, planning;
- connecting with 50 leaders of the organisation to define the direction organisation follows;
- gaining skills and increasing knowledge in functional roles.

Corporate networking lunch

When: March 2010.

Where: Sydney, NSW

Benefit for students:

- networking with CEOs and HR managers;
- gaining presentation and communication skills.



AIESEC Australia Alumni reunion

When: July 2010.

Where: Sydney, NSW

Benefit for students:

- networking with notable alumni,
- getting to know alumni experiences and how to develop personally and professionally.

Regional Youth Impact Seminars

When: March 2010, December 2010.

Where: NSW, ACT, VIC, SA, WA, QLD

Benefit for students:

- learning good practices in locally relevant issues;
- engaging with locally available opportunities;
- networking with students, organisations and AIESEC stakeholders.

Regional Conferences

When: April 2010.

Where: NSW, ACT, VIC, SA, WA, QLD

Benefit for students:

- connecting with diverse AIESEC members;
- gaining skills and increasing knowledge in functional roles;
- understanding our role in regional environment.

Local events

When: regularly, through 2010.

Where: NSW, ACT, VIC, SA, WA, QLD

Benefit for students:

- gaining relevant skills;
- learning about current environment, challenges and opportunities;
- networking with other students, organisations and AIESEC stakeholders.

Local visits

When: February, April, August

2010. Where: NSW, ACT, VIC, SA, WA, QLD

Benefit for students:

- connecting with national AIESEC office directors;
- professional and organisational development;
- gaining skills and increasing knowledge in functional roles;



Members' exchange

When: May/August 2010.

Where: NSW, ACT, VIC, SA, WA, QLD

Benefit for students:

- gain experience in a different AIESEC office in Australia or overseas;
- learning from others and applying your skills and knowledge in a different environment;
- networking; cultural experience.



Why YOU should partner with AIESEC

AIESEC Australia is already contributing to prospering education in Australia, **ensuring that youth gets experience** which is highly valued in the market and **enhancing cultural sensitivity, social responsibility and entrepreneurship** in the society. While capitalising on a high quality experience for members, local and international students, AIESEC contributes to the growth of education sector, satisfaction of competent graduates by employers and safe social environment.

AIESEC works with diverse organisations, like GE, AAGE, Westpac, The Treasury, universities, etc. High quality partnerships contribute to **activating leadership in youth** and generating a wide range of benefits, like **providing access to top talents and youth opinion** and **brand alignment with youth development**.

AIESEC Australia is looking for expanding activities so that the positive impact would benefit a higher number of students, stakeholders and all Australia in return. AIESEC is open for working with governmental institutions, universities, corporate and not-for-profit sector.



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Terence Koo - J-Sox Program Manager, Lion Nathan Limited

On behalf of AIESEC Australia Ltd.

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