



Australian Government

Austrade

5 November 2009

The Hon Bruce Baird
Chair of the Review of Education Services for Overseas Students (ESOS) Act 2000
c/- Australian Education International
Department of Education, Employment and Workplace Relations
GPO Box 9880
Canberra ACT 2601

Dear Mr Baird

Review of Education Services for Overseas Students (ESOS) Act 2000

I am writing to you on behalf of Austrade in response to the issues paper you released in September 2009, on the Review of Education Services for Overseas Students.

While Austrade cannot directly respond to the questions raised in the issues paper, I felt it was appropriate to inform you briefly of Austrade's interest in the Review, the role the organisation currently plays in the promotion of international education and the close working relationship we have with Australian Education International (AEI). The recent announcement concerning the transfer to Austrade from 1 July 2010 of responsibility for the international promotion of Australian education, from the Department of Education Employment and Workplace Relations (DEEWR), accentuates the importance in providing this background information to you.

Austrade's current relationship with AEI is formalised through a Memorandum of Understanding (MOU), which promotes sustainable growth in international education through a coordinated whole-of-government approach. The key areas of activity where Austrade assists AEI are as follows:

- Provision of services and employment of related staff in Europe, where 10 Austrade staff provide education services on behalf of AEI.
- Promotion of Australian education in the Middle East; and
- Provision of services and promotion support in South America, where Austrade employs two staff on behalf of AEI, located in Mexico City and Sao Paulo.

Apart from the service contracts discussed above, Austrade also currently assists AEI to deliver a program of events in certain markets and provides individual customised programs for clients within the sector. A schedule of education events managed by Austrade during the past twelve months is at **Attachment A**. These events play a key role in facilitating growth in the sector.

Within the scope of Austrade's new responsibility for the promotion of international education, Austrade looks forward to working collaboratively with AEI, both in the transition phase and into the future. Austrade will continue to assist the Government's aim to position Australia as a key provider of international education services.

I am happy to provide any further information you might find useful.

A handwritten signature in black ink, appearing to read 'Ian Chesterfield'.

Ian Chesterfield
General Manager, Business Policy and Programmes

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Attachment A

Education activities 0809

Region	Name of Activity	Month 08/09	Event Location
NEA	CIEET 2009	February	Shanghai, Beijing, Guangzhou, Xi'an and Nanjing
SEASAP	Study in Australia - Indonesia	February	Jakarta, Bandung, Medan, Surabaya
Australia	Corporate Training Workshops- Australia Road-show	February	Sydney, Brisbane, Melbourne, Hobart, Adelaide, Perth, Darwin, Canberra
EMEA	Dawn Education Expo 2009 & Pakistan	February	Pakistan
SEASAP	Study in Australia Fiji 2009	March	Fiji
EMEA	Sub Saharan Africa Education Marketing Program	March (ongoing)	Africa
EMEA	Education Fair Perspectives	March	Warsaw
SEASAP	IDP Education Show	March	Dhaka, Bangladesh
SEASAP	IDP Education Show March (Male)	March	Male, Maldives
SEASAP	Study in Australia - Singapore 2009	March	Singapore
EMEA	AULA - Education subscriber program	April	Madrid
SEASAP	Australian Schools Open Day 2009	May	HCMC/HANOI
NEA	Taiwan Working Holiday Makers & ELICOS Exhibition	May	Taiwan
SEASAP	Corporate Training Mission to India	May	Delhi, Mumbai, Chennai
NEA	Study in Australia - Japan	May	Tokyo, Osaka, Fukuoka, Nagoya, Sapporo
SEASAP	Tertiary Education Road-show PNG	June	PNG
NEA	Australian Education Festival Hong Kong 2008	August	Hong Kong
NEA	Australian Education Exhibition Shenzhen 2008	August	Shenzhen
SEASAP	Undergraduate Education Showcase	August	Delhi, Mumbai & Chennai
NEA	Sth China Australian Education Exhibition Xiamen	September	Xiamen
Americas	Expo Australia 2008 - LATAM	Sept/Oct	Lima Peru, Bogota Colombia, Sao Paulo, Mexico City, Santiago
SEASAP	IDP Education Show	September	Dhaka, Bangladesh
SEASAP	IDP Education Show August 2008	September	Colombo Sri Lanka
NEA	Study in Australia - Taipei, Taichung, Kaohsiung	September	Taipei, Taichung, Kaohsiung
EMEA	Education Road-show Promotion Poland	October	Warsaw
NEA	Study in Australia Korea & Working Holiday exhibition	October	Seoul
SEASAP	Study in Australia - Brunei 2008	October	Brunei
SEASAP	Study in Australia - Malaysia	October	Kuala Lumpur
NEA	Study in Australia - Okinawa	October	Okinawa
Australia	Australian International Education Conference (AIEC) 2008	October	Brisbane Convention & Exhibition Centre
SEASAP	Study in Australia Regional Indonesia	November	Regional Indonesia
SEASAP	Study in Australia - Philippines 2008	November	Philippines
EMEA	Study in Australia - Tel Aviv	November	Tel Aviv
SEASAP	VET Showcase Philippines 2008	November	Philippines
SEASAP	Vocational Education and Training	November	HCMC and Hanoi