

# AEAS 2020 Australian Schools International Events Program



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*AEAS events bring together Australian schools, quality student recruitment agents and international families considering applying to Australian schools.*



For Australian schools to maintain a strong presence in key markets, regular visits to maintain relationships with education agents, alumni, current and past parents and local schools are important. Australian school specific events are an important contributor to building and maintaining an overall profile for the Australian school sector in key markets. With a strong Australian schools' profile in these markets, individual schools may find their individual marketing efforts to be more effective.

## International events

### Australian Schools Exhibitions

- ✓ Contribute to branding an Australian school education as desirable and first class.
- ✓ Build the profile of Australia as a high quality, safe destination that leads to successful student outcomes at school, university and in careers.
- ✓ Provide an opportunity to meet directly with prospective students and parents to discuss your school's key selling points.
- ✓ Capitalise on Australian schools' largest market (China) as well as building a profile in other key markets and smaller and emerging markets.
- ✓ Provide the opportunity for school representatives to attend market briefings with a specific focus on Australian schools presented by Austrade representatives.
- ✓ Enable schools to utilise the in market knowledge presented by Austrade and also held by coorganising education agents (where relevant) and AEAS China staff.

### Education Agent Workshops

- ✓ Provide an opportunity for business to business one on one meetings between selected education agents from Cambodia, China, Indonesia, Japan, South Korea, Sri Lanka, Taiwan, Thailand and Vietnam.
- ✓ School representatives and agents share information on the market for school age students to study in Australian schools.
- ✓ Provide education agents with current information on the contemporary Australian education system and the quality and benefits of an international education in an Australian school.
- ✓ The workshops will be held at five star venues and fully catered.
- ✓ School representatives may be invited to present to education agents on behalf of participating schools on key topics of interest.

### School Workshops

- ✓ Provide Australian schools and international and local schools in selected countries with an opportunity to share information about their education systems and to explore shared opportunities to collaborate.
- ✓ Provide an opportunity for school to school one on one meetings.
- ✓ The workshops will be held at five star venues and fully catered.

#### Who should attend?

- CRICOS registered Australian schools
- ELICOS High School Preparation program providers
- Ancillary service providers (such as guardianship organisations, homestay organisations, health providers) – subject to AEAS approval.

#### Booth sharing

Booth sharing is permitted at selected exhibitions. Schools can register to share a booth with another school. A maximum of two schools can share a booth. For two schools, the cost of a shared booth is the exhibition cost plus 50%. For example, the cost of a shared booth in China is \$4,500 or \$2,250 each.

Booth sharing is not permitted at Education Agent Workshops or School Workshops.

#### Inclusions

Included in the cost of participation for each event are:

- All marketing and promotion for the event
- Venue hire
- Table for display of materials
- Chairs for exhibitors and visitors
- Power points/plugs for recharging electronic devices
- Wifi
- Access to an interpreter
- Access to the AEAS QR Student Registration system at exhibitions
- Provision of onsite support
- Help with obtaining business visas
- Water
- AEAS event management
- AEAS coordination, management and printing of the Exhibitor Guide and other marketing collateral
- Austrade market briefings (where applicable)



## AUSTRALIAN SCHOOLS INFORMATION SYSTEM

Previously known as the Australian Schools Application System, the Australian Schools Information System is an innovative solution to a long standing problem experienced by parents, students and education agents. Australian school websites and international marketing approaches vary, with information presented in different ways, often in multiple places. It is challenging for students, parents and agents to find the information they need and to compare schools.

Students, parents and agents have indicated it is particularly difficult to find information about school enrolment processes and placement availability. Every school has different processes and requirements. Limited information is also available in a language other than English on many school websites, with the exception of links to brochures in other languages.

AEAS developed the online Australian Schools Information System (ASIS) to support Australian schools to promote their international student program. The system

- establishes a strong, unified and accurate marketing site for Australian schools offering education to international students
- provides a platform with consistent information about listed Australian schools with the same topics/elements included for each school
- simplifies and streamlines the process of researching Australian schools
- includes filters to assist the narrowing of schools searched
- includes place availability for the next three years so parents and agents can easily identify if a school has a place for their preferred year of commencement and year entry level
- makes the job of comparing schools so much easier for families
- is in English and simplified Chinese, with plans to add Vietnamese next.

### Benefits for schools

- Your school is showcased to international audiences on a well respected platform dedicated to Australian schools.
- Your listing on this site includes ongoing promotion and marketing of the site to international families and education agents
- Save time and effort by referring education agents to your listing on the site – no need to send out materials individually to agents and parents

### Agents love the system

- One simple streamlined site to search and compare Australian schools and English Language Colleges
- For schools with a full listing, agents and parents can
  - access application forms, fees and other relevant documents and information
  - check place availability at each school for their client
  - submit school applications directly through the system and track progress
  - add their agency to a master list that can be seen by schools

A new URL will be available from January 2020.

[australianschools.aeas.com.au](http://australianschools.aeas.com.au)



AUSTRALIAN SCHOOLS INFORMATION SYSTEM Inclusions	School Event Profile Only	Full 15 Page Listing
Schools are part of this 'go to' site for parents, education agents and others – providing a cohesive, strong, unified and accurate marketing site for Australian schools offering education to international students	✓	✓
Year round promotion by AEAS of schools on the system	✓	✓
Agents and parents can search for schools using filters	✓	✓
A one page school profile - provided to AEAS when registering for AEAS international events for 2020	✓	✗
The one page school profile remains on the site until 31/12/2020	✓	✗
Each school has a common front page with the same format and presentation, making it easy for information to be found and compared with other schools	✗	✓
From the common front page for each school, viewers can click on each link or photo tile to open 15 pages of detailed information about each school	✗	✓
Each school has important key information to assist international students, their families and agents – curriculum, facilities, accommodation, application process, place availability, fees etc	✗	✓
Schools with a full listing remain on the site for a full 12 months from the school listing going live	✗	✓
Schools with a full listing can receive a substantial discount if they sign up for 3 years – 25% for year 2 and 50% for year 3	✗	✓
Photo and video gallery included for each school	✗	✓
Place availability table showing year of entry and year level availability - can be updated by each school as required	✗	✓
School Application Forms and Application Portals	✗	✓
Communication can be managed in the system directly and securely between school, student and agent	✗	✓
Schools have access to the growing Education Agent database as agents register their details in the system	✗	✓

**Join now - don't miss the opportunity to showcase your school throughout 2020!**

## 1. Full Listing

Schools have a home page and 14 information pages including Place Availability, Application Forms and a Visual Gallery (photos and videos). Schools are included in selection filters and have access to the Education Agent database in the System. Students, agents and schools may apply and communicate directly and securely through the System if they wish.

**Annual cost: \$2400  
(from date of going live)**

\$1250 establishment, set up and support one off cost

**If schools join (or rejoin) before 30 December 2019 and sign up for 3 years, they will be eligible for a 25% discount in year 2 and 50% discount in year 3.**

Contact: [jenni@aeas.com.au](mailto:jenni@aeas.com.au)

## 2. School Event Profile Listing only

Schools participating in the AEAS 2020 events that provide a school profile for the exhibition promotion, can have two photos and their school profile on one page on the System.

Schools can be searched via the filters, but do not have any access to the back end of the System, the Education Agent database, Place Availability table or communication channels.

**2020 Calendar Year - \$650**

Sign up when registering for 2020 events



## FEBRUARY/MARCH 2020 – CHINA, HONG KONG



REGISTER ONLINE BEFORE  
30 SEPTEMBER 2019

[aeas.com.au/event-registration/march-event/](https://aeas.com.au/event-registration/march-event/)

CITY	DATE	VENUE	COST	CO-ORGANISER	EVENT
HARBIN	Wednesday 26 February	Shangri La Hotel, Songhua	\$2,900	Pattison Education Group	EXHIBITION
BEIJING	Friday 28 February	Westin Hotel, Chaoyang	\$1,500	Arranged by AEAS	EDUCATION AGENT WORKSHOP
BEIJING	Saturday 29 February	Westin Hotel, Chaoyang	\$3,000	Arranged by AEAS	EXHIBITION
SHANGHAI	Sunday 1 March	Westin Bund Hotel	\$3,000	Austar Group	EXHIBITION
SHANGHAI	Monday 2 March	Westin Bund Hotel	\$950	Arranged by AEAS	CHINA & AUSTRALIAN SCHOOLS WORKSHOP
GUANGZHOU	Saturday 7 March	Sheraton Guangzhou Hotel	\$3,000	GZL International Consultants	EXHIBITION
HONG KONG	Sunday 8 March	Cordis Hotel, Mongkok	\$3,300	aec Education Consultancy, HKOSC & ACES	EXHIBITION

**China** is the largest source market for school students studying in Australia. At December 2018, China represented 50% of the total school student enrolments.

China's tier one cities offer excellent potential for school student recruitment. Harbin is a tier two city and including this city on your schedule will provide an opportunity to develop relationships and recruit students outside tier one cities. Shanghai, Beijing and Guangzhou are listed as first, second and third in the top twenty school sector visa cities and Harbin is twelfth (Source: Austrade MIP Report – China Student Visa – 2016-2017). From 2016-2017 to 2017-2018, the number of school sector visas declined by approximately 18%. With this decline and the rapid rise of international schools in China, it is critical that Australian

China  
1<sup>st</sup>



Hong Kong  
4<sup>th</sup>



## FEBRUARY/MARCH 2020 – CHINA, HONG KONG

schools continue to visit China to build new, and to strengthen existing, relationships with families, alumni, education agents and other current and prospective partners. Participation in AEAS events supports school marketing efforts in China. AEAS also continues to promote these schools all year through the AEAS China office.

**Hong Kong** is the fourth largest source market in Asia for school sector students based on enrolments. This is the largest Australian schools exhibition held each year in Hong Kong. The Hong Kong market is sophisticated and well informed and continues to be strong for Australian school

*"I like the split at this exhibition with the inclusion of the agent workshop prior. This is my 3rd Harbin exhibition and each year you can see the growth in knowledge in the agents and prospective students. Whilst it's a quieter exhibition than some others, I find the relationships are growing and the students we enrol from Harbin are of a high standard.."*

HARBIN EXHIBITION, 2019

*"..being in country and talking directly to prospects is the most valuable opportunity we have to gauge interest in our schools and learn first hand what the prospects are interested in and concerned about."*

BEIJING EXHIBITION, 2019

*"This was our first event. Thank you to AEAS staff for welcoming us. We have learnt a lot!"*

SHANGHAI EXHIBITION, 2018

*"A bonus for us with these exhibitions is the networking between colleagues – this is providing excellent professional development for us."*

SHANGHAI EXHIBITION, 2019

*"This was my first international marketing trip. I was blown away with the organisation by AEAS. It was excellent and I loved meeting representatives from the other schools involved. Well done AEAS."*

GUANGZHOU EXHIBITION, 2019

*"We were delighted to be a part of this exhibition and appreciated the amazing support prior to and also at the exhibition."*

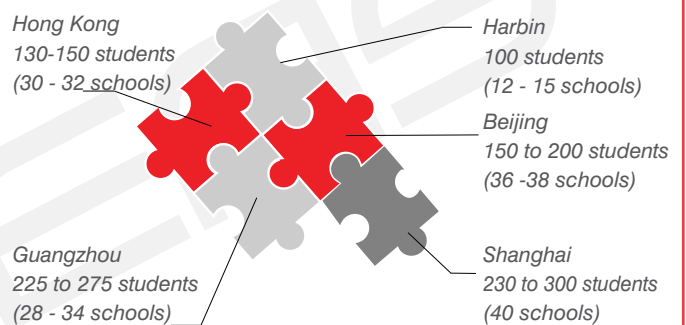
HONG KONG, EXHIBITION, MARCH 2019

*"Great exhibition which we were not expecting in light of the number of expos undertaken since mid Feb. However, we thought the number of families in attendance was excellent."*

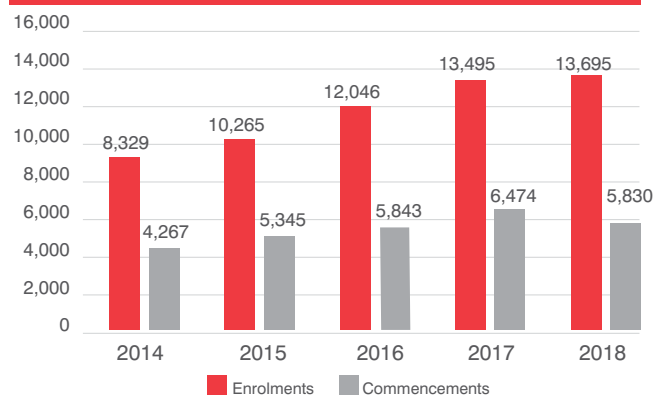
HONG KONG, EXHIBITION, MARCH 2019

### STUDENT ATTENDANCE

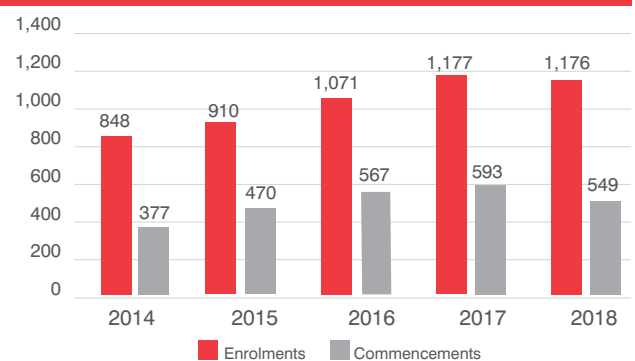
Based on previous year's attendance, student attendance at the March exhibitions is expected to be approximately



### CHINA - YTD DECEMBER 2018



### HONG KONG - YTD DECEMBER 2018



Source: International Student data [www.austrade.gov.au](http://www.austrade.gov.au)



## MAY 2020 – CHINA, SOUTH KOREA, JAPAN



REGISTER ONLINE BEFORE  
FRIDAY 7 FEBRUARY 2020

[aeas.com.au/event-registration/may-event/](https://aeas.com.au/event-registration/may-event/)

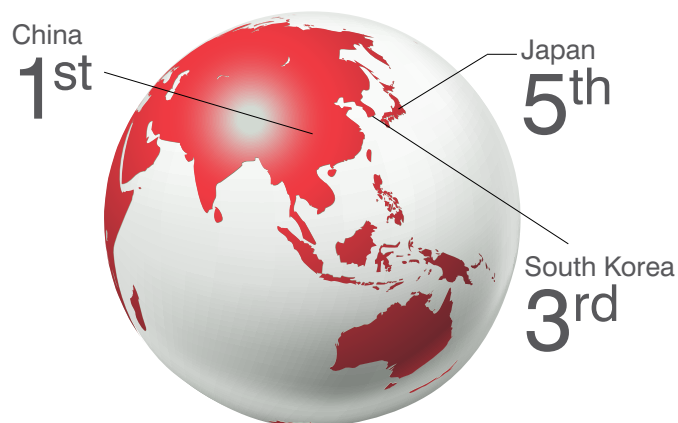
CITY	DATE	VENUE	COST	CO-ORGANISER	EVENT
CHENGDU, CHINA	Saturday 16 May	Ritz Carlton Hotel	\$3,250	Huaying Consulting & Service Co Ltd.	EXHIBITION
SEOUL, SOUTH KOREA	Monday 18 May	The Westin Chosun (TBC)	\$1,500	Arranged by AEAS	EDUCATION AGENT WORKSHOP
TOKYO, JAPAN	Wednesday 20 May	The Westin Tokyo Hotel	\$1,500	Arranged by AEAS	EDUCATION AGENT WORKSHOP
HANGZHOU, CHINA	Saturday 23 May	Midtown Shangri-La Hotel	\$3,250	Strong Education (TBC)	EXHIBITION
SHENZHEN, CHINA	Sunday 24 May	Ritz Carlton Hotel	\$3,250	China Liuxue City Co Ltd.	EXHIBITION

**Chengdu and Shenzhen, China** are tier one cities both offering very good potential for school student recruitment. Shenzhen is listed fifth on the top twenty school sector visa cities in China, Chengdu is ninth and **Hangzhou** is thirteenth. (Source: Austrade MIP Report – China Student Visa – 2016-2017)

Participating in these events supports Australian schools to establish and maintain brand presence, to build relationships with key partners in these cities and to meet prospective families considering Australia as a destination.

**South Korea** is the third largest source market for school sector students enrolled in Australian schools. There has been relatively stable demand for Australian school education based on Australia's reputation as a safe destination. South Korea was the number two source market until recent years when Vietnam moved into second place. Austrade also reports increasing demand for Korean schools to build partnerships to pursue

exchange programs and study tours. (Austrade Market Information Package, accessed 16 July 2019) This will be the first event that AEAS has organised in Seoul and will focus on business relationships with education agents.







## MAY 2020 – CHINA, SOUTH KOREA, JAPAN

**Japan** is the fifth largest source market in Asia for school sector students and the number of students enrolled in Australian schools is expected to increase. Participation in this education agent workshop provides an opportunity to develop new relationships or to strengthen existing relationships with agents interested in Australian schools. In addition to long term enrolments, Japan is also a significant study tour and short stay market and schools with such programs are encouraged to participate. The growth in the number of Japanese students undertaking study abroad is due to education reforms aiming to better prepare Japanese students for an increasingly globalised world.

“Australia is in a strong position to capitalise on the Japanese Government’s Tobitate! scholarship which aims to send 10,000 high school students abroad by 2020. Australia is widely known as a safe and attractive destination and most Japanese school students are interested in studying abroad to improve their English language abilities.”

Austrade Market Information Package (Accessed 13/7/2019)

“Chengdu seems to be an emerging market so it was good to be involved even if just to build brand awareness.”

CHENGDU EXHIBITION, MAY 2019

“One of the best exhibitions!”

SHENZHEN EXHIBITION, MAY 2019

“Very impressed by the effort (of the coorganising partner) demonstrated in marketing the event through various methods.”

SHENZHEN EXHIBITION, MAY 2019

This event was an opportunity to “refresh connections with Agencies and to attempt to advise more Agents of the range of short term and long term programs available through (my school).”

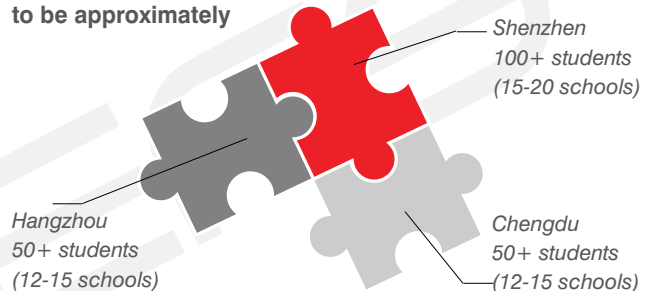
SCHOOL REPRESENTATIVE,  
TOKYO, EDUCATION AGENT  
WORKSHOP, 2019

“We are interested in placing Japanese secondary school students to the secondary schools in Australia. Our main market is in USA so far and expanding our market share into secondary school market sector in Australia. Australian private secondary schools would provide, we believe, the high quality education and the attractive environment.”

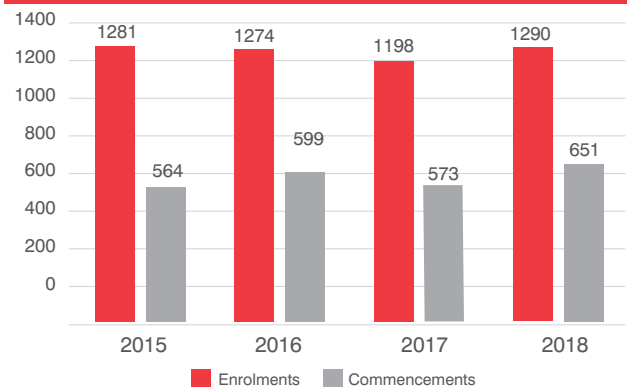
AGENT REPRESENTATIVE,  
TOKYO, EDUCATION AGENT  
WORKSHOP, 2019

### STUDENT ATTENDANCE

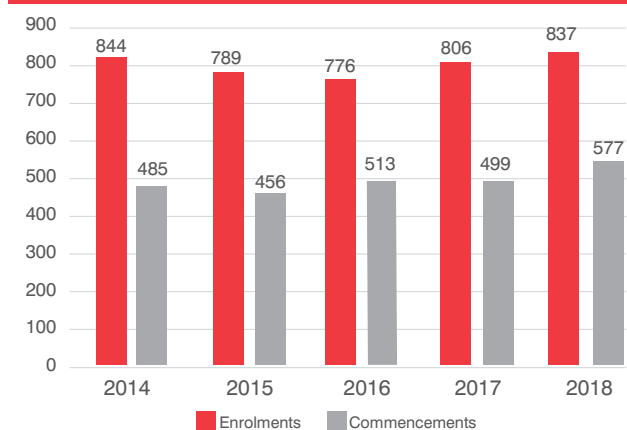
Based on attendance at previous events, student attendance at the May exhibitions in China is anticipated to be approximately



### SOUTH KOREA - YTD DECEMBER 2018



### JAPAN - YTD DECEMBER 2018



Source: International Student data [www.austrade.gov.au](http://www.austrade.gov.au)



## JUNE/JULY 2020 – HONG KONG, TAIWAN



**REGISTER ONLINE BEFORE  
FRIDAY 20 MARCH 2020**

[aeas.com.au/event-registration/june-event/](https://aeas.com.au/event-registration/june-event/)

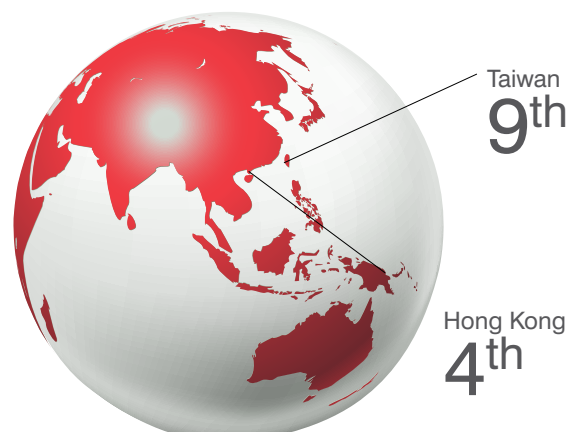
CITY	DATE	VENUE	COST	CO-ORGANISER	EVENT
HONG KONG	Sunday 28 June	Cordis Hotel, Mongkok	\$3,500	Arranged with aec Education Consultancy	EXHIBITION
HONG KONG	Monday 29 June	Cordis Hotel, Mongkok	\$1,500	Arranged by AEAS	EDUCATION AGENT WORKSHOP
TAIPEI, TAIWAN	Friday 3 July	Sheraton Grand Hotel (TBC)	\$1,500	Arranged by AEAS	EDUCATION AGENT WORKSHOP
TAIPEI, TAIWAN	Saturday 4 July	Sheraton Grand Hotel (TBC)	\$3,250	Arranged by AEAS	EXHIBITION

**Schools participating in the Taipei Exhibition can invite their preferred agent to work on their booth on the event day. The agent will then support the school by following up interested students.**

**Hong Kong** is a traditional and important source market for Australian schools enrolling international students. These international students include 500 student visas, business migration and citizens and permanent residents residing in Hong Kong. Many people from Hong Kong have studied in Australian schools and alumni and their parents provide a strong source of referral. Maintaining alumni connections is critical for future enrolments, as it is for all key markets.

This exhibition has been held annually for many years and attracts a good number of families. With a smaller number of participating schools, this represents an excellent opportunity for recruitment.

AEAS has included an education agent workshop in Hong Kong in our 2020 event program. This will provide an opportunity for schools to meet with existing or prospective agents on one day. AEAS held a seminar in June 2019 for agents with seventeen agencies attending from Hong Kong and Macau.





## JUNE/JULY 2020 – HONG KONG, TAIWAN

**Taiwan** is the ninth largest source market in Asia for school students. Agents attending the Education Agent Workshop held in Taipei in 2018 and 2019 indicated that there has been increasing interest in Australia as a destination, in preference to other destinations such as USA.

As a result of changes to the local Taiwanese education system in 2017, there is an increase in the number of families interested in sending their children overseas for high school studies. This has contributed to the gradual growth in Taiwanese families choosing Australian schools. (Austrade Market Information Package, accessed 16 July 2019)

In 2019, AEAS held our second education agent workshop and our first Australian schools exhibition. The 2020 events will provide further opportunities to build brand presence for Australia and Australian schools and to build relationships with education agents in Taiwan.

*"A good number of families attended our desk!"*

HONG KONG EXHIBITION,  
JUNE 2019

*"Great work AEAS. Thank you for being so professional and easy to work with."*

HONG KONG EXHIBITION,  
JUNE 2019

*"I was very encouraged by the event in Taipei. I hope that we will continue to build brand awareness in Taiwan over the next few years. At this stage, we'd likely come again in 2020...."*

TAIPEI EXHIBITION,  
MAY 2019

*"I thought the quality of the agents was very good. They came prepared with questions and many were already aware of our school and what we offer. I am hopeful that we might start to see some applications flow through soon and that we can continue to build our presence here in Taiwan."*

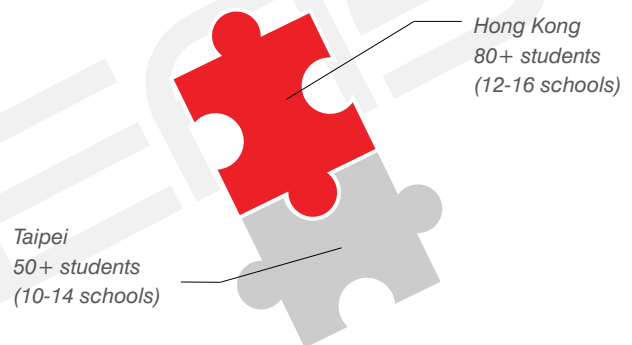
SCHOOL REPRESENTATIVE,  
TAIWAN, EDUCATION AGENT  
WORKSHOP 2019

*"We hope to meet school representatives and know more about Australian high schools, due to increasing inquiries for secondary study overseas in Taiwan."*

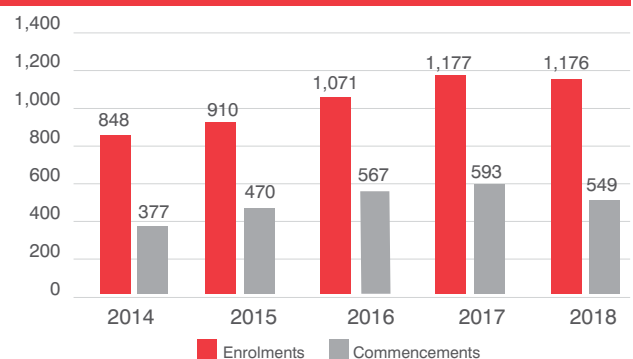
AGENT REPRESENTATIVE,  
TAIWAN, EDUCATION AGENT  
WORKSHOP 2019

### STUDENT ATTENDANCE

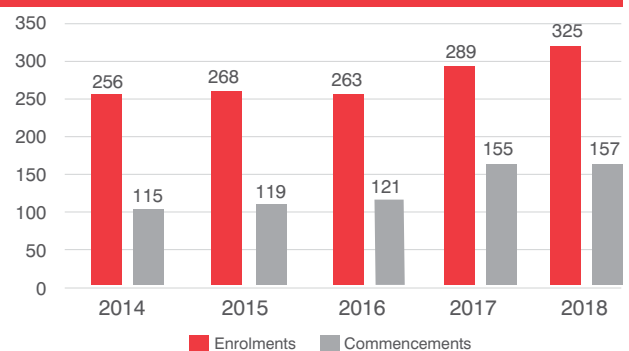
Based on attendance at these events previously, student attendance at the Hong Kong and Taipei exhibitions in June is anticipated to be approximately



### HONG KONG - YTD DECEMBER 2018



### TAIWAN - YTD DECEMBER 2018



Source: International Student data [www.austrade.gov.au](http://www.austrade.gov.au)



## AUGUST 2020 – INDONESIA, SRI LANKA



REGISTER ONLINE BEFORE  
FRIDAY 1 MAY 2020

[aeas.com.au/event-registration/august-event/](https://aeas.com.au/event-registration/august-event/)

CITY	DATE	VENUE	COST	CO-ORGANISER	EVENT
JAKARTA, INDONESIA	Friday 7 August	Westin Jakarta (TBC)	\$1,500	Arranged by AEAS	EDUCATION AGENT WORKSHOP
JAKARTA, INDONESIA	Saturday 8 August	Westin Jakarta (TBC)	\$3,000	Arranged by AEAS	EXHIBITION
COLOMBO, SRI LANKA	Monday 10 August	Shangri La Hotel (TBC)	\$2000 (TBC)	Arranged by AEAS	AGENT WORKSHOP/SEMINAR PARENT SEMINAR

**Schools participating in the Jakarta Exhibition can invite their preferred agent to work on their booth on the event day. The agent will then support the school by following up interested students.**

**Indonesia** is our closest neighbour. According to an ICEF Monitor report<sup>1</sup> from 13 February 2019, “Indonesia is:

- The world’s fourth most populous country, with 50% of Indonesians under 30
- The world’s 16th largest economy, and one predicted to enter the top ten as early as 2020 and to be the fourth largest by 2050
- Greatly in need of a more educated workforce if it is to meet growth targets – only 7% of the workforce currently has a university education
- Sending 35% more students abroad than it did a decade ago
- Home to a rapidly expanding middle class.

The young and growing affluent Indonesian population

offers significant opportunities to Australian schools interested in promotion to Indonesian students and families.

AEAS will hold our first exhibition in Jakarta for many years on 3 August 2019. This Event Program will be updated following the August 2019 events.

Sri Lanka  
Emerging



Indonesia  
11<sup>th</sup>

<sup>1</sup> <https://monitor.icef.com/2019/02/indonesian-outbound-continues-to-grow-with-emphasis-on-regional-destinations/>



## AUGUST 2020 – INDONESIA, SRI LANKA

**Sri Lanka** has many indicators for population, economics, income levels, and education capacity that point to Sri Lanka as an emerging market. While there are complexities in Sri Lanka, the development of the country is gaining pace. A recent World Bank report provides more context [www.worldbank.org/en/news/feature/2019/02/14/sri-lanka-development-update-navigating-sri-lanka-demographic-transition](http://www.worldbank.org/en/news/feature/2019/02/14/sri-lanka-development-update-navigating-sri-lanka-demographic-transition).

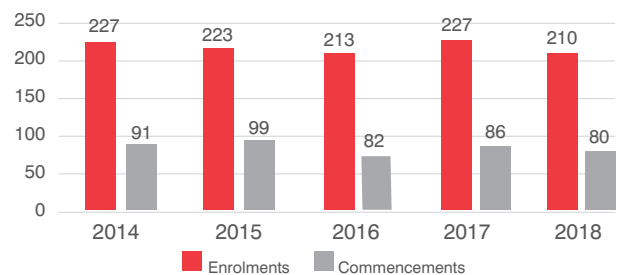
As the country develops, the number of families financially able to consider overseas studies for their children is increasing. Australia is a popular destination and many families also have extended family living in Australia. Over the past few years, AEAS has seen slowly increasing numbers of students sitting an AEAS test in Sri Lanka and applying to enter Australian schools. This emerging but niche market offers an opportunity for Australian schools to diversify their international student population. The purpose of this event will be to establish a brand presence for Australian schools and to develop relationships with key stakeholders.

### STUDENT ATTENDANCE

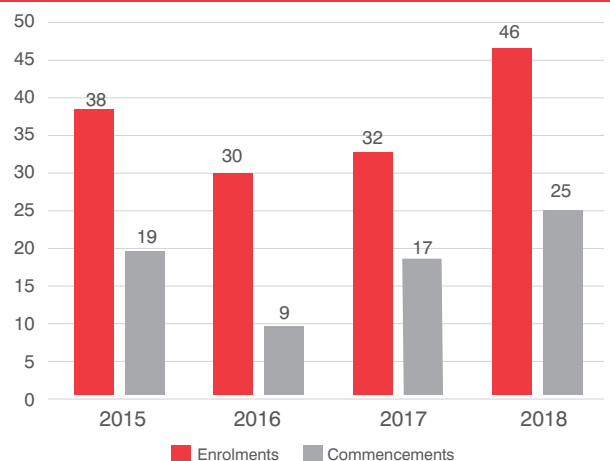
Student attendance at the Jakarta and Sri Lanka events is anticipated to be approximately



### INDONESIA - YTD DECEMBER 2018



### SRI LANKA - YTD DECEMBER 2018



Source: International Student data [www.austrade.gov.au](http://www.austrade.gov.au)



## SEPTEMBER 2020 – CAMBODIA, VIETNAM, THAILAND



**REGISTER ONLINE BEFORE FRIDAY 1 MAY 2020**

[aeas.com.au/event-registration/september-event/](https://aeas.com.au/event-registration/september-event/)

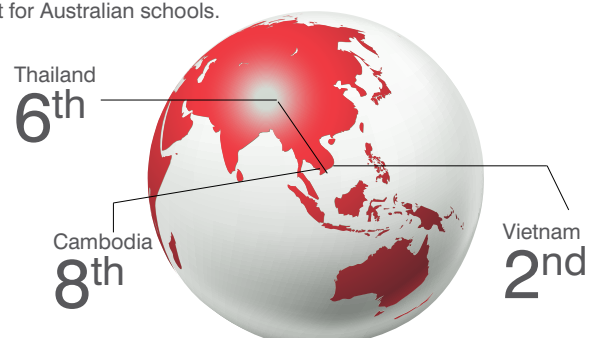
CITY	DATE	VENUE	COST	CO-ORGANISER	EVENT
PHNOM PENH, CAMBODIA	Sunday 13 September	Sofitel Phokeethra (TBC)	\$2,800	Arranged by AEAS	AGENT WORKSHOP/ PARENT SEMINAR
HANOI, VIETNAM	Friday 18 September	Lotte Hotel (TBC)	\$1,500	Arranged by AEAS	EDUCATION AGENT WORKSHOP
HANOI, VIETNAM	Saturday 19 September	Lotte Hotel (TBC)	\$3,250	Arranged by AEAS	EXHIBITION
HO CHI MINH CITY, VIETNAM	Sunday 20 September	Sheraton Saigon Hotel (TBC)	\$3,250	Arranged by AEAS	EXHIBITION
HO CHI MINH CITY, VIETNAM	Monday 21 September	Sheraton Saigon Hotel (TBC)	\$1,500	Arranged by AEAS	EDUCATION AGENT WORKSHOP
BANGKOK, THAILAND	Thursday 24 September	JW Marriott Hotel (TBC)	\$1,500	Arranged by AEAS	EDUCATION AGENT WORKSHOP
BANGKOK, THAILAND	Saturday 26 September	JW Marriott Hotel (TBC)	\$3,250	Arranged by AEAS	EXHIBITION

**Schools participating in the Cambodia, Hanoi, HCMC and Bangkok Exhibitions can invite their preferred agent to work on their booth on the event day. The agent will then support the school by following up interested students.**

**This event program will be updated following the 2019 September events. An updated copy will be emailed to Australian schools.**

**Cambodia** is a rapidly growing market for Australian schools with a significant increase in enrolments and commencements over the past four to five years. It is now the sixth largest source market in Asia for school sector students. The economic growth in 2019 is expected to be around 7%, one of the highest growth rates of ASEAN countries. The population is currently around 16 million with a median age of 24 years. With strong economic growth and a young population, the potential interest in Australian schools is expected to increase further. (AEAS is holding our first Cambodian event in Phnom Penh in September 2019.)

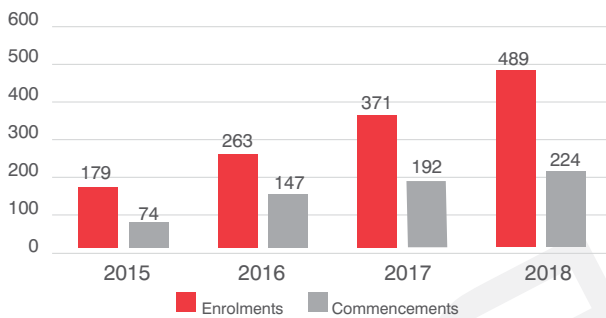
**Vietnam** is the second largest source market in Asia for school sector students. More than 60 per cent of the population of 90 million are below 30 years. This, along with an education system that is continuing to develop, suggests there will continue to be many families that may consider an international education for their child. The economic outlook and population growth continues to suggest Vietnam is an important current and future market for Australian schools.



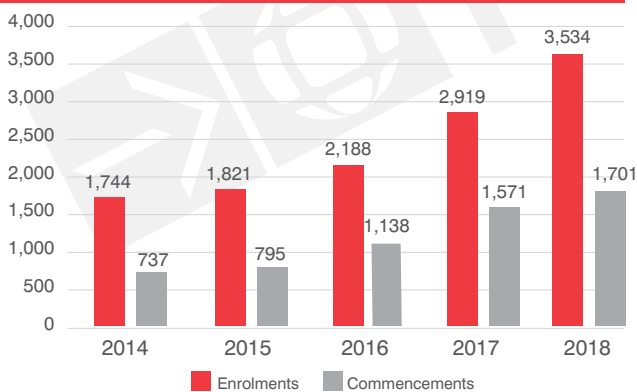


## SEPTEMBER 2020 – CAMBODIA, VIETNAM, THAILAND

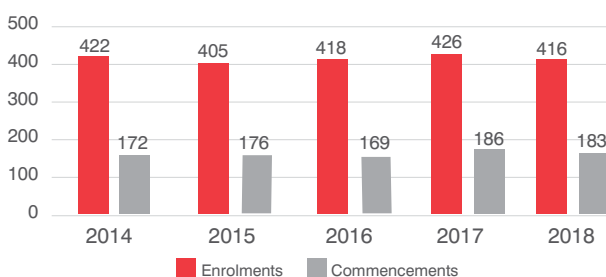
### CAMBODIA - YTD DECEMBER 2018



### VIETNAM - YTD DECEMBER 2018



### THAILAND - YTD DECEMBER 2018



Source: International Student data [www.austrade.gov.au](http://www.austrade.gov.au)

**Thailand** is the eighth largest source market in Asia for school sector students. Australian schools are the third highest destination at approximately 22 per cent for school age students after New Zealand (36 per cent) and UK (24 per cent). New Zealand and UK have strong brand presence in Thailand. Education agents report that New Zealand schools offer commission on each year of enrolment and have few entry requirements. This makes New Zealand an attractive destination. Australian schools must be active in this market to compete.

"Australia's key market advantages include proximity, reputation as a welcoming and multicultural society, high standard of quality assurance, part time work rights for student visa holders, and the value of money (due to the strong Thai Baht currency against the Australian dollar)." Austrade Market Information Package, accessed 16 July 2019. It is important that Australian schools continue to build brand presence and establish the quality and safety of our schools through events such as these.

*"Thanks AEAS for a great couple of days. I think the agent day was particularly helpful."*

HCMC EXHIBITION, SEPTEMBER 2018

*"An important step in rejuvenating our market presence in Vietnam."*

HCMC EXHIBITION, SEPTEMBER 2018

*"Thanks for your warmth and helpful, informative approach. The information sessions were appreciated and gave a good market overview."*

BANGKOK EXHIBITION – SEPTEMBER 2018

*"Fantastic concept, great location. Getting to meet all of the agents in one place was fabulous – especially since we are looking at potential in the Thai market."*

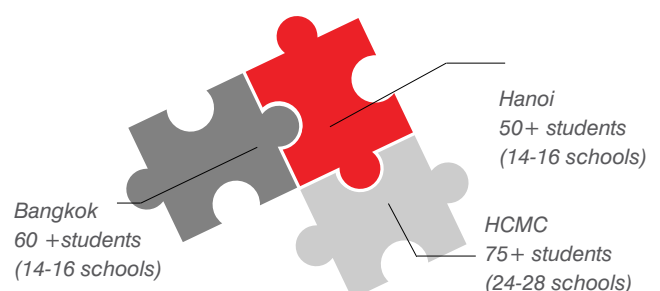
SCHOOL REPRESENTATIVE – BANGKOK EDUCATION AGENT WORKSHOP – SEPTEMBER 2018

*"I love attending the AEAS workshop as it is very useful for me and it is a good chance to meet quality private high schools in Australia. The location and place are terrific. The individual agent schedule is great."*

AGENT – BANGKOK EDUCATION AGENT WORKSHOP, SEPTEMBER 2018

### STUDENT ATTENDANCE

Based on attendance at previous exhibitions, student attendance at the Bangkok, Hanoi and HCMC exhibitions in September 2020 is anticipated to be approximately



# Terms & Conditions

All participants must read and acknowledge the AEAS Events Terms and Conditions prior to submitting their online registration. This contains important information about participant responsibilities and requirements.

## Register online

[aeas.com.au/event-registration](https://aeas.com.au/event-registration)

**Places are limited for some events. Secure your place by registering early.**

**You will receive an email confirming receipt of your application. AEAS will then send approved applicants an email with an invoice for confirmed events.**

**A detailed Exhibition Information Pack will be sent at least 3 months prior to events to confirmed participants to assist with your preparation and planning.**

## AEAS Contacts

Tracey O'Halloran  
Managing Director, AEAS  
Tel: +61 3 9645 0077  
Email: [tracey@aeas.com.au](mailto:tracey@aeas.com.au)

Sally Warnecke  
Manager, Events & Relationships  
Tel: +61 3 9645 0077  
Email: [sally@aeas.com.au](mailto:sally@aeas.com.au)

