

2025 Australian Schools International Event Program



Contents

About AEAS Events	1
Introduction, event types, inclusions and booth sharing	
Australian Schools Information System (ASIS)	3
About the system, listing types and subscription information	
March 2025	5
Mainland China, Hong Kong SAR	
June 2025	8
South Korea, Taiwan & Hong Kong SAR	
September 2025	12
Cambodia, Vietnam & Thailand	
November 2025	16
India	
November 2025	18
AEAS Seminars for Australian Schools	
Terms & Conditions	19
Contact Us	19

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

For over 30 years, AEAS in-country marketing events have offered Australian schools an opportunity to engage with quality education agents in key source markets, and promote their offerings to international families considering applying to Australian schools.

Strong relationships based on trust and respect are the key to successful international student programs for school-aged students. Regular in-country visits are important for Australian schools to create and strengthen their brand, and develop and maintain relationships with education agents, alumni, current and past parents and local schools. Australian school specific events contribute significantly to growing the profile of the Australian school sector in key source markets.

Participating schools not only benefit from our extensive event organisation experience and comprehensive support before, during and after the events, but also enjoy economies of scale and enhanced marketing opportunities that would not be available individually.

Over the past two years, AEAS has seen good recovery from well-established source markets, as well as growing interest from families out of non-traditional locations all over the world. The impacts of online learning during the pandemic, along with geopolitical concerns in some regions, are likely to be contributing to increased interest in an Australian school education from many traditional and some new markets.

The challenges experienced over the past few years provided an opportunity for schools to review their international education strategy, including presence in preferred markets, diversification of student population, and recruitment and marketing methods.

Following successful in-person events held in China, Hong Kong SAR, South Korea, Taiwan, Cambodia, Vietnam, Thailand and India in 2024, AEAS is confident the school sector is rebounding, and with significant legislative and regulatory changes afoot to Australia's higher and vocational international education sectors, schools stand to benefit from even greater demand from families looking for earlier and more certain pathways to a quality education.

Australian schools should continue to focus on and strengthen their marketing in major school sector source markets, while also considering establishing a presence in emerging markets.

The AEAS 2025 event program is designed to support schools to strengthen their recruitment in established markets such as China, Hong Kong and Vietnam, but also in developing and emerging markets such as Taiwan, Cambodia and India.

Who should attend?

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

PLACES ARE LIMITED!

If your school is planning on participating in AEAS events in 2025, register early to avoid missing out!

aeas.com.au/school-events





Australian Schools Exhibitions

- Contribute to branding 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 schools with opportunities to meet directly with prospective students and parents to discuss your key selling points.
- Maintain and grow presence in existing recruitment markets, and build profile in smaller and emerging markets.
- School representatives can participate in market briefings with a specific focus on Australian schools.



Education Agent Workshops

- B2B, one on one meetings, between your school and carefully selected education agents with school sector business.
- Provide education agents with information about the quality and benefits of an Australian education.
- Are a time and cost-effective means of meeting your National Code requirements regarding agent training and communication.
- Increase agency and counsellor knowledge of the participating Australian schools, entry requirements and place availability.
- Explore opportunities to build and strengthen relationships leading to agreements between agencies and schools.
- Are held at five-star venues and are fully catered.

Inclusions

Inclusions in the cost of participation are:

- Comprehensive event marketing and promotion
- AEAS event management
- Access to the AEAS Event Management System (EMS)
- Venue arrangements (venue hire, booth/table for exhibitor, chairs, power points/plugs, wifi, water)
- Full catering for education agent workshops
- Provision of onsite and/or event day support
- Market briefings (where applicable)
- Help with obtaining business visas (where applicable)

Booth Sharing

Booth sharing is permitted at selected in-person exhibitions. Schools can register to share a booth with one other school. A maximum of two schools can share a booth. For two schools, the cost of a shared booth is the exhibition cost + 50%. For example, the cost of a shared booth at a fair is \$7125 or \$3565 each.

Booth sharing is not permitted at Education Agent Workshops.

Over
83,000
visitors in the past
12 months!

**4.5/5 Star
User Rating**

What is the Australian Schools Information System?

Parents and agents now have more access to information about international education than at any time in history. For schools, this means there is also more competition than ever before, and it is harder to stand out in the crowd.

School websites and international marketing approaches vary, and it can be difficult for parents and agents to wade through the vast amounts of information available to find what they are looking for. Often, information specific to international students is buried several pages deep, or written in ways that is not user friendly for families and agents for whom English is not a first language.

Over many years, students, parents and agents have indicated it is particularly difficult to find information about school enrolment processes and place availability. Custom built by AEAS, the Australian Schools Information System (ASIS) is a marketing platform dedicated to quality Australian schools, and offering an innovative solution to the difficulties experienced by parents and agents when searching, comparing and selecting schools.

There are now more than 50 schools listed on the site, and over the past twelve months, over 83,000 visitors used ASIS to search for Australian schools. There have been around 20,000 school profile views with the top school receiving 1750 profile views. 85% of users indicated the site had helped them to choose an Australian school, and gave the site an average rating of 4.5 out of 5 stars for usability.

Benefits for users

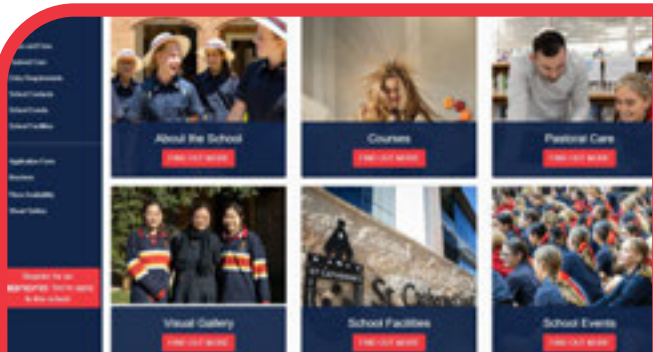
- Uniform and consistent presentation of marketing, application and enrolment information, specific to the needs of international students
- Simplified process to research Australian schools
- Advanced filters to assist users to narrow their search
- Up-to-date place availability for the next three years
- Makes the job of comparing schools easier for families

Benefits for schools

- Showcase your school on a custom-built platform designed specifically for international families
- Reap the benefits of ongoing, highly-targeted paid promotion and marketing of the site to international families and education agents
- Save time and effort by referring education agents to your listing in the relevant language on the site, reducing the need to have full translation on your own school website
- Reduce your production and printing bill for marketing collateral – use ASIS as your school's international information portal for agents and families
- Review and contact agents via the agent database (available to schools with Premium Listings only)



Visit australianschools.aeas.com.au



Premium Listing

Schools with a Premium Listing 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 back end of the ASIS system. Students, agents and schools may apply and communicate directly and securely through the system if they wish.

User analytics clearly show that schools with a Premium Listing have, on average, 3-4 times higher traffic to their profile than those with Summary Listings.

For what effectively amounts to \$200 per month, your school can be in front of thousands of families and agents, and benefit from AEAS' highly-targeted, in-language digital marketing campaigns.

Annual Cost

- \$2400 + GST (from date of going live)
- \$1250 + GST establishment, set up and support one off cost

The establishment fee will be waived for schools that sign up in conjunction with a registration for 2025 AEAS Events by 31 December 2024.

The listing is for 12 months.

Click to find out more about ASIS



Summary Listing

The Summary Listing option offers schools a single page, 150-word school profile and up to two photos or one video on ASIS. School Profiles must be listed at minimum in English and Simplified Chinese. Schools participating in events must also include the language(s) of the market(s) to which they are travelling.

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 functionality or parent communication channels.

Cost per calendar year

1 January to 31 December

- \$1000 + GST for schools participating in an AEAS parent fair or agent workshop
- \$1200 + GST for schools not participating in AEAS events

For schools that join during the calendar year, the fee will not be prorated.

Schools listed on ASIS must actively refer students for AEAS Testing.

Schools wishing to subscribe to ASIS must have listings in English and simplified Chinese, and are strongly encouraged to include other languages for key markets (Vietnamese, Korean, Thai, Japanese, Indonesian).

AEAS can assist with translations for a fee.

Sign up when registering for 2025 AEAS Events
or contact Jenni Tobin via email to jenni@aeas.com.au

March 2025

Mainland China & Hong Kong SAR



Location	Date	Venue	Cost	Event Type
Beijing, China	Saturday 8 March	JW Marriott Chaoyang Hotel	\$4750	Exhibition
Shanghai, China	Sunday 9 March	Conrad Hotel	\$4750	Exhibition
Shanghai, China	Monday 10 March	Conrad Hotel	\$2500	Agent Workshop
Guangzhou, China	Saturday 15 March	Sheraton Hotel	\$4750	Exhibition
Hong Kong SAR	Sunday 16 March	Cordis Hotel	\$4750	Exhibition

Register online before 30 September 2024!

aeas.com.au/school-events

Mainland China

China is the largest source market for school students studying in Australia. China represents 30% of the total Australian school student enrolments at YTD December 2023. Following the opening of China's borders in January 2023, there has been a 56% increase in commencements from YTD March 2023 to YTD March 2024.

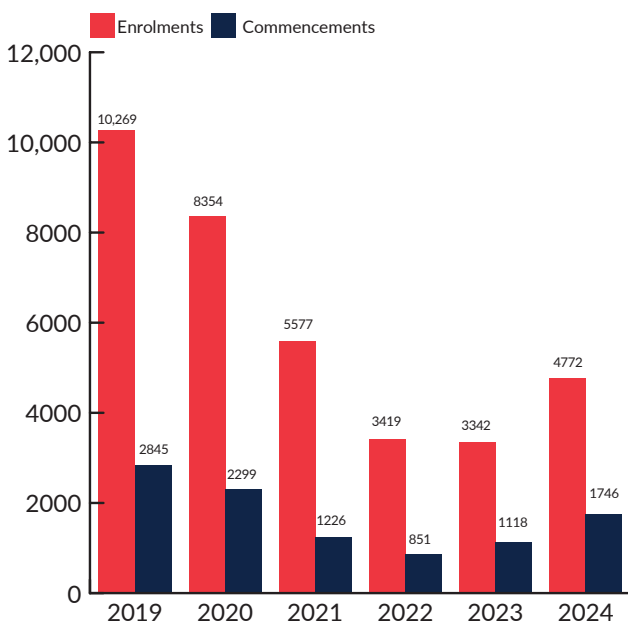


Figure 1.1 Mainland China - Enrolments and Commencements - YTD March

China's tier one cities offer excellent opportunities for school student recruitment. Shanghai, Beijing and Guangzhou have traditionally been listed first, second and third in the top 20 school sector visa cities, with Shenzhen, Hangzhou, Nanjing also being strong source cities.

Prior to 2020, there was strong competition from international schools in China, which were expanding at a rapid rate. However, over the past few years, international schools have been impacted by teacher retention and recruitment difficulties and changes to Chinese government education policies.

The 'double reduction policy', designed to reduce pressure and burden on school age students, has restricted student access to outside-school-hours English language learning and other curriculum based subjects. Parents are wary of the rigidity and forced pathways from



high-pressure exams with only around 50% of students undertaking the Year 9 exam, Zhongkao, able to continue on an academic pathway for senior secondary studies. The remaining students undertake vocational studies. Similarly, the Year 12 examination, Gaokao, is highly competitive and determines which students are eligible for a university place, with a significant number missing out. As the China market recovers, we are likely to see strong numbers of parents again considering overseas study for their school age children.

It is important that Australian schools develop and strengthen their brand presence, relationships with agents and implement regular marketing to families.

Participation in AEAS events should be a key element of your school's strategy when marketing in China.

Schools participating in AEAS events also receive ongoing benefit through our year round marketing and promotional activities undertaken by the AEAS China office. This includes online marketing, such as livestreams and regular WeChat posts, webinars and in person seminars for parents and agents. The AEAS Official WeChat channel has an highly engaged audience of over 70,000 subscribers, offering event participants a plethora of opportunities to engage with agents and families. Many of the major China based education agents are now also AEAS Official Partner Agents which requires them to only refer students for an AEAS test. This relationship between AEAS and partner agents is expected to strengthen interest in Australian schools as a preferred destination.

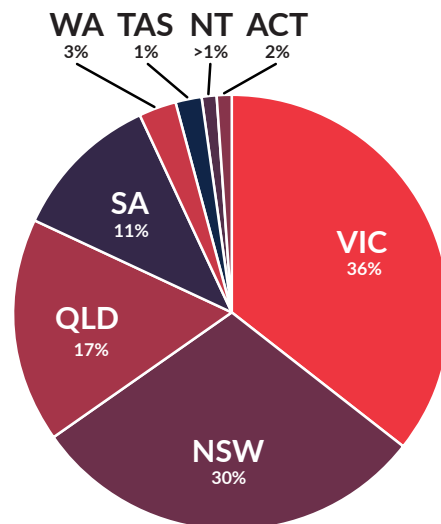


Figure 1.2 Mainland China - Commencements by State - YTD March 2024



Hong Kong SAR

December YTD data shows Hong Kong continues to be the third largest source market for school sector students after China and Vietnam. AEAS has been organising events in Hong Kong for over 30 years, with strong brand recognition among parents and growing attendances at events.

Despite an assumption that the strong demand seen in Hong Kong during 2018, 2019 and even during the pandemic would begin to plateau and eventually decrease, enrolment and commencement data demonstrates this market continues to grow.

Hong Kong families and agents are sophisticated and well informed, and continue to offer very strong recruitment potential for Australian schools. The changing political environment and Australia's favourable visa policies for Hong Kongers have been driving increases in student enquiries and applications. The level of interest in studying at an Australian school continues to be strong with a 20% increase in enrolments and a 13% increase in commencements from YTD March 2023 to YTD March 2024.

The AEAS Australian Day & Boarding Schools Exhibition in March 2024 attracted the largest attendance ever, with registrations and participation exceeding all expectations. The level of interest from both 500 student visa holders and relocating Hong Kong families (Citizens, PR/TR etc.) is likely to continue over the next few years.

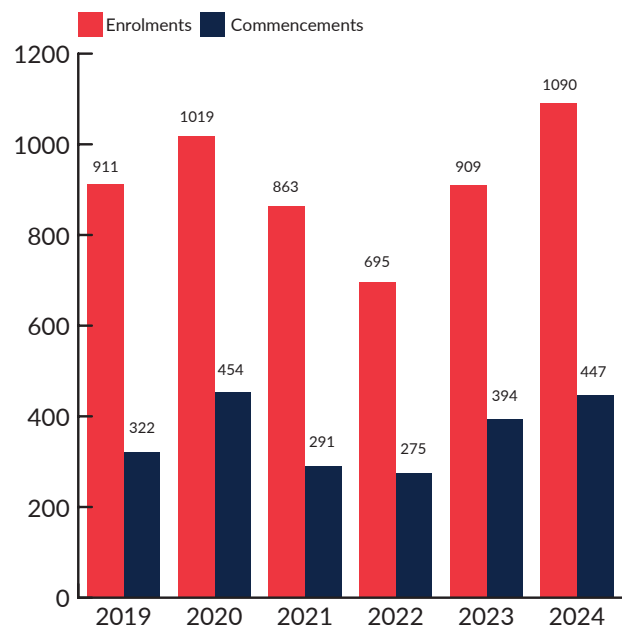


Figure 1.3 Hong Kong - Enrolments and Commencements - YTD March



Thank you for all that you do to help us prepare for these events. I could clearly see a lovely community within the AEAS event and it didn't feel competitive amongst schools as we each have something different to offer.

The event was obviously highly successful with a great buzz in the room! It was a lovely opportunity to network with schools around Australia too. Thank you!

School Participant, Hong Kong Exhibition, March 2024

June 2025 South Korea, Taiwan & Hong Kong



Location	Date	Venue	Cost	Event Type
Seoul, South Korea	Saturday 14 June	Sofitel Ambassador	\$4750	Exhibition
Seoul, South Korea	Monday 16 June	Sofitel Ambassador	\$2500	Agent Workshop
Taipei, Taiwan	Friday 20 June	Grand Hyatt Hotel	\$2500	Agent Workshop
Taipei, Taiwan	Saturday 21 June	Grand Hyatt Hotel	\$4750	Exhibition
Hong Kong SAR	Sunday 22 June	Cordis Hotel	\$4750	Exhibition

South Korea

South Korea is currently the fourth largest source market for school sector students. This market has seen a 23% increase in commencements from YTD December 2022 to YTD December 2023, and a 10% increase in commencements from YTD March 2023 to YTD March 2024, indicating continued growth can be expected.

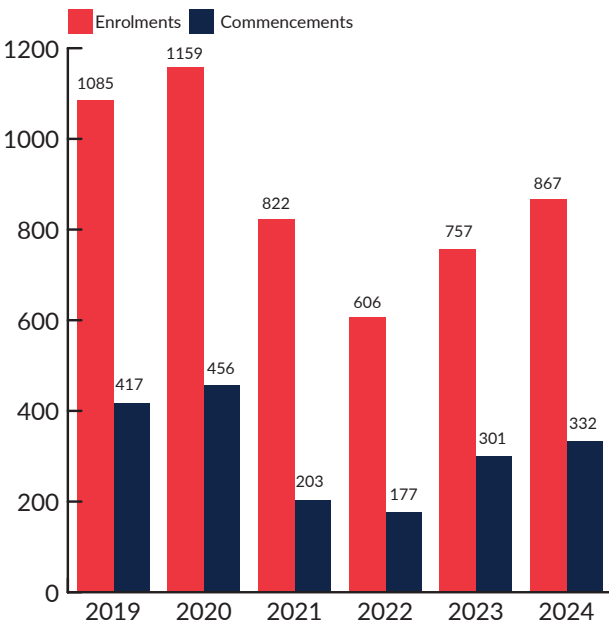


Figure 2.1 South Korea - Enrolments and Commencements - YTD March

Australia is regarded as a safe and affordable study destination compared to historically popular destinations such as the USA and UK. Our focus on the holistic development of students is in contrast to the hyper-competitive school system in South Korea, in which

students concentrate solely on academic performance, often attending cram classes late into the evening. The Australian approach to school education, and our excellent pathways to top universities make Australian schools very attractive to South Korean families.

AEAS has now held events in South Korea in 2023 and 2024, and while attendance at exhibitions has been lower than desired in these first two years, the overall impact of a regular presence of Australian schools in this market cannot be underestimated. While government schools have long been successful in this market, activity and engagement among the private schools has been low with the notable exception of Queensland schools. Unsurprisingly, over 45% of students therefore choose Queensland as their preferred destination.

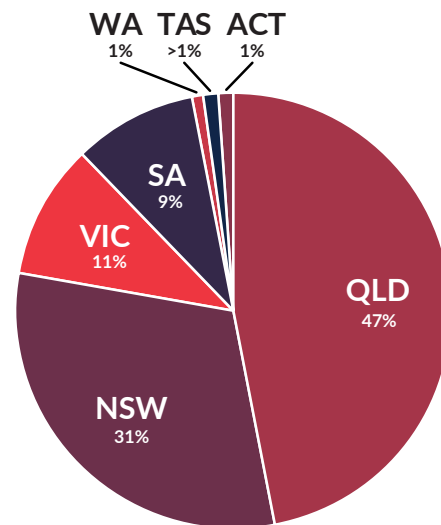


Figure 2.2 South Korea - Commencements by State - YTD March 2024

AEAS Agent Workshops have provided excellent opportunities for the participating agents to establish an understanding of the offerings of Australian schools, and to start to build relationships and brand awareness. In 2024, AEAS had to place education agents on a waiting list for participation in the Agent Workshop, which is not only a reflection of the level of interest they are now seeing from families with young children, but also a strong endorsement of the quality and value of these events.

AEAS also undertakes year-round, paid marketing and promotion of Australian schools in South Korea. Schools that support and attend events in this market, receive ongoing promotional benefits from these campaigns, well beyond the event campaign. Engagement is high and we are confident this will begin to materialise in results for committed schools over the next 12 months.

Like any emerging market, it will take time to build adequate knowledge among agents and families, and grow brand awareness to the extent needed to underpin sustainable recruitment. We strongly encourage schools interested in this market to commit for a period of at least three years, and our combination of Exhibition and Agent Workshop in 2025 will take the lessons learned in 2024 and build on the foundations of the past two years of events to grow attendance and engagement even further.



Thanks for all the effort and work that has been put into organising an event like this. We think AEAS conducted the event in a highly professional manner resulting in a smooth and hassle-free experience for participating schools.

School Participant, Seoul Exhibition, May 2024



Taiwan

Taiwan is currently the eleventh largest source market for school sector students, and has seen the second largest percentage increase (136%) in commencements YTD December 2022 to YTD December 2023, and 102% YTD March 2023 to YTD March 2024.

AEAS held agent workshops and exhibitions in Taipei in March 2023 and May 2024. Interest from families has grown strongly each year, with almost 120 families attending the 2024 Exhibition.

Increasingly, Taiwanese families are aware of the opportunities offered by studying in an Australian school and the growth in commencement data suggests this will continue for some time. The geopolitical situation in the region, safety, pathways to Australian universities and beyond, and the proximity and connectivity of Taiwan and Australia are expected to continue driving interest in an Australian school education. Taiwan's 2030 Bilingual strategy is also a key driver of demand for many families.

A characteristic of this market is that a high proportion of families (>50%) attending exhibitions are planning well ahead and often looking for study abroad pathways for their children many years in advance. Of course, there continue to be families looking for quicker enrolment and commencement options, and participating in this event each year will help your school build relationships with agents and families, securing a pipeline of future enrolments.

Schools will have an opportunity to re-establish relationships with current agents, and also to connect and build new relationships with other agents through the education agent workshop. The Exhibition in Taipei will provide an opportunity to build your school's brand in Taiwan and to meet with prospective families.

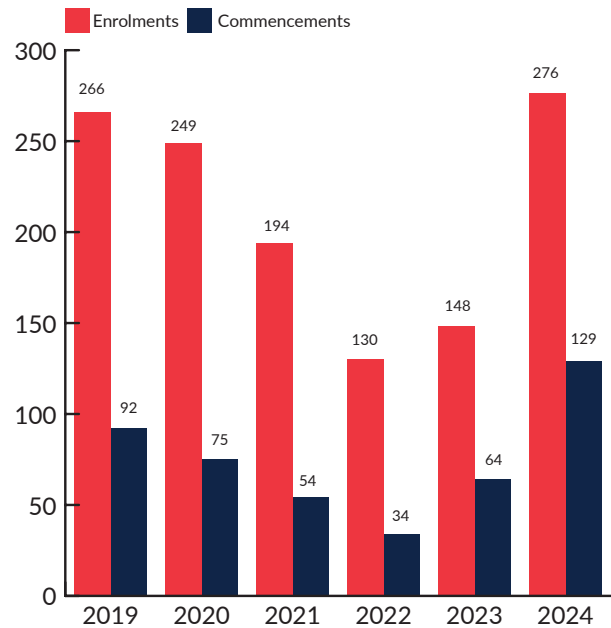


Figure 2.3 Taiwan - Enrolments and Commencements - YTD March

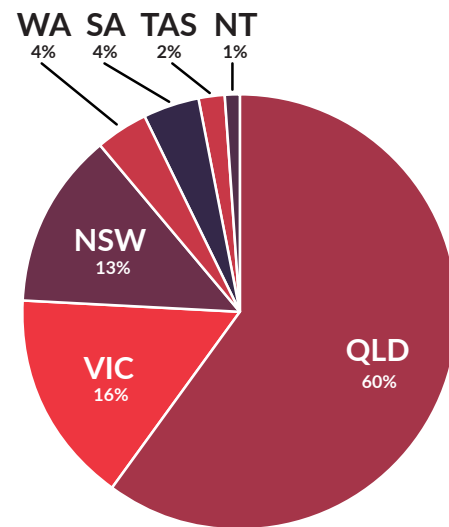
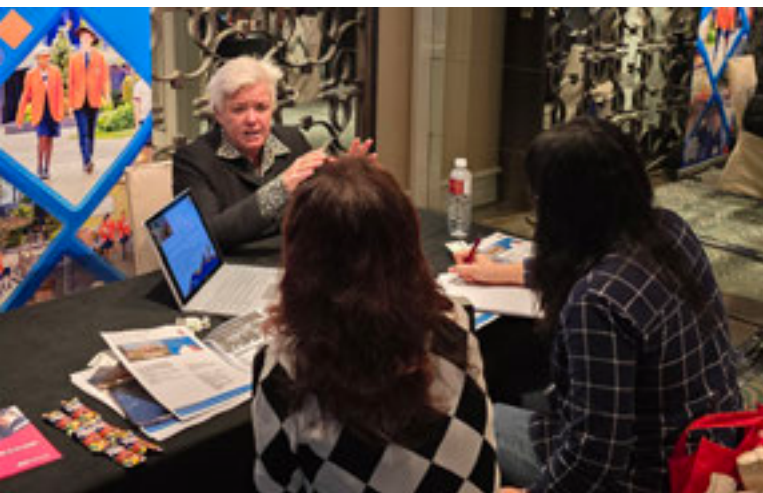


Figure 2.4 Taiwan - Commencements by State - YTD March 2024



Hong Kong SAR

AEAS holds two Australian Schools Exhibitions in Hong Kong each year (one in March and one in June). Our June Exhibition is a smaller event and is supported by aec Education Consultancy.

In 2023, in what was likely a surge of post-pandemic demand, a record 220 families pre-registered, with 143 attending on the day. Participation in our 2024 June event normalised somewhat, but was still higher than pre-pandemic, with 177 families pre-registered to attend, and 101 families attending on the day.

At all Hong Kong events since 2023 there has been an even split of interest from 500 student visa holders (FFPOS), and citizens, PR/TR and other visa-type holders. Schools with an ability to accommodate both types of applicants should strongly consider participation in this event.

A hallmark of the Hong Kong market is the even share of enrolments and commencements between all Australian states and territories, with Hong Kong families open to a range of options in terms of price, location, school type and accommodation. In particular, this smaller event offers new schools an excellent opportunity to establish a presence in this very lucrative, but highly competitive recruitment market.

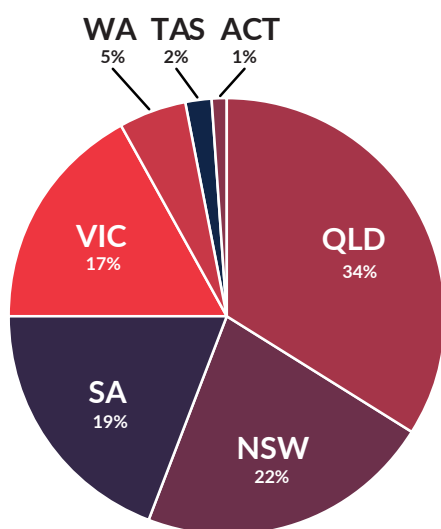


Figure 2.5 Hong Kong - Commencements by State - YTD March 2024

Commencements

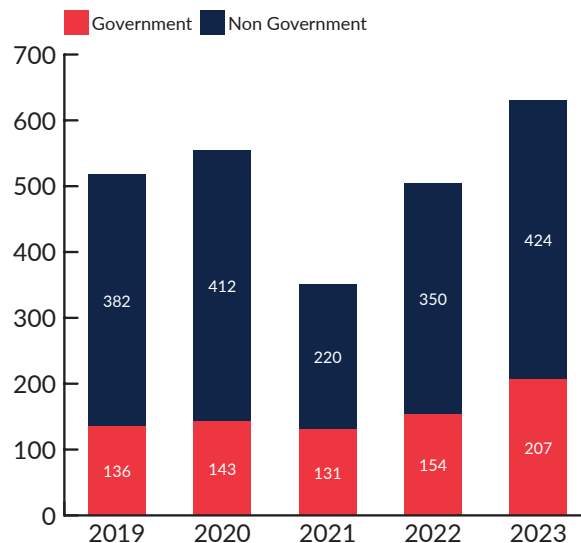
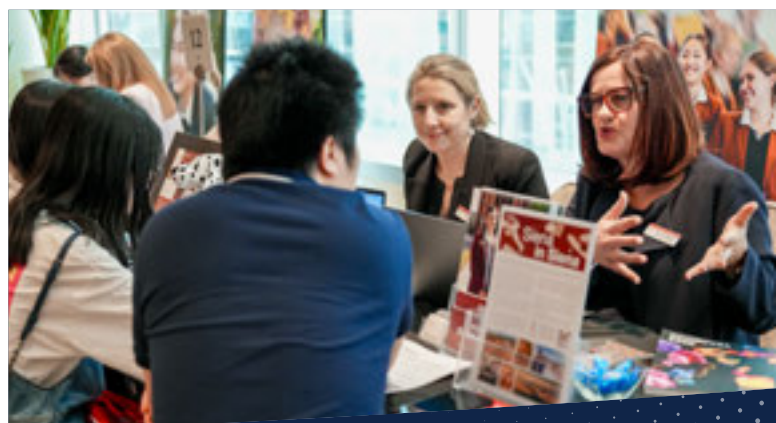


Figure 2.6 Hong Kong - Commencements: Government vs. Non-Government Schools - YTD March

This was my first time attending an AEAS event and I found it to be very well organised and the staff friendly and helpful. The families were very interested and positive, and I am very hopeful that we will receive further enquiries and enrolments from today's event.

School Participant, Hong Kong Exhibition, June 2024



September 2025 Cambodia, Vietnam and Thailand



Location	Date	Venue	Cost	Event Type
Phnom Penh, Cambodia	Sunday 7 September & Monday 8 September	TBA	\$5750	Exhibition & Agent Workshop
HCMC, Vietnam	Friday 12 September	TBA	\$2500	Agent Workshop
HCMC, Vietnam	Saturday 13 September	TBA	\$4750	Exhibition
Hanoi, Vietnam	Sunday 14 September	TBA	\$4750	Exhibition
Hanoi, Vietnam	Tuesday 16 September	TBA	\$2500	Agent Workshop
Bangkok, Thailand	Friday 19 September	TBA	\$2500	Agent Workshop
Bangkok, Thailand	Saturday 20 September	TBA	\$4750	Exhibition

Cambodia

Cambodia is currently the seventh largest source market for Australian schools according to YTD December 2023 data. The market has seen an increase in commencements of 13% from YTD March 2023 to TYD March 2024. It has a population of 16.3 million and a median age of 24.3 years. Tourism, manufacturing exports, and construction are important industries driving economic growth.

Cambodia is a small but rapidly increasing school market, with enrolments thus far mostly at government schools.

AEAS held its second ever set of events in Cambodia in 2023, with registrations and attendance exceeding all expectations. In partnership with an excellent local marketing company, we were able to achieve record pre-registrations, and the attendance of almost 180 families at the Exhibition demonstrated there are opportunities for Australian schools to build a long-term pipeline of students from this market. The families that attended the 2023 event ranged from those at the beginning of their information search and planning, to those that had already decided

on the state and type of school, and were simply looking to reaffirm their choice. It was clear that for many families price is not the first priority when it comes to choosing their child's school.

While there are a growing number of international schools in Cambodia, fee levels are comparative if not higher than those of many Australian schools, and the quality of offerings is highly variable due to low regulation of these enterprises.

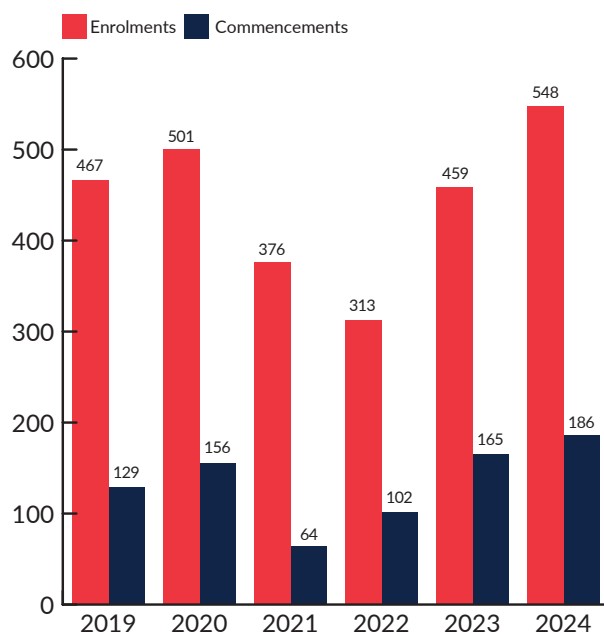


Figure 3.1 Cambodia - Enrolments and Commencements - YTD March

The number of education agents currently supporting school sector families in this market is small, and so building relationships with key players via our Agent Workshops, and ensuring they have the most accurate and up-to-date information will ensure they are best positioned to sell the benefits of independent schools.

The combination of these two yearly events, and the ongoing paid marketing undertaken by AEAS on behalf of Australian schools will, over time, increase market awareness of the opportunities and pathways available via an Australian school education, and hopefully grow the overall market, as well as the number of families choosing private schooling.

This was a very busy and interesting entrée to the Cambodia market.
 School Participant, Cambodia Exhibition, September 2024



Vietnam

Vietnam is the second largest source market for Australian schools, and has continued to see strong growth over the past 12 months, with an increase of 69% in commencements from YTD March 2023 to YTD March 2024. There has been an increase of 45% in enrolments from YTD December 2022 to YTD December 2023.

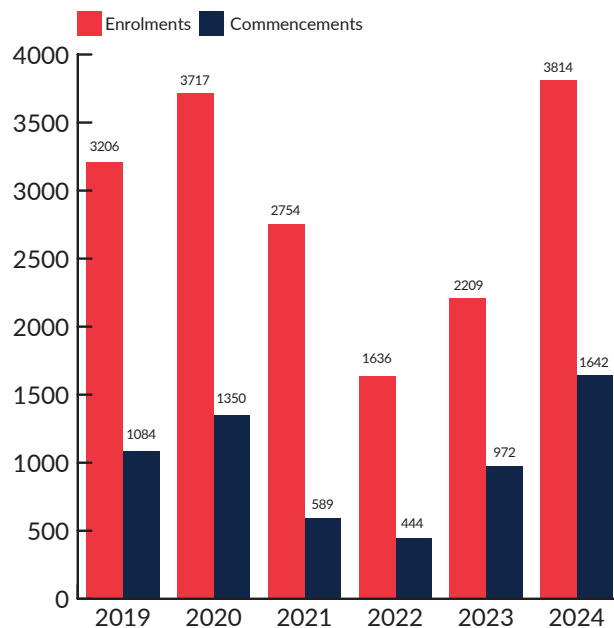


Figure 3.2 Vietnam - Enrolments and Commencements - YTD March

Vietnamese parents focus on education as a means of lifting the overall prosperity of their family, and overseas education is strongly equated with success. Vietnam also has the fastest growing middle class in South East Asia, and over 20 million of its citizens are in the 5-19 years of age range.

Vietnamese parents in urban areas invest 25% of their household annual income in education for every child they have, and in 2022-23 14,000 students in HCMC alone did not progress through to the public upper secondary level, meaning they moved into local international schools or overseas to complete their schooling. (Source: Acumen, part of Sannam S4).

With a large Australian international education presence on the ground in Vietnam – including the AEAS organised Australian Schools Alliance Vietnam (ASAV) – as well as strong political, diplomatic and cultural relationships, there is a positive brand perception of Australia which continues to drive growth, and accordingly there are strong opportunities for Australian schools to recruit students from Vietnam.

Growing competition from international or bilingual schools in Vietnam and the increasing cost of living mean Australian schools must have a regular presence in Vietnam in order to demonstrate a commitment to families and agents and thereby gain traction in this market. AEAS continues to work in partnership with schools and agents to highlight the differences in offering between government and private schools, with a hallmark of this market being that around 80% of Vietnamese students currently choose government schools.

Vietnam is a market in which agent relationships are absolutely vital. With a large number of education agencies and frequent counsellor turnover, consistent in-person visits should be an essential part of your strategy to build your school's brand, and Australian schools as a destination, in Vietnam.

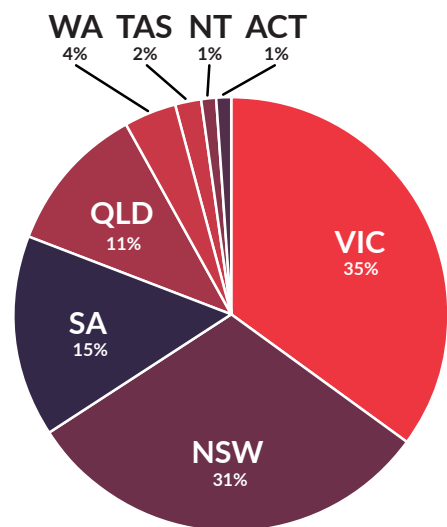


Figure 3.3 Vietnam - Commencements by State - YTD March 2024



“ Thanks AEAS team for all your hard work to bring independent schools closer to agencies. We learned lots of information from school reps today! The organisers and school representatives were enthusiastic, friendly, considerate with their whole heart! Education Agent, HCMC Agent Workshop, September 2023

Thailand

Thailand is one of the oldest, and currently the tenth largest long-term market for Australian schools. Thai parents are focused on safety, security and proximity to home, and historically have preferred boarding options for their children.

The YTD December 2022 to YTD December 2023 data shows an increase of 48% in commencements, with YTD March 2023 to YTD March 2024 indicating a 21% increase in enrolments during this period.

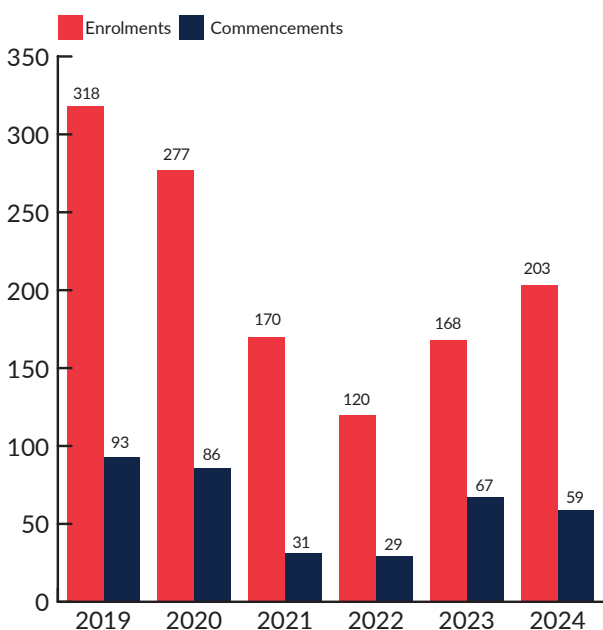


Figure 3.4 Thailand - Enrolments and Commencements - YTD March

AEAS has been holding Australian Schools events in Thailand for many years. The 2022 events were the first after COVID-19 and saw very strong interest – likely a post-pandemic surge – in particular from families with very young children. In 2023, Exhibition attendance normalised to pre-pandemic levels of around 60-65 families through the door.

Key competitors in this market are international schools in Thailand, and overseas study at schools in the UK and New Zealand. There are 228 international schools teaching British, American and IB curriculums and 142 bilingual schools teaching core subjects in English, however the student cohorts at these schools are predominantly local/Thai students, which realistically does not equate to a genuine ‘international experience’ for students.

New Zealand has long been an aggressive competitor for Australia, because its schools have had few or no entrance requirements, and offered highly competitive agent commission schemes over multiple years of enrolment. Significant changes to New Zealand’s high school and university pathways between 2024 and 2026 will mean this market will likely no longer be as attractive, and education agents and families will need to consider different options. With many Thai agents already well-versed in the Australian school system and having long-term relationships, Australia is well positioned to take advantage of these changes. Australian schools should embrace this opportunity to pitch Australia as a high quality destination, offering excellent academic outcomes and study pathways, as part of a truly international study experience.

Schools wishing to recruit students from Thailand are strongly encouraged to also attend the Agent Workshop in Bangkok to ensure key stakeholders are familiar with their brand and offerings.

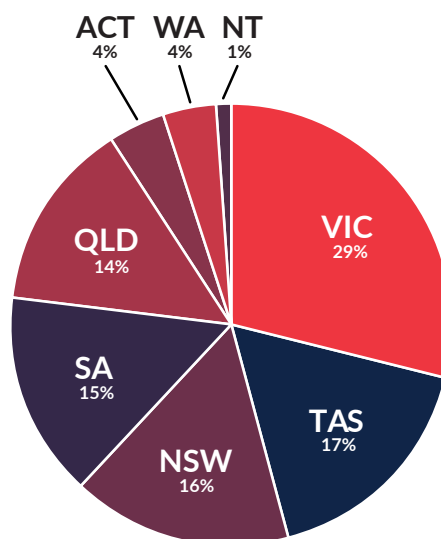


Figure 3.5 Thailand - Commencements by State - YTD March 2024

This was overall a fantastic event run in Bangkok, hugely impressed!

School Participant, Bangkok Exhibition September 2023





in collaboration with



AEAS is collaborating with Acumen (part of Sannam S4) to arrange this event series.

Location	Date	Event Type	Cost
Delhi & Mumbai	Wednesday 5 November to Wednesday 12 November	Agent Workshops Parent Fairs Meetings with key stakeholders Visits to schools	\$14,000

NOTE: By registering for this event, schools are committing to participate in all activities

- Includes all activities for up to two school representatives
- Excludes flights and accommodation

India

With growing interest in an Australian school education from education agents and families in India, and following our inaugural market engagement in 2024, AEAS is once again partnering with Acumen to offer a series of events and activities for Australian schools in India in November 2025.

India is now the ninth largest school sector market.

In 2023, Indian enrolments and commencements in Australian schools were at the highest levels they have ever been, and the YTD March 2024 data shows these numbers continue to grow even further.

Changes to accessibility of tertiary pathways for Indian students wishing to come to Australia means that demand is likely to grow strongly, and combined with an increasing ability to pay, will offer schools an opportunity to diversify into this new school sector market.

Now is the time for schools to visit India to develop an understanding of the market and opportunities, and to build relationships and brand presence. Enjoy a safe and targeted opportunity to engage effectively in India with the support of AEAS and Acumen.

Established in 2008, Sannam S4 is committed to helping globally-ambitious education providers enter, explore and expand in South and South-East Asia through their education division, Acumen.

They offer a dedicated range of services to develop strategic partnerships, expand collaborations and to support student enrolment. Their head office is in India and they have extensive experience in this market.

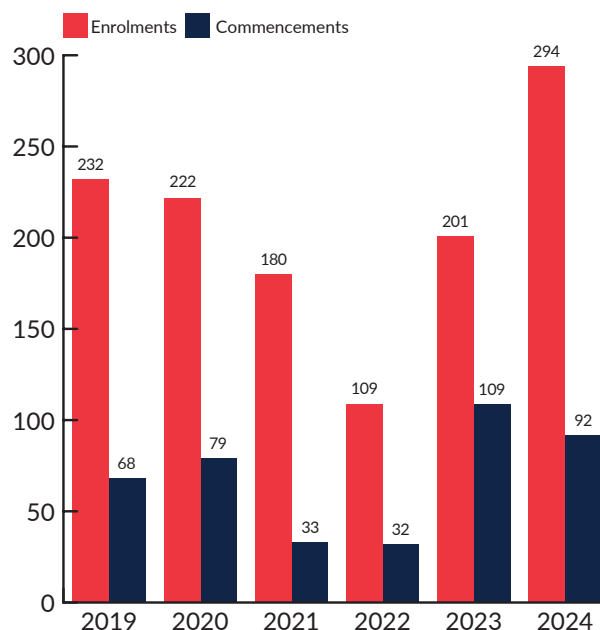


Figure 4.1 India - Enrolments and Commencements - YTD March 2024



Why should schools include India in 2025 plans?

- India is the world's fifth largest economy.
- It has the world's largest population in the 5-24 years age bracket (~500M people).
- Unlike China, its population is projected to continue growing until at least 2050.
- 25% of the world's under 25 year olds live in India.
- 1.5 million schools, 8.5 million teachers and 250 million school age children.

India is witnessing strong growth in demand for international education led by:

- rising disposable income of parents
- higher quality of education
- greater awareness of international education opportunities

NOTE: 2025 event types and costs are subject to change after completion of 2024 events.

If you interested in further information, please contact Tracey O'Halloran, Managing Director via email to tracey@aeas.com.au

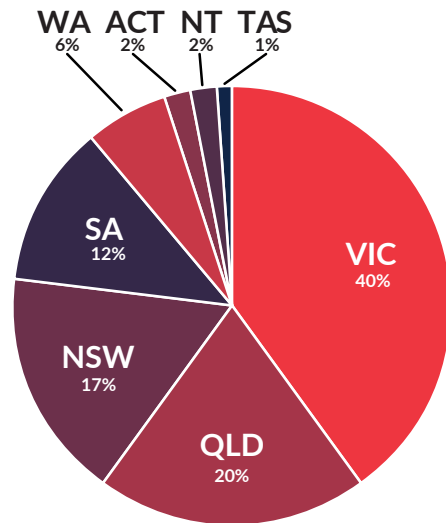
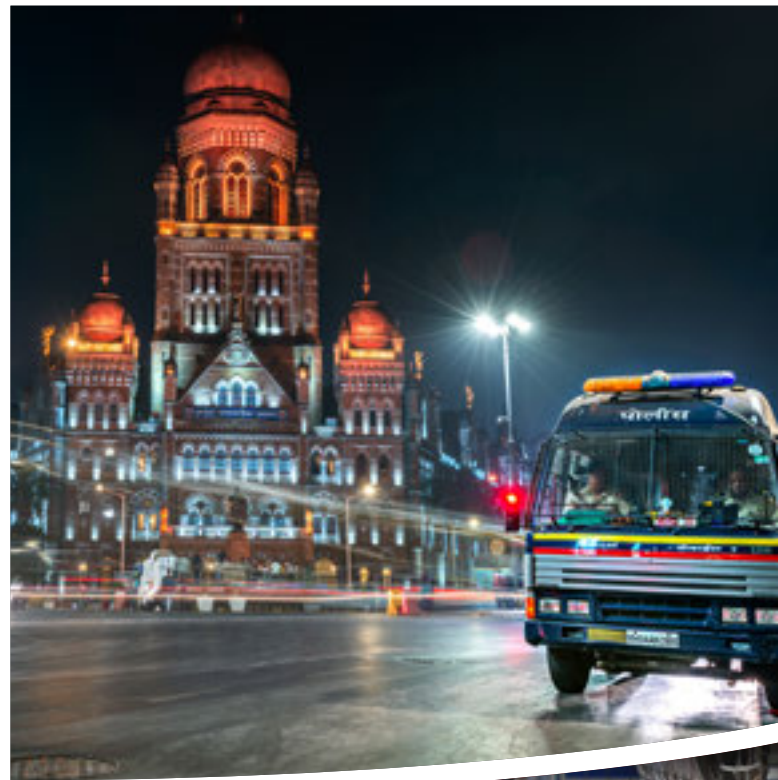


Figure 4.2 India - Commencements by State - YTD March 2024





Location	Date	Event Type	Venue
Brisbane	Monday 17 November	AEAS Seminar - International Education Update	TBA
Sydney	Wednesday 19 November	AEAS Seminar - International Education Update	TBA
Melbourne	Friday 21 November	AEAS Seminar - International Education Update	TBA
Adelaide	Monday 24 November	AEAS Seminar - International Education Update	TBA
Perth	Wednesday 26 November	AEAS Seminar - International Education Update	TBA

AEAS Seminars for Australian Schools

AEAS will again hold a series of seminars in five cities. These seminars are held annually and are an excellent opportunity for Directors/Managers of International Programs, Admissions Managers, Marketing Managers, international student coordinators and any other interested school staff to network, share information and learn from each other. Come along and hear all the latest news about international education for the school sector, and what is happening in our key source markets.

If you would like to host a seminar at your school, please contact sally@aeas.com.au

Pencil the date in your calendar now. Invitations and a registration link will be provided closer to the dates.



Event Registration and Terms & Conditions

Event 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.



[Click to view](#)

Register early to avoid disappointment!
aeas.com.au/school-events



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 confirming acceptance of their event registration, followed by an invoice for confirmed events in which they will participate.

Detailed event information will be made available to confirmed participants via our Online Information Portal approximately three months prior to events to assist with preparation and planning.

AEAS Contacts



Sally Warnecke
Director, Operations,
Events & Relationships

+61 3 9645 0077

+61 407 809 035

sally@aeas.com.au



Tracey O'Halloran
Managing Director, AEAS

+61 3 9645 0077

+61 412 294 495

tracey@aeas.com.au



Brett McGeorge
Director, Marketing and
Business Development

+61 3 9645 0077

+61 418 564 955

brett@aeas.com.au



Level 1 / 215 Park Street
South Melbourne
Victoria 3205 Australia

 aeas.com.au

 +61 3 9645 0077

 admin@aeas.com.au

 [AEAStest](https://www.facebook.com/AEAStest)

 [/company/aeas-test](https://www.linkedin.com/company/aeas-test)

 [@aeas_test](https://www.instagram.com/aeas_test)

40 YEARS OF QUALITY
INTERNATIONAL
STUDENT ASSESSMENTS