



# 2026 Australian Schools International Event Program



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# About AEAS Events

For 35 years, AEAS has supported Australian schools in connecting with quality education agents and international families across key source markets. Our in-country marketing events offer invaluable opportunities for schools to share their stories, build meaningful relationships, and inspire confidence in families considering an Australian education for their children.

## Building trust through direct engagement

Successful international student programs are built on strong relationships—grounded in trust, understanding, and consistency. Regularly visiting markets in person allows schools to deepen existing connections and foster new ones with education agents, alumni, current and past parents and local schools. AEAS events help your school stand out in an increasingly competitive global landscape, while also contributing to the strength and visibility of the Australian school sector as a whole.

## Navigating a changing international education landscape together

Recent changes in Australia's international education policy have created a significant degree of uncertainty among families and education agents. While the school sector was never the direct target of these changes, there has been collateral reputational damage. Meanwhile, major competitors such as the US, UK, and Canada have introduced even more restrictive policies, opening a window of opportunity for Australia.

With strategic messaging and coordinated engagement, Australia is well-positioned to attract students seeking stability and quality in a welcoming environment. At the same time, increased competition from regional international schools in Singapore, Malaysia, Hong Kong, Thailand and Japan highlights the need for Australian schools to maintain a consistent presence in key markets to maintain and grow market share.

## 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.

## Why join AEAS Events?

Schools participating in AEAS events benefit from our extensive experience in event planning and execution, with comprehensive support provided before, during, and after each event. Beyond logistical support, participants gain access to:

- Economies of scale not possible for individual school efforts
- Targeted marketing exposure in high-potential regions
- Increased brand visibility through consolidated sector promotion

AEAS events connect schools directly with highly motivated families, offering more meaningful, cost-effective engagement than broader, multi-sector events. As international parents begin planning their children's education earlier, schools must establish multiple touchpoints to build credibility and trust over time. AEAS delivers these touchpoints through focused, face-to-face interactions.

Schools should regularly review their international education strategy, including presence in preferred markets, diversification of student population, and recruitment and marketing methods. Schools need to be agile and adjust their strategies based on shifting market demands.

Following successful in-person events held in China, Hong Kong SAR, South Korea and, Taiwan, Cambodia, Vietnam, Thailand and India in 2025, AEAS continues to support the school sector's student recruitment goals. Our 2026 program of events is designed to strengthen recruitment efforts in established markets such as China, Hong Kong, and Vietnam, and build presence in developing and emerging markets, including Taiwan, Cambodia, and India.





## Australian Schools Exhibitions

- Position Australian school education as a first-class, globally desirable option.
- Promote Australia as a safe, high-quality destination that leads to success at school, university, and beyond.
- Provide direct access to prospective students and their families, allowing schools to highlight key selling points and build personal connections.
- Support brand visibility in established markets and help schools expand into smaller and emerging markets.
- Include tailored market briefings, focusing specifically on the school sector to support your recruitment efforts with relevant insights.



## Education Agent Workshops

- Facilitate high-quality, targeted conversations in a time and cost-effective format.
- Help schools meet National Code of Practice requirements for agent engagement and communication.
- Provide agents with updated information about the Australian education landscape and the benefits of school-aged study in Australia.
- Enhance agent knowledge about participating schools, including entry pathways and place availability.
- Strengthen partnerships, with opportunities to explore and formalise agency agreements.
- Are held at five-star venues and are fully catered.

## Inclusions

**Your participation fee includes a suite of services designed to maximise your school's success at each event:**

- Access to the AEAS Event Management System (EMS) for student registration and data collection
- Venue arrangements, including booth or table setup, seating, power, Wi-Fi, and water
- Pre-departure, onsite/event-day, and post-event support from the AEAS team
- Market briefings tailored to school representatives (where applicable)
- End-to-end event management and support by AEAS
- Full catering during education agent workshops
- Event marketing and promotional support
- Business visa support (where applicable)

## Booth Sharing

Booth sharing is available at select in-person Australian Schools Exhibitions. Schools may register to share a booth with one other school (maximum two schools per booth). The total cost for a shared booth is \$7125, or \$3565 per school. This is a cost-effective way to maintain market presence while sharing resources and support.

**Booth sharing is not permitted at Education Agent Workshops.**

## PLACES ARE LIMITED!

*If your school is planning on participating in AEAS events in 2026, register early to avoid missing out!*

**[aeas.com.au/school-events](https://aeas.com.au/school-events)**



# Australian Schools Information System

Over  
**90,000**  
visitors in the past  
12 months!

**4.5/5 Star  
User Rating**

## What is the Australian Schools Information System?

One of the main challenges for international families and education agents is finding and sorting through the information they need to make confident decisions about Australian schools. Key details such as enrolment processes, place availability, and application requirements are often hard to locate, buried deep within websites, or presented in ways that aren't accessible to non-native English speakers.

To address this, AEAS developed the Australian Schools Information System (ASIS): a purpose-built, centralised platform that helps families and agents search, compare, and connect with quality Australian schools more easily and effectively.

**In the past 12 months, over 90,000 users visited ASIS, generating more than 25,000 school profile views—with the top-listed school receiving almost 1800 views. 85% of users said ASIS helped them select a school, and the platform earned an average usability rating of 4.5 out of 5 stars.**

## Benefits for Parents and Agents

**ASIS makes the school selection process easier by:**

- Presenting information in a consistent, user-friendly format, specific to international students
- Offering advanced filters to narrow search results
- Displaying current place availability for the next three years
- Making comparisons between schools simple and accessible
- Supporting content in multiple languages, helping families and agents navigate and understand the information more easily.

## Benefits for Australian Schools

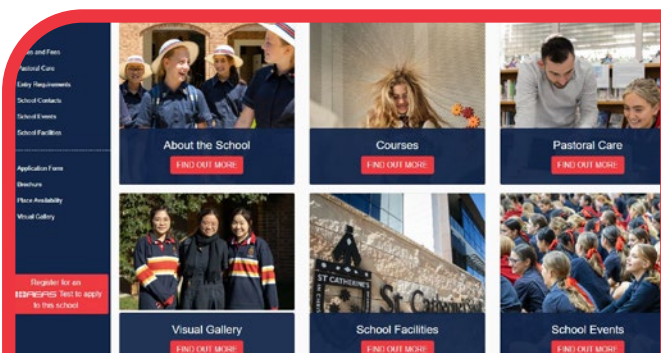
**ASIS helps schools:**

- Showcase their offering on a platform purpose-built for international audiences
- Benefit from ongoing, highly targeted digital marketing to international families and education agents
- Save time by referring agents directly to listings in relevant languages, reducing the need for full website translation
- Lower printing and production costs by using ASIS as a centralised information hub
- Access the Education Agent database and communication tools (Premium Listings only).

**[australianschools.aeas.com.au](https://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 listing is for 12 months.

***The establishment fee will be waived for schools that sign up in conjunction with a registration for 2026 AEAS Events by 31 December 2025.***

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



## 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 2026*

- \$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 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.**

**Click to find out more about ASIS**

Sign up when registering for 2026 AEAS Events  
or contact Jenni Tobin via email to [jenni@aeas.com.au](mailto:jenni@aeas.com.au)



Location	Date	Venue	Cost	Event Type
Beijing, China	Saturday 7 March	JW Marriott Chaoyang Hotel	\$4750	Exhibition
Shanghai, China	Sunday 8 March	Conrad Hotel	\$4750	Exhibition
Shanghai, China	Monday 9 March	Conrad Hotel	\$2500	Agent Workshop
Guangzhou, China	Saturday 14 March	Sheraton Hotel	\$4750	Exhibition
Hong Kong SAR	Sunday 15 March	Cordis Hotel	\$4750	Exhibition
Hong Kong SAR	Tuesday 17 March	Cordis Hotel	\$2500	Agent Workshop

Register online before 30 September 2025  
at [aeas.com.au/school-events](https://aeas.com.au/school-events)

### Mainland China

China remains the largest source market for international school students studying in Australia accounting for 32% of total enrolments as of YTD December 2024. From YTD April 2024 to YTD April 2025, there has been a 26% increase in enrolments and 17% increase in commencements. Approximately 40% of students choose to enrol in a non-government school and 60% choose a government school.

Tier-one cities continue to offer the strongest recruitment potential. Shanghai, Beijing, and Guangzhou consistently rank as the top three cities for Australian school sector visa lodgements and grants. Other high-potential cities include Shenzhen, Hangzhou, Nanjing, Chengdu, Xi'an, Wuhan, and Qingdao.

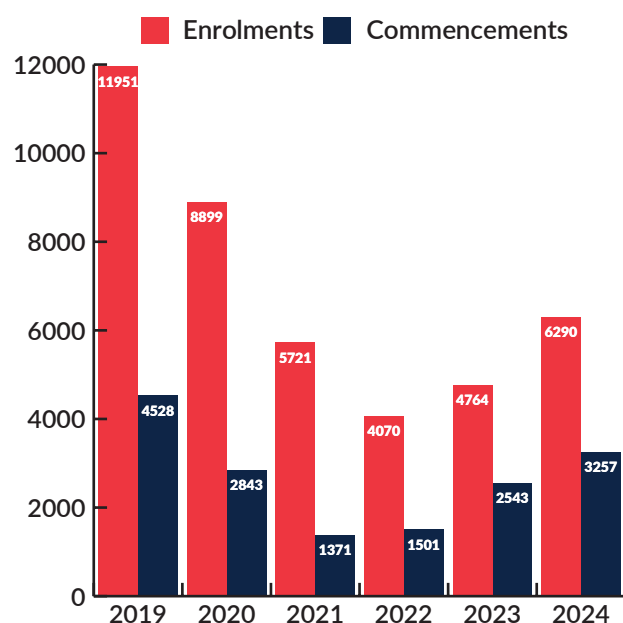


Figure 1.1 Mainland China - Enrolments and Commencements - YTD DEC

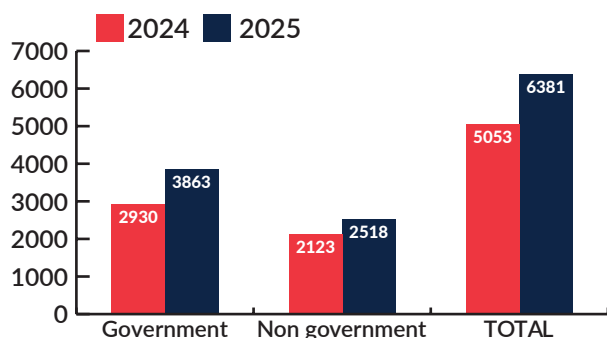


Figure 1.2 Mainland China - Enrolments - YTD APR

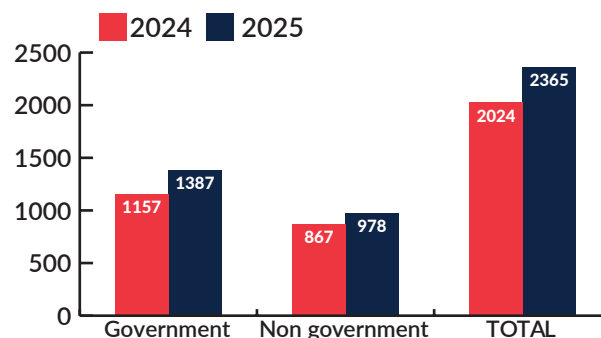


Figure 1.3 Mainland China - Commencements - YTD APR

## Market Observations

There has been a slowing of international school sector visa applications to Australia over the past twelve months which is the result of a range of factors both within China and globally. Diminishing interest in the UK and US driven by cost, safety, and policy concerns presents an opportunity for Australia to reinforce its position as a safe, welcoming, reputable, and affordable alternative.

Competition from international schools, both within China and in nearby destinations like Singapore is also intensifying.

*"Australia remains a highly attractive destination for K-12 international students. However, the primary deterrent for some parents is Australia's rising cost of education, leading some families to opt for more affordable alternatives in Southeast Asia."*

*- Education Agent, China*



China's 'Double Reduction' policy, introduced to reduce the academic burden on school-aged children, has significantly restricted access to after-school tutoring and extracurricular academic programs, including English language learning. While the policy aims to promote student wellbeing and reduce reliance on private tutoring, many parents now feel they have fewer options to support their child's academic development, especially in subjects critical to global mobility, like English.

As a result, families are increasingly seeking international education pathways that offer greater flexibility, more personalised learning, and reduced pressure compared to China's highly competitive local system.

Two major pressure points in the Chinese academic system are the Zhongkao and the Gaokao, which are



the national exams at the end of junior and senior secondary schooling, respectively. The Zhongkao, taken in Year 9, is particularly pivotal as it determines whether a student is permitted to continue on an academic pathway or is directed toward a vocational track. Only about half of students who sit the Zhongkao will progress to senior academic high school; the rest are diverted to vocational education, often limiting their future academic and career options.

The Gaokao, taken in Year 12, is equally high-stakes, determining university eligibility. With limited places available and enormous competition, many students fail to gain admission to top universities, further driving interest in overseas education as a more balanced and opportunity-rich alternative.

In this context, Australian schools, with their emphasis on student wellbeing, holistic development, and strong university pathways, are seen as an attractive and reliable option for Chinese families looking to secure a better future for their children.





## Why participate in AEAS China events?

To remain competitive in the Chinese market, regular brand visibility, ongoing engagement with agents, and consistent communication with families are essential. AEAS events offer a proven platform to achieve these goals, and participation should be a core part of any school's China market strategy.

Beyond in-person events, participating schools benefit from year-round marketing and promotion via the activities of the AEAS China office, including:

- live-streamed sessions and webinars for parents and agents
- social media engagement through platforms like Rednote, Douyin and Wechat
- promotion via the AEAS official Wechat channels, which reach over 130,000 engaged followers.

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 designed to strengthen interest in Australian schools as a preferred destination.

### School Exhibition

*"The whole experience across the 4 cities was fantastic. The organisation and information provided by AEAS was excellent. This includes prior to departure and during the events themselves. Thank you all!"*  
- School Participant, China

*"I found the Guangzhou exhibition one of the most valuable. Lots of valuable conversations!"*  
- School Participant, China

## Hong Kong SAR

Hong Kong is the third-largest source market for Australian school sector students, following China and Vietnam. For over 35 years, AEAS has organised highly successful school exhibitions in Hong Kong, generating strong brand recognition among parents which results in consistently high attendance.

### Market Observations

The level of interest in studying at an Australian school on a 500 international student visa appears to be stabilising with an 11% increase in enrolments and no change in commencements from YTD December 2023 to YTD December 2024. From YTD April 2024 to YTD April 2025 there was a 1% increase in enrolments and a 12% decrease in commencements. Approximately 67% of students choose to enrol in a non government school and 33% choose a government school.

These figures reflect a steady demand with a slight softening in commencement rates, pointing to the importance of consistent, targeted engagement.

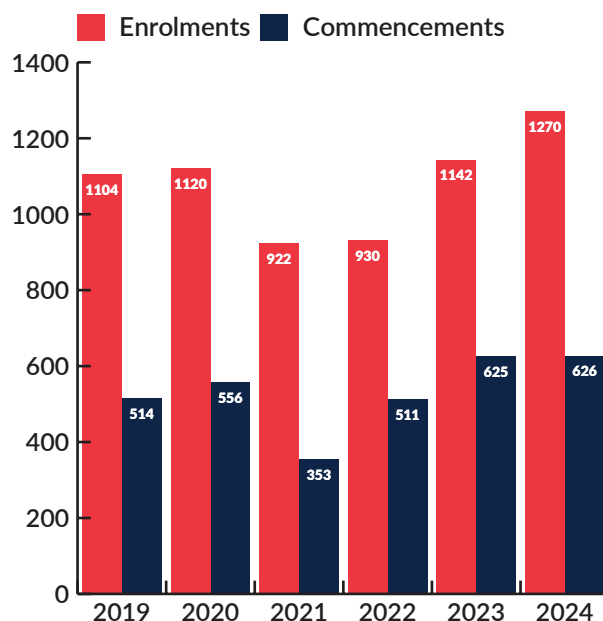


Figure 2.1 Hong Kong SAR - Enrolments and Commencements - YTD DEC



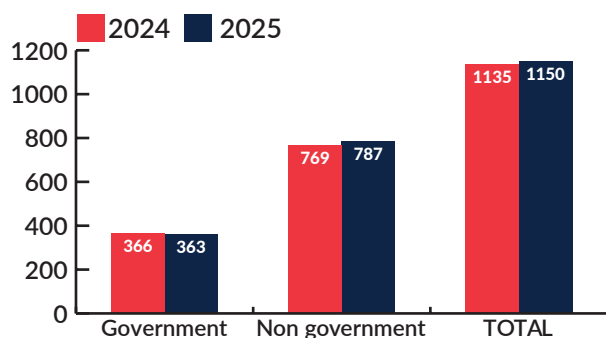


Figure 2.2 Hong Kong SAR - Enrolments - YTD APR

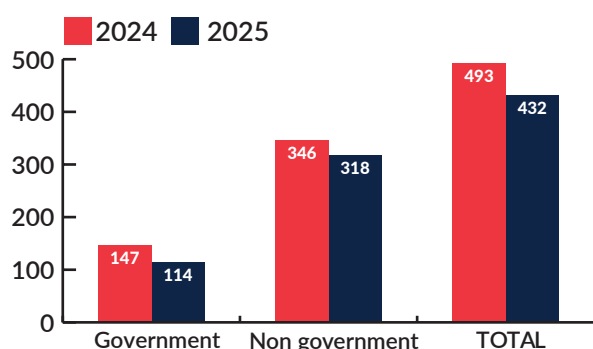


Figure 2.3 Hong Kong SAR - Commencements - YTD APR

## Why participate in AEAS Hong Kong events?

The March 2025 AEAS Australian Schools Exhibition came within nine families of breaking the all-time attendance record set in March 2024. Notably, AEAS consistently achieves over 60% conversion from pre-registration to attendance, which is well above the industry norm, and highlights the effectiveness of our targeted, high-quality marketing.

An important and consistent trend at AEAS Hong Kong events is that around 50% event attendees are relocating Hong Kong families (citizens, PRs, or TRs). Schools are encouraged to remain open to discussions with these families, as they represent a valuable and engaged cohort.

*"The total HK student population has reduced over the last few years. There is still a substantial number of families with younger children considering Australia – but more dependents of TRs/PRs and guardian visas than 500 visa students.*

*There has been a slight increase in families considering Australia who were originally considering the UK, due to the introduction of 20% VAT on private school fees."*

*- Education Agent, Hong Kong*

While the Hong Kong market appears to have stabilised, interest from both 500 student visa holders and relocating Hong Kong families is likely to continue.

## School Exhibition

*"Always a great event that consistently attracts genuine families who are informed and have good knowledge of the Australian School Sector"*  
- School Participant, Hong Kong

*"I really enjoyed the Hong Kong Exhibition – the families were of high quality, and we had some great conversations. It was a very productive and positive experience overall."*  
- School Participant, Hong Kong







Location	Date	Venue	Cost	Event Type
Tokyo, Japan	Thursday 18 June	TBA	\$2500	Agent Workshop
Seoul, South Korea	Saturday 20 June	Sofitel Ambassador	\$4750	Exhibition
Seoul, South Korea	Monday 22 June	Sofitel Ambassador	\$2500	Agent Workshop
Taipei, Taiwan	Friday 26 June	Grand Hyatt Hotel	\$2500	Agent Workshop
Taipei, Taiwan	Saturday 27 June	Grand Hyatt Hotel	\$4750	Exhibition
Hong Kong SAR	Sunday 28 June	Cordis Hotel	\$4750	Exhibition

### Japan

Japan is currently the sixth largest source market for school sector students, representing 5% of total enrolments. From YTD December 2023 to December 2024, this market recorded a 23% increase in enrolments and a 17% increase in commencements. However, more recent figures from YTD April 2024 to April 2025 show a 12% decline in enrolments and a 27% decline in commencements, with the majority of this decrease occurring in government school student placements.

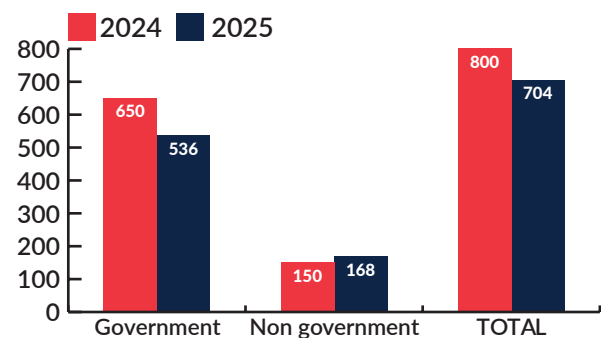


Figure 3.2 Japan - Enrolments - YTD APR

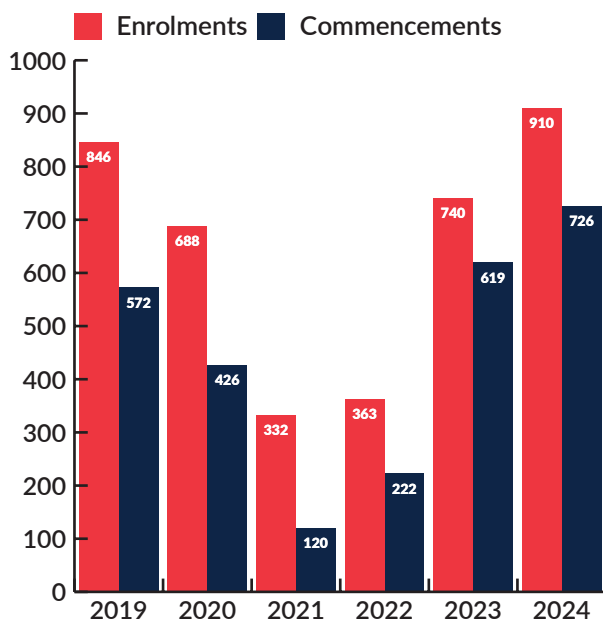


Figure 3.1 Japan - Enrolments and Commencements - YTD DEC

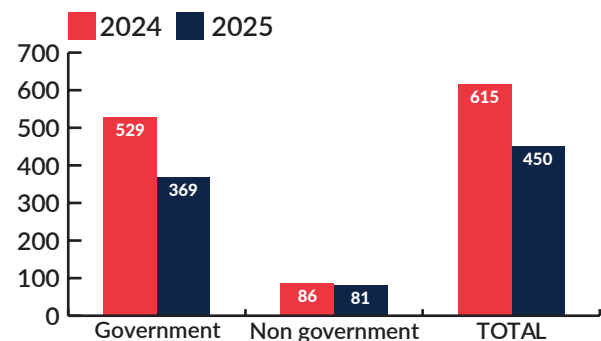


Figure 3.2 Japan - Commencements - YTD APR





## Market Observations

A significant proportion of 500 visa students from Japan enrol for short stays (under 12 months). 76% of visa applications from July 2024 to May 2025 were for students aged from 15 to 19 years.

The Japanese economy has been impacted in recent years from weak global growth, geopolitical tensions and high inflation. Potential US tariffs may further impact near-term growth. Despite these challenges, Japan remains the fourth-largest economy globally, with a recovery expected in the coming years.

The Japanese government has been actively implementing policies to enhance English language education in schools, particularly at the elementary level. English is now compulsory in junior high and high school, and is being introduced earlier in primary schools, signalling long-term demand for immersive English-speaking environments abroad.

*"For Japanese families, economic concerns have had the greatest impact in the past year, particularly the ongoing weakness of the yen. While the UK and US remain top choices, Australia and Singapore are gaining attention, particularly among families who value English-speaking environments with strong reputations in international education."*

- Education Agent, Japan

## Why participate in the AEAS Japan Event?

AEAS returns to Japan in 2026, reintroducing the Agent Workshop in Tokyo following a successful four-year run through to 2019. Japan is a relationship-driven market where consistent, long-term engagement is essential for success.

Participation in the Japan event helps schools:

- rebuild and strengthen agent relationships, which require years of trust-based engagement
- explore school-to-school partnerships and develop short-term programs and study tours as part of a broader recruitment strategy
- align with Japan's national priorities around english language learning and global education pathways.

Schools seeking long-term success in Japan should commit to a minimum three-year strategy that includes regular in-market presence, agent engagement, and developing programs and offerings that are tailored to Japanese student and parent expectations.

## South Korea

South Korea is currently the fourth largest source market for Australian school sector students, holding a 5% market share. From YTD December 2023 to 2024, enrolments rose by 15% and commencements by 13%. More recent data (YTD April 2024 to April 2025) shows continued growth, with an 8% increase in enrolments and a 6% increase in commencements.

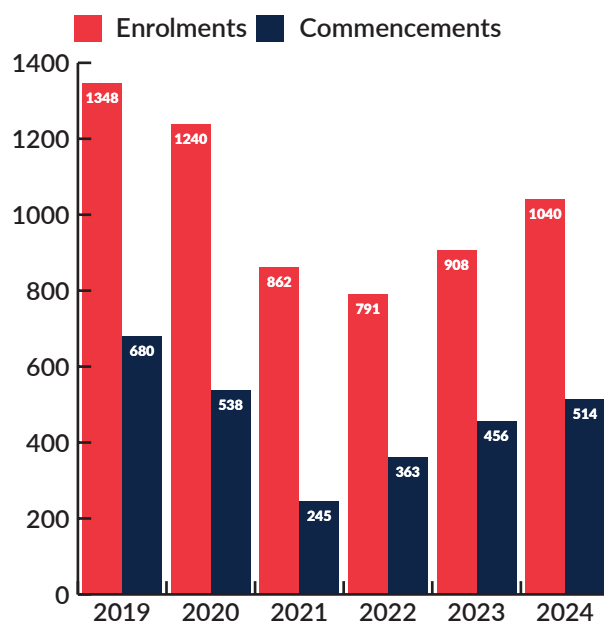


Figure 4.1 South Korea - Enrolments and Commencements - YTD DEC

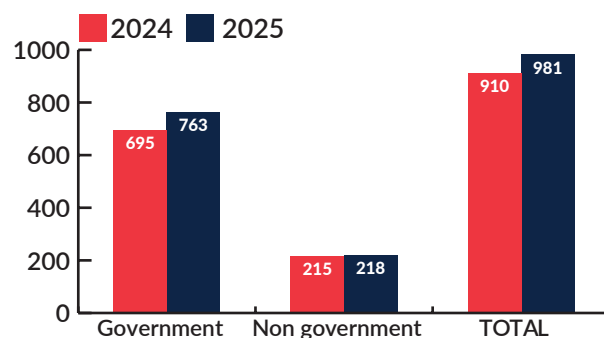


Figure 4.2 South Korea - Enrolments - YTD APR

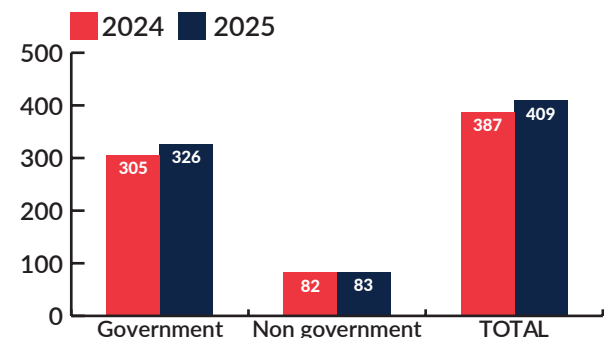


Figure 4.3 South Korea - Commencements - YTD APR

## Market Observations

- South Korea is a younger-student market: 80% of 500 visa applications are for students aged 5 to 14, indicating a strong interest in primary and lower secondary education.
- Enrolments and commencements continue to rise steadily.
- A growing share of families seek short to medium-term education pathways, often with a parent accompanying on a guardian visa.

Australia is increasingly seen as a safe, affordable, and values-driven alternative to traditional destinations like the US and Canada. With significant policy uncertainty in North America, more Korean families are now considering Australia.

Australian schools' focus on holistic education and student wellbeing stands in stark contrast to Korea's high-pressure, exam-driven system. Many Korean students spend long hours in cram schools, even from a young age, and families are seeking a more balanced, future-focused experience abroad. The Australian approach to school education, and our excellent pathways to top universities are very attractive to South Korean families.

*"There has been a slight increase over the past year, particularly with more interest in private schools. As student visas for the US and Canada have become more difficult, more families are turning to Australia as an alternative. Many families prefer a parent to accompany the child on a guardian visa."*

- Education Agent, South Korea

For Australia, South Korea remains a public school-dominated market, and private schools must clearly communicate the value they offer. However, this is also a market where academic expectations and future outcomes are paramount, and this is an area where Australian private schools have a compelling story to tell.

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. Unsurprisingly, over 50% of students therefore choose Queensland as their preferred destination. Through year-round, AEAS-led promotion and deepening relationships with education agents, the overall impact of a regular presence of Australian schools in this market cannot be underestimated.



## Why participate in AEAS South Korea events?

The 2025 marketing campaign, revised in collaboration with AEAS's local partner, achieved improved results with 72 families pre-registered and 35 attending (both increases over prior years). While many parents attend without their children (due to academic commitments), engagement remains high, and families consistently demonstrate genuine interest and financial capacity.

AEAS Agent Workshops have provided excellent opportunities for the participating schools to assist agents to establish an understanding of the offerings of Australian schools, and to start to build relationships and brand awareness. The 2025 AEAS Agent Workshop reached full capacity, with a waitlist for education agents, highlighting rising demand and deepening interest in Australian schools—particularly among those new to the sector. It is also a strong endorsement of the quality and value of these events. Our observation in 2025 was that education agents are becoming more engaged and have an increased understanding of Australian schools, and particularly private schools. The 2026 Agent Workshop will continue to grow knowledge and expertise in the market about Australian schools.

*"Although I attend this event regularly, I appreciated the opportunity to receive information about new schools again this time. I also found the panel session particularly helpful, as it provided a comprehensive overview of the support and resources available for international students."*

- Education Agent, South Korea



AEAS supports Australian schools to develop brand awareness in South Korea through:

- Exhibitions and Agent Workshops, designed to build brand awareness and agent relationships
- year-round paid marketing, extending school exposure well beyond the event
- ongoing engagement and training of agents, with increasing focus on private schools.

To achieve sustainable recruitment in this market, schools must commit to at least three years of consistent engagement. AEAS's 2026 program, which includes both an Exhibition and Agent Workshop, builds on learnings from the past three years and aims to further strengthen participation and outcomes.

### School Exhibition

*"Even though it was quiet we saw three solid families."*  
- School Participant, South Korea

*"I would persevere for another year! They will come 😊"*  
- School Participant, South Korea

*"Your research and marketing was exceptional. The briefing and statistics you had gathered for the market was very interesting and well presented."*  
- School Participant, South Korea

### Agent Workshop

*"We found the quality of the agents quite high and they were all quite keen to engage, even the ones who were starting out. The agents' level of English was good too. 2-3 agents indicated they would come and visit us which is a good sign for us."*  
- School Participant, South Korea



## Taiwan

Taiwan is currently the ninth largest source market for school sector students and is showing high levels of sustained growth. From YTD December 2023 to 2024, enrolments increased by 45% and commencements by 56%. More recent figures from YTD April 2024 to April 2025 confirm the trend, with a 44% increase in enrolments and 25% growth in commencements..

This is primarily a younger-student market, with 62% of 500 visa applications for students aged 5 to 14 years.

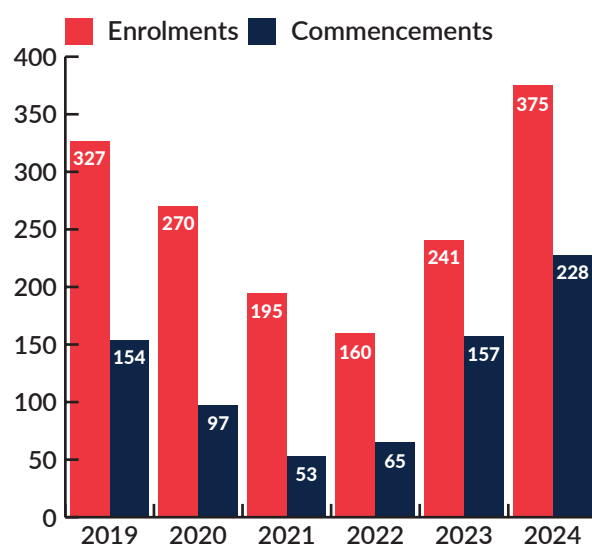


Figure 5.1 Taiwan - Enrolments and Commencements - YTD DEC

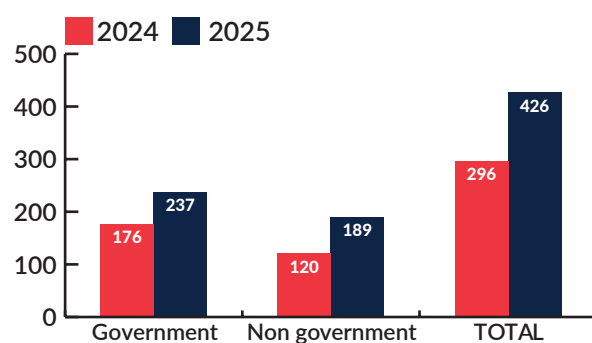


Figure 5.2 Taiwan - Enrolments - YTD APR

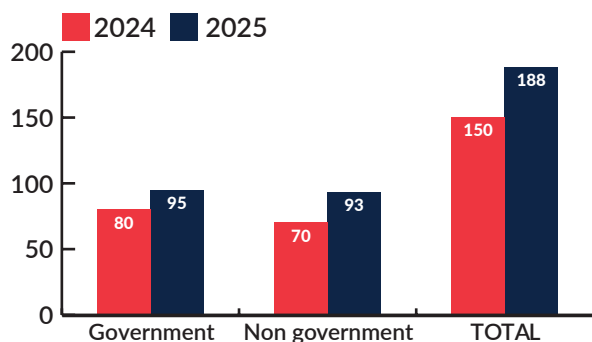


Figure 5.3 Taiwan - Commencements - YTD APR



## Market Observations

- Enrolment growth remains strong across consecutive reporting periods.
- Families are increasingly considering long-term pathways beginning at the K-12 level.
- The market shows a healthy balance between immediate enrolments and future planning, creating both short and long-term recruitment potential.

Interest in Australian schools is growing strongly, driven in part by geopolitical uncertainty and declining confidence in other traditional destinations. While the US has historically been the top choice, concerns around safety, stability, and tightening student visa policies have prompted families to look to Australia as a safe, high-quality, and welcoming alternative.

A distinctive feature of this market is the even split between families ready to enrol now and those planning years ahead. This presents schools with a unique opportunity to convert near-term interest while cultivating long-term brand awareness and nurturing future enrolments.

*"Over the past few years, we have seen significant growth in K-12 enquiries...driven by instability and uncertainty in other English-speaking countries, as well as Australia's improved higher education rankings. More families are considering sending children to Australia at the K-12 level as part of a longer-term education pathway. Safety and wellbeing have become even more frequent concerns in family discussions."*

*Interest in private schools is growing steadily, partly because Taiwanese families are financially stable and increasingly familiar with international programs in Taiwan. Many parents prefer to accompany their children as guardians."*

*- Education Agent, Taiwan*

## Why participate in AEAS Taiwan events?

Over the past three years, AEAS has held Exhibitions and Agent Workshops in Taipei, with strong year on year growth:

- 300 families registered for the 2025 exhibition, with 166 attending on the day – a 47% increase on 2024 and a 55% pre-registration conversion rate
- 17 Australian schools participated in 2025 (up from 14 in 2024), reflecting increased interest in this market among schools
- families demonstrated serious intent, financial capability, and growing familiarity with Australian schooling options
- many parents are interested in guardian visa arrangements, enabling earlier and more flexible enrolment decisions.



The Taipei Exhibition offers a high-impact opportunity for schools to connect directly with families and grow their visibility in a dynamic and increasingly important market.

The Taipei Agent Workshop continues to play a crucial role in strengthening relationships with both new and returning agents:

- in 2025, school participation increased from 12 to 16
- many agents returned for their second or third year, underscoring the growing demand for deeper engagement with Australian schools
- the Workshop allows agents to gain a solid understanding of school offerings, helping them better support families.

*"Well organised and expertly executed! Market information and data are appreciated. The opportunity to learn more about each school is invaluable for local agents in Taiwan, enabling them to deliver professional services to parents and students."*  
- Education Agent, Taiwan

*"Each school shares its values and principles; however, all would like to prepare students for meaningful lives. Also, the panel discussion gave me information to know their thoughts, especially schools. It is my view that a comprehensive and deeper understanding of schools is key to successful promotion."*  
- Education Agent, Taiwan

Schools new to the Taiwan market or those looking to deepen existing relationships are strongly encouraged to participate in the 2026 Agent Workshop.

Interest in the Taiwanese market among Australian schools is high, and places will be limited, so early registration for these events is recommended.

## Hong Kong SAR

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

While smaller in scale, the June Exhibition offers a highly targeted opportunity for schools to engage with interested families in a welcoming and focused setting. It is particularly well-suited for schools new to the Hong Kong market, providing a platform to establish presence, build brand awareness, and connect directly with families exploring Australian education options.

A defining feature of the Hong Kong market is its balanced distribution of enrolments and commencements across all Australian states and territories. Families are typically open-minded and will consider a wide range of price points, school types, locations, and accommodation models. This presents an ideal environment for both established and emerging schools to build brand awareness.

### School Exhibition

*"It was my first AEAS experience. It has been overwhelmingly positive. Hong Kong is our strongest region overseas, so it was wonderful meeting families in such a lovely setting. The professionalism of the event made the experience even better."*  
- School Participant, Hong Kong

*"It was very a successful event. Can't understand why more schools don't come in June!"*  
- School Participant, Hong Kong

If you're looking to build a recruitment pipeline in this sophisticated market, the June Hong Kong Exhibition is a perfect place to start - especially for first-time participants. Spaces are limited, so early registration is encouraged.

Hong Kong Commencements

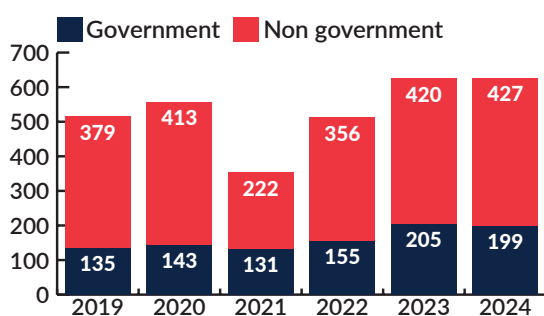


Figure 6.1 Hong Kong - Commencements: Government vs. Non-Government Schools - YTD DEC

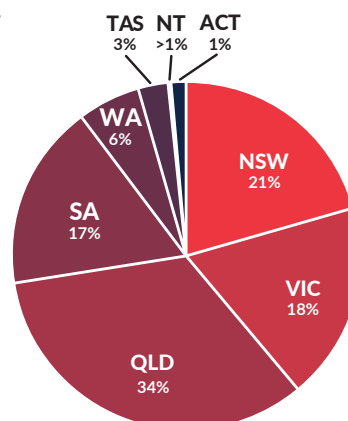


Figure 6.2 Hong Kong - Commencements by State - YTD DEC 2024

# September 2026

## Cambodia, Vietnam and Thailand



Location	Date	Venue	Cost	Event Type
Phnom Penh, Cambodia	Sunday 6 September & Monday 7 September	TBA	\$5900	Exhibition & Agent Workshop
HCMC, Vietnam	Friday 11 September	TBA	\$2500	Agent Workshop
HCMC, Vietnam	Saturday 12 September	TBA	\$4750	Exhibition
Hanoi, Vietnam	Sunday 13 September	TBA	\$4750	Exhibition
Hanoi, Vietnam	Tuesday 15 September	TBA	\$2500	Agent Workshop
Bangkok, Thailand	Friday 18 September	TBA	\$2500	Agent Workshop
Bangkok, Thailand	Saturday 19 September	TBA	\$4750	Exhibition

### Cambodia

Cambodia is currently the seventh largest source market for Australian schools. Cambodia has seen a 16% increase in enrolments and a 9% increase in commencements from YTD December 2023 to 2024. More recent data from YTD April 2024 to April 2025 shows a 13% increase in enrolments, while commencements remained steady, likely reflecting some reputational impacts stemming from changes to Australia's international student policies in 2024.

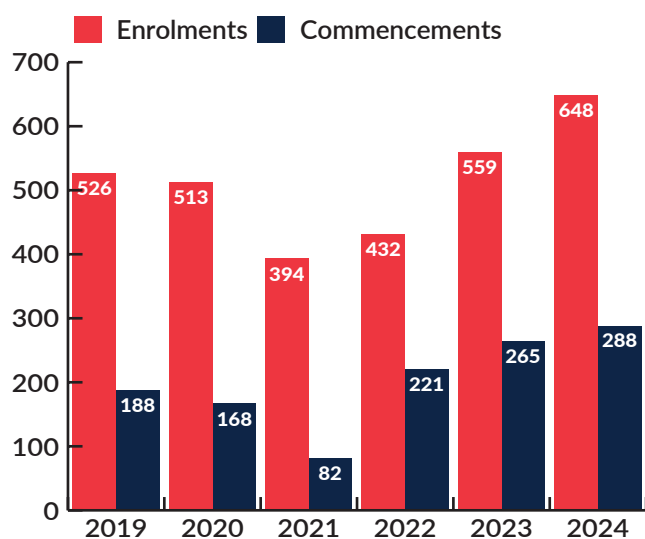


Figure 7.1 Cambodia - Enrolments and Commencements - YTD DEC

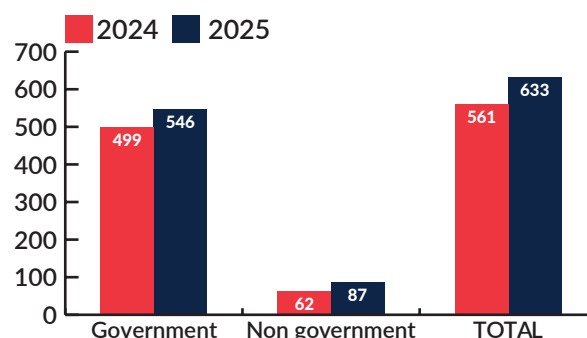


Figure 7.2 Cambodia - Enrolments - YTD APR

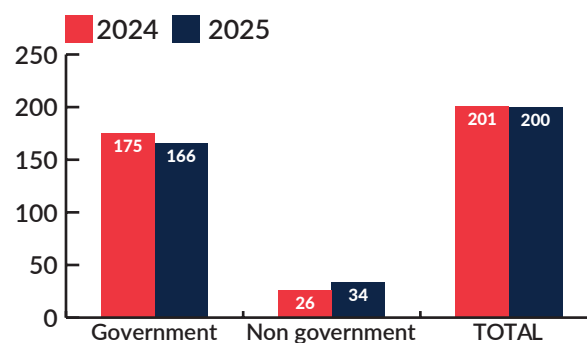


Figure 7.3 Cambodia - Commencements - YTD APR





## Market Observations

- Growth in enrolments over consecutive reporting periods.
- Commencements are stable, suggesting a need for sustained engagement.
- Market is currently dominated by government school enrolments, but private school interest is growing.
- Cambodia's population is 16.3 million, with a median age of just 24.3, indicating a young, education-focused demographic.

Cambodia is a small but growing market, fuelled by rapid economic development and a rising middle and upper class with the information and financial capacity to explore quality overseas education options for their children. Sectors such as tourism, manufacturing and construction are key drivers of national growth.



Cambodia's emerging middle and upper classes have a thirst for knowledge about overseas study opportunities at school level. The rapid rate of economic development in this country, coupled with local international school offerings of varying quality have resulted in growing demand for access to quality educational opportunities for their children.

An element of the ongoing marketing run by AEAS in Cambodia is to build parents' knowledge about school admission requirements, appropriate ages and entry points, and the type of preparation they should undertake while waiting. While many families may not be seeking immediate enrolments, they do represent strong future prospects for schools and providing them with information is a good way to increase your school's brand presence in Cambodia.

## Why participate in AEAS Cambodia events?

AEAS held its third set of events in Cambodia in 2024, with registrations and attendance continuing to be strong. In partnership with an excellent local marketing company, we achieved nearly 300 pre-registrations, and an attendance of 120 families at the Exhibition, demonstrating there are opportunities for Australian schools to build a long-term pipeline of students from this market.

Cambodian families display varying levels of awareness of the Australian school sector. Some are at the start of their journey, seeking basic information, while others have already chosen Australia and use AEAS events to confirm their decision and proceed with applications.

There is also a very wide range of ages enquired about – in some instances, this will result in long enquiry to application timelines, with schools needing to invest greater efforts into nurturing leads and engaging via multiple touchpoints along a family's enrolment journey.

Cambodia is best approached with a long-term mindset. Many families may not be ready to enrol immediately but represent high-quality, future prospects. Providing consistent, accessible information now will position your school favourably when they are ready to take the next step.



While the number of education agents working in the school sector in Cambodia is still relatively small, AEAS Agent Workshops offer schools a chance to:

- build relationships with key agents
- provide accurate, up-to-date information to support their promotion of Australian schools
- equip agents with the tools to articulate the value of independent schooling.

#### School Exhibition

*"It went well and I was happy with the families we spoke to. I believe there is potential in this market."*

- School Participant, Cambodia

*"As a first experience I found everything to be well organised and expertly undertaken."*

- School Participant, Cambodia

#### Agent Workshop

*"I was impressed by the agents and their willingness to learn about the school and the Australian market, they all asked really good questions and were keen to keep in touch."*

- School Participant, Cambodia

Participation in AEAS events - both the Exhibition and Agent Workshop - combined with sustained year-round marketing, is the most effective way to build brand awareness, trust, and a sustainable student pipeline in this rapidly developing market.



## Vietnam

Vietnam is the second largest source market for Australian schools, though recent trends indicate a notable slowdown in growth. From YTD December 2023 to 2024, enrolments rose 29%, while commencements grew by just 2%. However, the period from YTD April 2024 to April 2025 saw a 7% decrease in enrolments and a 40% drop in commencements, marking a sharp shift from previous years. In the 2024-25 financial year, there has been a significant decline in the number of visas lodged and granted, and a decline in the grant rate from 84% in 2023-24 to 68.4% in 2024-25.

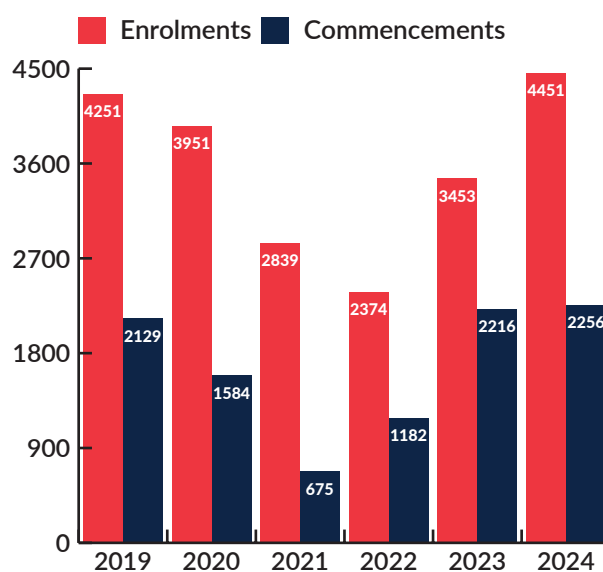


Figure 8.1 Vietnam - Enrolments and Commencements - YTD Dec

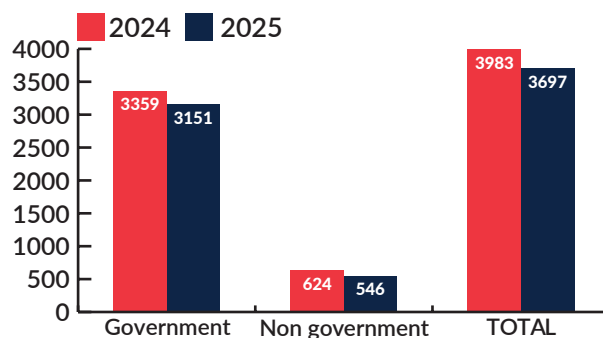


Figure 8.2 Vietnam - Enrolments - YTD APR

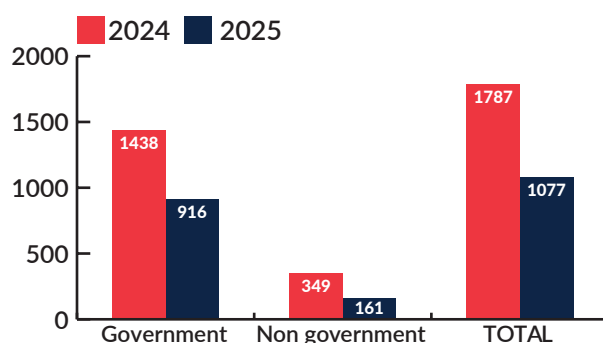


Figure 8.3 Vietnam - Commencements - YTD Apr



## Market Observations

There is likely a combination of factors currently negatively influencing interest from Vietnamese families. These include:

- Australian government policy changes, including tighter international student controls and higher visa fees
- migration debates and pre-election commentary added uncertainty
- a change to the country risk level for visa processing to Level 3 (high risk) in November 2024; and
- Home Affairs response to a number of fraudulent visa applications to government schools in one state in early 2024.

*"In the past year, we've observed that parents are increasingly confident in sending their children to study abroad at younger ages, such as primary level. Safety and wellbeing have become more frequent concerns in family discussions. Since last year, families are showing less interest in Australia as a school destination due to recent policy changes, including visa restrictions, the university student cap, increased visa fees."*

- Education Agent, Vietnam

Despite these challenges, Vietnam remains a market with deep respect for education. Many families see overseas education as a means by which to improve their family's long-term prospects. Vietnam 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.

## Why participate in AEAS Vietnam events?

With a large Australian international education presence on the ground in Vietnam – including AEAS' very own Australian Schools Alliance Vietnam (ASAV) – as well as strong political, diplomatic and cultural ties, there continues to be a positive brand perception of Australia which was driving growth. Providing education agents and families understand the changing visa requirements, there continues to be good opportunities for Australian schools to recruit students from Vietnam.

However, growing competition from local international and bilingual schools, coupled with economic pressures, means Australian schools must have a regular presence in Vietnam in order to demonstrate a commitment to families and agents, and to gain traction in this market.

AEAS continues to work in partnership with schools and agents to highlight the differences in offerings between government and non-government schools, with a hallmark of this market being that around 80% of Vietnamese students have been choosing government schools.

Vietnam's agent ecosystem is large and dynamic, with frequent staff turnover. In-person engagement remains essential to sustain trust and knowledge. The AEAS Agent Workshop provides a structured platform to:

- meet new agents
- reconnect with established partners
- share detailed information on programs, entry requirements, and enrolment timelines.

While Vietnam's recruitment landscape has become more complex, the underlying fundamentals - a young population, strong education values, and growing middle class - remain favourable. Schools that maintain a presence, engage agents regularly, and communicate their value clearly will be best placed to succeed in this market.

### School Exhibition

*"A productive day. The market is maturing, and the events in Vietnam assist this process, as well as offering immediate opportunities and benefits".*

- School Participant, Vietnam

*"Your team do an excellent job and I am looking forward to 2025 and participating further, thank you!"*

- School Participant, Vietnam

### Agent Workshop

*"AEAS made a good plan for the Agent Workshop. It gives agents and Australian schools a chance to get more information from each other, make new contacts and help us work together."*

- Education Agent, Vietnam





## Thailand

Thailand is one of the longest-established source markets for Australian schools in Asia and currently ranks as the ninth-largest for long-term enrolments, however recent data indicates a softening in demand. From YTD December 2023 to 2024, enrolments rose by 11%, while commencements fell by 13%. More recently, YTD April 2024 to April 2025 saw a 12% drop in enrolments and a 26% decline in commencements. The 2024–25 financial year has also recorded a significant fall in student visa lodgements and grants.

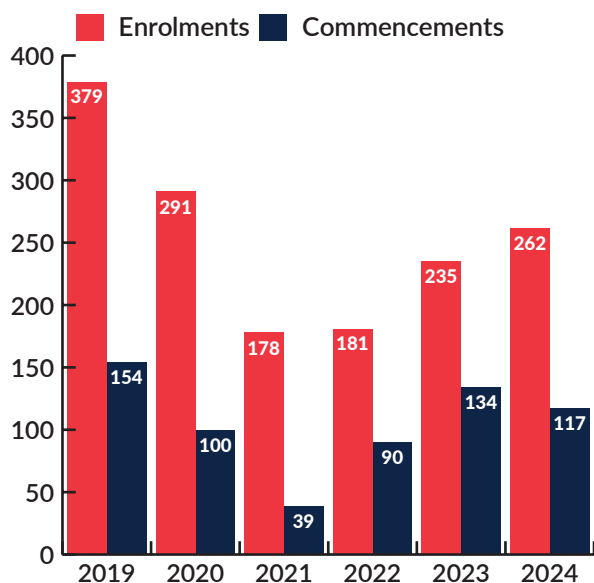


Figure 9.1 Thailand - Enrolments and Commencements - YTD DEC

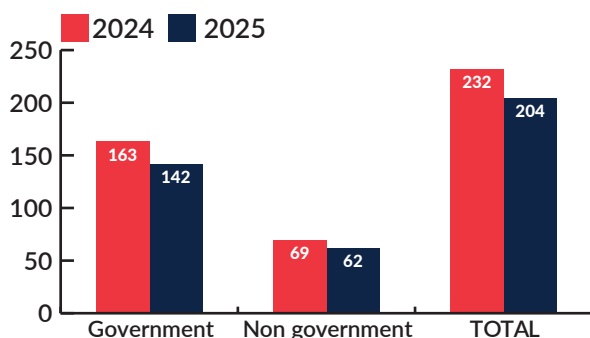


Figure 9.2 Thailand - Enrolments - YTD APR

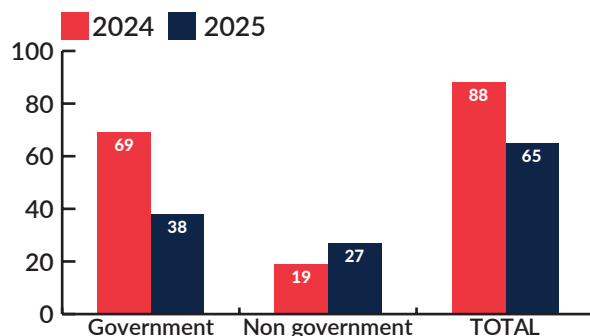


Figure 9.3 Thailand - Commencements - YTD APR



*"Lower economic growth forecasts - decrease in tourism numbers affected by world events and uncertainty re USA tariffs (as a major exporter to USA - threat of 36%), has dampened and cautioned spending. However, this year there have been more enquiries for Australia and higher percentage on a country enquiry ratio basis than last year."*

*- Education Agent, Thailand*

## Market Observations

Thai parents have traditionally prioritised safety, security and proximity to home, and historically many have preferred boarding options for their children.

AEAS has a long history of running successful events in Thailand, typically attracting 50–60 families with 15–17 participating schools per exhibition.

Australia's main competitors in this market are:

- international and bilingual schools within Thailand (e.g. 228 international and 142 bilingual schools offering British, American, or IB curricula, although these typically have predominantly Thai student cohorts, which realistically does not equate to genuine 'international experience' for students)
- the UK, with its traditional academic appeal and prestige, as well as strong cultural ties to Thailand
- New Zealand, which has had very low entry requirements and aggressive agent commission structures.

However, the introduction of a 20% VAT on private schooling in the UK, and major changes to New Zealand's school and university pathways from 2026, will likely reduce these competitors' appeal, creating an opportunity for Australia to position itself as the preferred alternative - offering excellent academic outcomes, high quality of life, and a truly international education experience.

## Why participate in AEAS Thailand events?

Thailand is a relationship-driven market, where agent familiarity and brand recognition matter. Despite market challenges, AEAS events in Thailand continue to attract engaged families and well-informed agents, offering a valuable platform for schools to maintain presence and drive new enrolments.

To maximise visibility and trust in this market, schools are strongly encouraged to attend both the Exhibition and Agent Workshop in Bangkok, which together provide:

- direct engagement with parents ready to explore options seriously
- opportunities to strengthen brand familiarity among experienced education agents
- a platform to showcase your school's unique offering, particularly in comparison to local schooling options.

Thailand continues to offer potential for schools that maintain a visible, consistent presence. With our traditional competitors facing structural and policy changes, now is the time for Australian schools to strengthen their position and reaffirm Australia's reputation for quality, safety, and global opportunity.

### School Exhibition

*"A fabulous exhibition - really engaged parents who were serious about future enrolments."*

- School Participant, Thailand

*"Today was fabulous. The quantity and quality of students was excellent. I feel confident we will see enrolments from today. You always provide good quality interpreters, but ours was one of the best ever! Thanks for a great day."*

- School Participant, Thailand

### Agent Workshop

*"Very good event. Hope there are more schools participating next year".*

- Education Agent, Thailand





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

Location	Date	Event Type	Cost
Delhi & Mumbai	November TBC	Agent Workshops Parent Exhibitions	\$10,000 - \$15,000 (TBC)

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

India is an emerging opportunity for the Australian school sector. Building on our inaugural familiarisation trip in 2024 and agent engagement in 2025, AEAS will return to India in November 2026 with a series of targeted events in key cities, in partnership with Acumen (part of Sannam S4). This engagement will include events designed to deepen understanding of the school sector and increase awareness among families and education agents.

## Market Observations

Between December 2023 and December 2024, school sector enrolments from India rose by 18%, while commencements declined by 24%. More recent figures from April 2024 to April 2025 show a 7% drop in enrolments and a 29% decrease in commencements.

This decline is likely attributable to a combination of domestic and international factors, including a reduced visa grant rate during the 2024–25 financial year. It also reflects a broader lack of awareness and understanding among Indian families and education agents regarding Australian school enrolment processes, particularly around visa requirements and financial documentation.

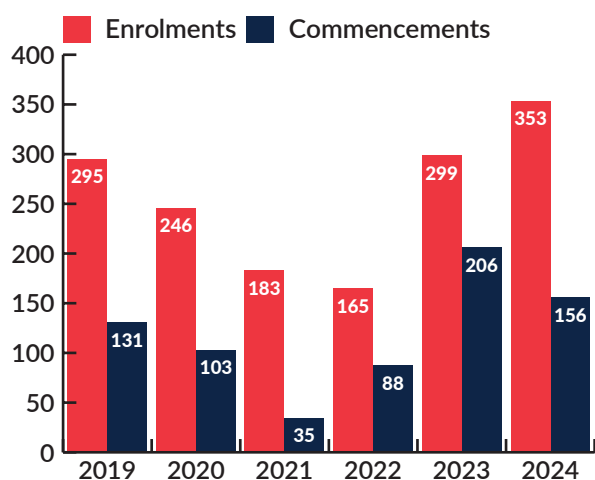


Figure 10.1 India - Enrolments and Commencements - YTD DEC

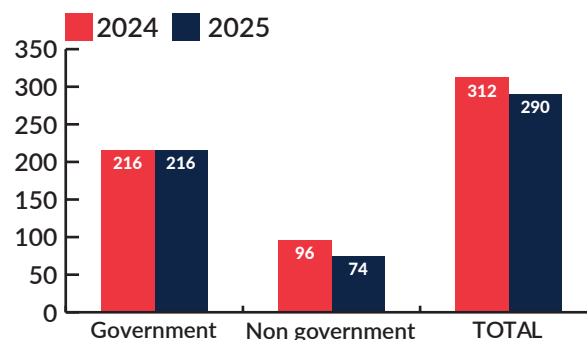


Figure 10.2 India - Enrolments - YTD APR

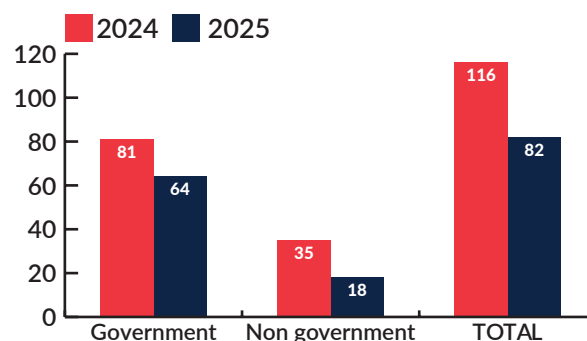


Figure 10.3 India - Commencements - YTD APR





Despite the decline in visa grants and commencements, India continues to offer long-term recruitment potential. There is currently a low level of awareness among agents and families that study in Australian schools is even an option. However, experiences from the 2024 AEAS events confirmed that some agents are eager to learn, and families are receptive when presented with clear information about the pathways available.

With Australia already strongly established in India's higher education market, Australian schools are well positioned to offer a trusted, high-quality alternative for parents seeking earlier entry into the Australian education system. Schools that begin building visibility and relationships now will benefit from early mover advantage in what is expected to become a more active market segment.

### Why participate in AEAS India events?

India represents a strategic long-term growth opportunity. While the market has traditionally focused on higher and vocational education, the school sector is now emerging as a viable option for globally minded families. India is the fifth-largest economy in the world and home to the largest population of 5–24-year-olds, over 500 million. With 1.5 million schools and 250 million school-age children, the scale of potential is significant. Demographic trends indicate continued population growth through to at least 2050, with rising disposable incomes, growing aspirations for international education, and increased awareness driving demand for global study options.

India is not a uniform market. There is considerable diversity across states in terms of development levels, education quality, access to English language learning, and socioeconomic status. Private schools vary widely in curriculum and infrastructure, with families choosing between CBSE, state-based, or international programs such as IB and Cambridge.

India's size, complexity, and potential make it a market that requires strategic investment and consistent presence. The AEAS 2026 India Program offers schools an ideal opportunity to explore the market, develop relationships, and contribute to shaping knowledge and trust in the Australian school sector.

AEAS, in collaboration with Acumen, will provide a safe, structured and well-supported platform for schools looking to explore or expand in India. These events offer schools the opportunity to meet with agents, connect with families, and gain valuable on-the-ground insights that will shape future strategy.

*"I came to India with AEAS for the opportunity to understand the market and its potential for my school. I am pleased to have realised that opportunity and much more. School visits, agent workshops and parent meetings have given us a microscopic insight into the culture, education systems and future possibilities for all stakeholders. As an educator, it has also been heart-warming and rewarding to see the value that teachers, parents and students in India place on education. Thank you to AEAS and Acumen for delivering an excellent entree to the Indian market."*

- School Participant, India

*"The AEAS Australian Schools Familiarisation Trip to India has provided us with an invaluable opportunity to delve into the potential available in India for the Australian school sector. For us, what sets AEAS events apart is the exclusive focus on the school sector, enhanced by the expertise and professionalism of the AEAS team. Their support has been instrumental in making this event a success and strengthening educational connections between Australia and India."*

- School Participant, India

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.

If you are considering India as a potential market and are interested in further information please complete the Expression of Interest Form when registering for events or contact [tracey@aeas.com.au](mailto:tracey@aeas.com.au) / 0412 294 495.



# November 2026

## AEAS Seminars for Australian Schools

Location	Date	Event Type	Venue
Brisbane	Monday 16 November	AEAS Seminar - International Education Update	TBA
Sydney	Wednesday 18 November	AEAS Seminar - International Education Update	TBA
Melbourne	Friday 20 November	AEAS Seminar - International Education Update	TBA
Adelaide	Monday 23 November	AEAS Seminar - International Education Update	TBA
Perth	Wednesday 25 November	AEAS Seminar - International Education Update	TBA

### AEAS Seminars for Australian Schools

AEAS will once again host a series of annual international education seminars in five cities in November. These events provide a valuable opportunity for Directors and Managers of International Programs, Admissions and Marketing Managers, International Student Coordinators, and other interested school staff to connect, exchange insights, and stay informed.

Join us to hear the latest updates on international education in the school sector, along with market intelligence from key source countries.

If your school is interested in hosting a seminar, please contact [sally@aeas.com.au](mailto:sally@aeas.com.au)



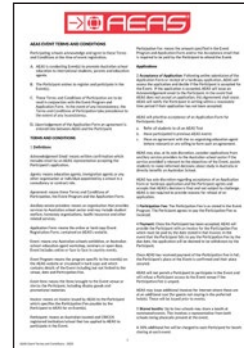


# Event Registration Terms & Conditions

## Terms & Conditions

All participants must read and acknowledge the 2026 AEAS Events Terms and Conditions prior to submitting their online registration. This contains important information about participant responsibilities and requirements.

Cancellation terms apply to all registrations. Please refer to the Terms and Conditions.



[Click to view](#)

Register online!  
[aeas.com.au/school-events](https://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 with an invoice for confirmed events that you will participate in.

Schools will be provided with access to the relevant Online Information Portal for each event series approximately three months prior to events to assist with preparation and planning.

## AEAS Contacts



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