

International Education in the **Great Southern**

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International education represents a strong opportunity for growth for the Great Southern economy and its communities.

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International students bring investment to Australian cities and towns not only through their tuition fees, but through their living expenses (rent, food, goods and services).

International students contribute to strong and diverse communities through cultural exchange and by fostering connections between communities. International students are visited by family and friends and are active participants in the workforce, helping to strengthen local economies.

The Great Southern has an opportunity to proactively target and build its share of WA's international student market.

Offering a unique lifestyle amongst natural wonders and access to high quality population services, there is much to recommend the region as a place to have an international student experience.



Contribution to Great Southern regional economy



VALUE ADDED

**\$335
MILLION**



TOTAL OUTPUT

**\$464
MILLION**



REGIONAL
JOBS

2,543



REGIONAL SALARIES
AND WAGES

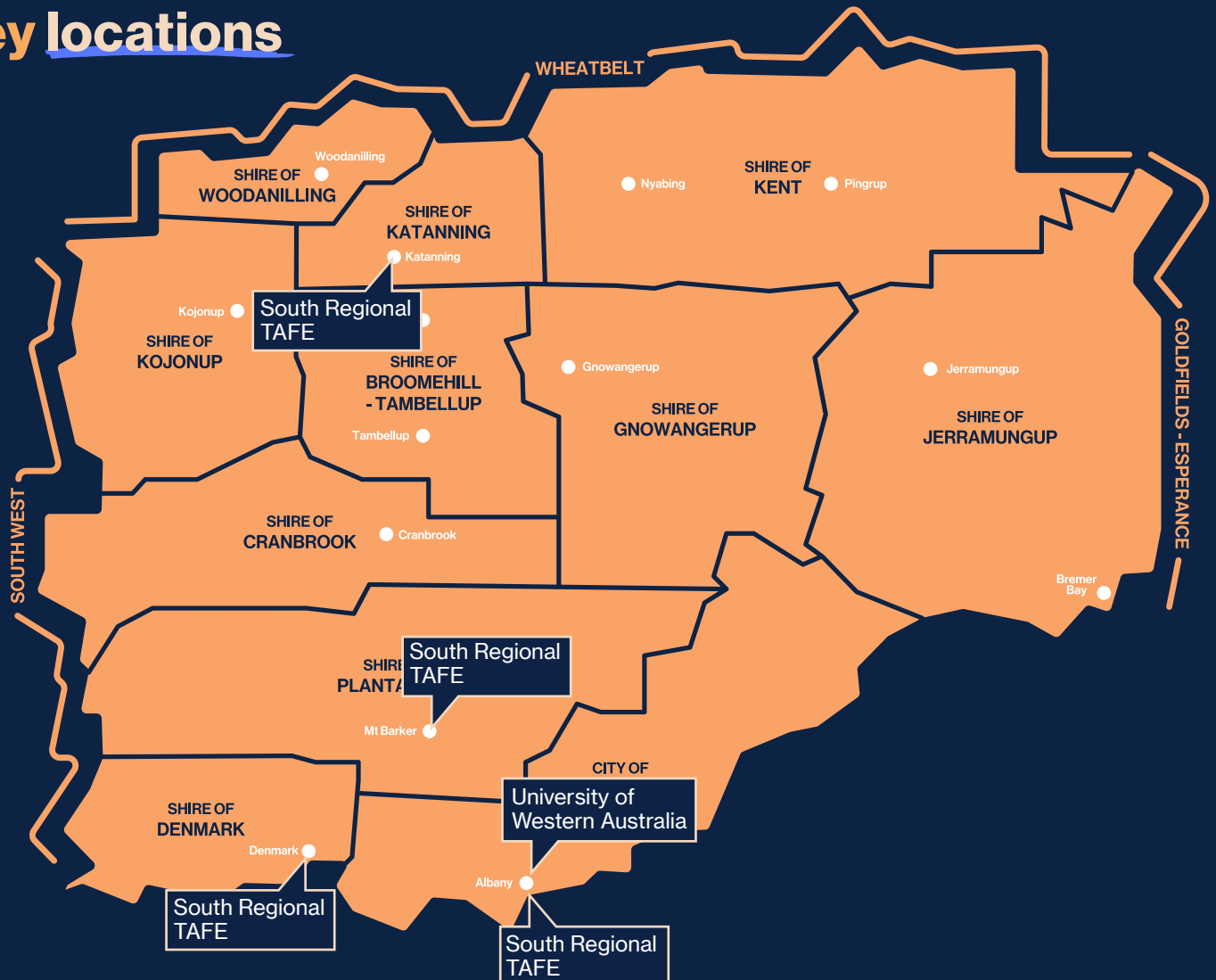
**\$295
MILLION**



UNIVERSITY OF WESTERN AUSTRALIA
AND SOUTH REGIONAL TAFE

**2 MAJOR
INSTITUTES**

Key locations



Investment opportunities

The below investment opportunities all leverage the Great Southern's existing tourism capabilities.



Student accommodation

Aspirational targets are that, by 2040, the region's tertiary education sector will host 3,000 full-time equivalent students, over a third of whom will come from overseas. New student accommodation facilities in Albany (Norman house and Serpentine Road) will facilitate growth in international enrolments in the medium- to long-term, once COVID-19 restrictions enable sector renewal.



Reconnect WA – \$185 million State Government Funding Package

The WA Labour Government has announced a \$185 million Reconnect WA package to safely re-engage with the world once Western Australia transitions its border controls. This multifaceted targets tourists, skilled workers and international students. Funding includes \$25 million from the existing Aviation Recovery Fund and \$10 million for intrastate aviation to ensure tourists travelling to WA can experience our incredible regions.

New marketing campaigns will be tailored to specifically address the skills shortage by attracting workers, such as health staff and secondary teachers, skilled workers for key industries, and backpackers for hospitality and agriculture. Incentives will also be offered to tourists, international students and workers in order to successfully compete with other global jurisdictions.

A student attraction scheme will be in place to help international students choose WA as their place to study, including up to \$1,500 in accommodation support for the first 5,000 students.



Expansion of Regional University Hub facilities and services

Due to the significant uptake of the Regional University Hub's services and facilities in Albany, Regional Development Australia (who currently manage the hub) are investigating opportunities to expand the facilities in Albany, and to also provide satellite services in towns across the region. This hub and spoke model would potentially enable both domestic and international students to live and work across the region, not just in Albany.

UWA Albany Centre



Our unique and diverse international education offer



University of Western Australia Albany Campus

This historic campus in the centre of Albany offers research specialisations in natural resource management and marine sciences. The campus is also home to a Rural Clinic School of WA which helps communities sustain a locally trained and loyal medical workforce by placing medical students in country regions.

Students are also able to access support and online learning for a range of UWA courses via campus services.



South Regional TAFE

With a main campus in Albany and satellite campuses in Mount Barker, Katanning and Denmark, South Regional TAFE offers students access to a broad range of courses both online and person. On campus study options include:

- General Construction
- Hospitality
- Commercial cookery
- Accounting and bookkeeping
- Massage therapy
- Horticulture and conservation
- General education
- Work health and safety
- Agriculture
- Health services



Regional University Hub

Opened in October 2021, the Albany Regional University Hub (or centre) provides more opportunities and access for regional students to engage in tertiary education. Facilities include co-working spaces, meeting rooms, free Wi-Fi, 24hr pass access, shared kitchen and break out areas and a sound room (for Zoom calls and online lectures). Most important is the on-site student support which provides support navigating any university system, domestic or abroad. Uptake of this resource has been significant already, and there are plans for expanding the service within Albany (increasing space) but also potentially to other shires through a hub and spoke model.



Student accommodation

Advance Housing's student accommodation project is located walking distance from UWA Albany on the picturesque Stirling Terrace. This twenty unit student accommodation provides spaces that are:

- Fully furnished
- A broadband connected
- Secure
- Have spaces for onsite parking for cars and bikes
- Laundry facilities (in each apartment)
- Disability accessible units
- Flexible to allow for different sharing options.

Comparative advantages

Key factors that make the Great Southern a great place to invest in international education.



Access to the University of Western Australia, Regional University Hub and its co-learning resources and community



Lifestyle and natural amenities to attract students who are looking for a unique experience



Regional airport connecting Great Southern to WA's capital



Thriving tourism industry with plenty of opportunities for local employment



Nationally significant art, heritage and cultural assets, including a growing film and TV industry

Regional capacity

Major agencies and stakeholders working to support our regional international education industry.

INDUSTRY SUPPORT GROUPS

University of Western Australia – Albany Campus
South Regional TAFE
Regional University Hub

SUPPORTING GOVERNMENT AGENCIES

Department of Education and Training
Department of Jobs, Tourism, Science and Innovation
Great Southern Development Commission
Study Perth (WA's international education promotional group)

Developing the region's international education sector

The Great Southern International Education Strategy and Action Plan (2023 - 2030) identifies existing and required education infrastructure, providers, course offerings and support services needed to attract and retain international students in the Great Southern region.

Increasing our capacity and capabilities in the following areas will also be critical for ongoing development of the Great Southern's international education sector.

01

Build our brand and revive cultural heritage:

Increase the profile of the Great Southern in domestic and international markets through coordinated and strategic marketing. Support education institutions to promote their courses and student experiences

02

Enhance access and amenities:

Make the region easier, faster and cheaper to get to for international students (and their families and friends)

03

Promote regional jobs and lifestyle:

Increase the profile of the Great Southern as a great place to live, work and study. Leverage regional tourism profile and availability of hospitality jobs for international students. Match emerging workforce needs to international source markets.

04

Strengthen capacity:

Build and strengthen networks, partnerships and governance mechanisms surrounding international education to unlock the potential of the industry.



Strategic alignment

Primary production is guided by the following Commonwealth, State and Regional strategic plans and frameworks.

STATE	DIVERSIFY WA ECONOMIC DEVELOPMENT FRAMEWORK	
	WA GOVERNMENT REGIONAL DEVELOPMENT STRATEGY 2016-2025	
	INTERNATIONAL EDUCATION PERTH WA: LIVE LEARN LAUNCH (2018-25)	WA INTERNATIONAL EDUCATION RECOVERY PLAN (2020)
REGIONAL	GREAT SOUTHERN REGIONAL INVESTMENT BLUEPRINT (2015)	GREAT SOUTHERN RECOVERY PLAN (2020)
	GREAT SOUTHERN DEVELOPMENT COMMISSION STRATEGIC PLAN (2022 - 24)	UNIVERSITY OF WESTERN AUSTRALIA REGIONAL STRATEGY
LOCAL	LOCAL GOVERNMENT ECONOMIC DEVELOPMENT AND PLANNING STRATEGIES	

Challenges and risks

Competition for international student market



StudyPerth identified in a 2020 report on the economic contributions of the sector that by 2018-19 Western Australia's share of the national export take had fallen to 5.3 percent of national export revenue from a high of 8.1 percent in 2009-10. While the global demand for international education had been increasing, so too is competition between global suppliers. Therefore, to realise future growth projections requires a focused, coordinated and inclusive state strategy.

International travel still experiencing challenges



The recovery in international travel and air travel in the Asia-Pacific region has been slower than other regions. While international forecasters suggest that the international tourism recovery in the Asia-Pacific region will take longer than in other regions, a full recovery to 2019 levels is expected to occur by around 2025.



Want more information?

Strategic project development and networks	Great Southern Development Commission											
Industry support and capacity building	University of Western Australia – Albany South Regional TAFE – Katanning South Regional TAFE – Albany South Regional TAFE – Denmark South Regional TAFE – Mount Barker											
	Department of Primary Industries and Regional Development											
	Your Local Government Authority: <table><tr><td>Albany</td><td>Gnowangerup</td><td>Kojonup</td></tr><tr><td>Broome-hill Tambellup</td><td>Jerramungup</td><td>Plantagenet</td></tr><tr><td>Cranbrook</td><td>Katanning</td><td>Woodanilling</td></tr><tr><td>Denmark</td><td>Kent</td><td></td></tr></table>	Albany	Gnowangerup	Kojonup	Broome-hill Tambellup	Jerramungup	Plantagenet	Cranbrook	Katanning	Woodanilling	Denmark	Kent
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Grants and funding	Great Southern Development Commission											