



AUSTRALIA

Time for Australia's edtech to shine

Insights & Opportunities: The Australian EdTech Market Census

Wednesday 10th June 2020



Australian Government

Australian Trade and Investment Commission

Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19

Australian's Response to COVID-19

- More than **480,000 student** visa holders in Australia with 20% of visa holders still outside Australia.
- Australia's management of COVID from a **health and governance** perspective is world leading (Trans-tasman bubble)
- Australian universities and providers have successfully **transitioned to online** (where practical) for teaching and learning along with student support services/pastoral care. In many cases this was achieved through partnership with **edtech service providers**.
- Australian institutions have a depth of **experience in online and distance education** – including a strong systems, agile teaching and learning practices and quick response to the needs of learners.
- **Regulators have moved swiftly** to address regulatory issues, releasing key and joint statements and reciprocal wins have been made with China and are in negotiation with other countries to advance online recognition.
- States and territories are **working closely together** with the Australian government to support efforts and ensure student welfare and support during COVID-19.
- UNESCO reported in February that school closures in 188 countries impacted more than 91 per cent of the global student population, that's close to **1.6 billion students and young adults**.
- Australian edtech is **playing a role globally** to assist in early learning, assessment, primary and secondary education platforms and student support (including mental health and well-being).

Global Reputation Taskforce and our priorities during the COVID-19



In January Austrade pivoted resources for the remainder of 2019/20 to support the sector through COVID-19 and to test new approaches through pilots and partnerships.

- [Study Australia central Student Hub](#)
- Study Australia Sector [Resource Hub](#)
- Aligning social content with Study Australia Partners (state and territory study clusters) via StudyAU Official channels
- International student welfare support resources
- Weekly [Agent and Provider Update](#) for latest policy and program announcements and key messages
- Regional market updates via [MIP Weekly](#)
- Co-owned and promoted [library of webinars](#).
- Virtual recruitment [tools and tips](#) and an ongoing feasibility into virtual events for student acquisition.
- [Study With Australia](#) online pilot with Futurelearn, and new marketing messages for Australia's online capability
- One to one tailored services for Australian exporters seeking new markets or market advice – [like Matific](#)
- [Business Support Infographic](#) summarises the support available for business including EFA concessional loans, EMDG and state specific programs

 Pilot the Study Australia partnership New ways of working with states and territories to develop shared marketing, platforms, research and consumer insights	 Nation Brand rollout Develop industry communications and assets, leveraging the Global Reputation Taskforce as an advisory mechanism	 Study Australia digital platform Continued investment in a common web platform for students, partners and providers
 Market Intelligence Increase webinars targeting agents and providers and develop market-specific digital toolkits and guides to promote Australia	 Digital Reporting and Insights Market testing and global brand sentiment tracking, social and digital reporting and quarterly monitoring of global perceptions	 Transform the approach to events Virtual events feasibility study, and review StudyAU event delivery
 Global campaigns Pilot a co-created destination campaign and activate the #InThisTogether grassroots campaign	 Study WITH Australia product diversification Online learning, micro-credentials, TNE and partnership campaigns, pilot partnership models with online platforms and transition to a Study Australia digital presence	 Crisis response management New models for crisis response management and expansion of a resource hub on the Study Australia website for providers

From “Study in Australia” to “Study with Australia”



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Onshore (face-to-face)

Continue support for students wanting to study in Australia by promoting Australian education, destinations and experiences abroad.

Transnational

Promote and look for opportunities to embed Australian institutions into key markets that can deliver locally to learners.

Online

Programs that can deliver via distance a multitude of award and non-award content, including Australia’s leading approach to micro-credentials.

Enabled by Edtech and Australian innovation

Using the new nation brand assets, we will work to highlight our uniquely Australian approach to edtech and online



And leverage the insight from Austrade global teams



International Education Centre of Excellence – Edtech priority markets

Americas
Canada
United States

ASEAN
Indonesia
Malaysia
Singapore
Vietnam

Greater China
China

Middle East & Africa
Saudi Arabia
Turkey
United Arab Emirates

North Asia
Hong Kong

South Asia
India

EdTech case studies #inthistgether



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Data And Education

Mohamad Jebara, Founder and CEO of Mathspace says it is an opportunity to expand digital tools into the education sector which he argues has been slow compared to other sectors like retail, utilities, and manufacturing.



Mohamad Jebara, CEO and co-founder of Mathspace. Source: LinkedIn.

However, despite the trying circumstances that have brought about this change, it could be a catalyst for some exciting innovation in education, he says if educators take advantage of this time and start utilising data-driven approaches to learning, he says.

Founded in 2010, Mathspace is an all-in-one learning resource currently used by 25 per cent of Australian high schools. It incorporates learning tools such as video, textbooks and adaptive practice for students.

According to Jebara, "The fact this has been thrown upon us could be a great opportunity to accelerate the move to data-driven approaches to the classroom with increased student ownership of learning, increased

flexibility for teachers to deliver a more personalised curriculum to students supported by the transparency of data for parents.

"We've seen a huge increase in usage of our digital curriculum at Mathspace with teachers having 46 per cent more data on student performance than the same time last year.



Share your #inthistgether case study for future campaigns [here](#)

Media Statements

Share Print Email

Minister for Innovation and Tourism Industry Development and Minister for Cross River Rail
The Honourable Kate Jones

Wednesday, April 22, 2020

Queensland Government ramps up support for visiting students

The Palaszczuk Government has doubled efforts to support international students stranded in Queensland as a result of COVID-19.

From today, students aged over 18 will be able to connect with professional support counsellors through a homegrown counselling service. A digital platform will link case workers with students to guide them through mental health, visa, crisis accommodation and other essential needs.

Ministerial Champion for International Education and Training Kate Jones said the Online Student Hub was part of \$2.2 million in funding allocated to support students today.

Along with the portal announced today, the government is also offering isolation care-packs, pre-prepared meals and other living expense payments to students.

"This industry is a huge employer in Queensland – supporting more than 20,000 people throughout the state," Ms Jones said.

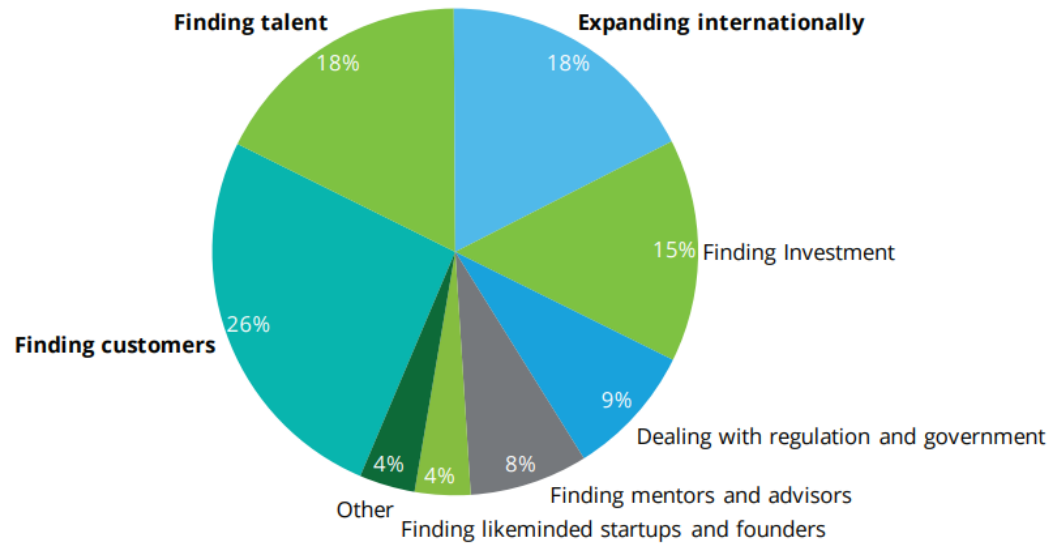
"We must take care of struggling students. If we don't, operators throughout the state could lose hundreds of millions of dollars.

"University, TAFE and college students are juggling a range of challenges including loss of work, separation from friends and family and severe anxiety. This online tool will put these students in contact with professionals who can help them.

Ms Jones said Study Queensland had appointed local EdTech firm Vygo to develop the digital platform which allows students to access resources, chat functions and book free counselling sessions.

We hear and understand your “biggest challenges”

Figure 2: Biggest challenge faced by EdTech companies



Source: Edtech Census 2019

What can Austrade do



Leveraging the Study Australia Partnership and the access to great student talent



Landing pads and advanced tech opportunities through Austrade networks



Australian edtech as part of Study Australia campaigns



Tailored services

- › Help with international market selection
- › Identification of relevant international contacts
- › Assistance with market entry and expansion
- › Identification and follow-up of specific international education opportunities



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Thank You

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