

For Australian institutions, Canada is a potentially attractive market as well. Over 27,000 Canadians study overseas each year, mostly in the United States and Britain. Australian institutions such as the University of Western Sydney have already begun to recruit sizeable numbers of Canadian students. Enhanced marketing of Australian education in Canada is capable of attracting a large proportion of these students to Australia.

Discussions with Australian institutions

Discussions were held with 31 education institutions and representative agencies in Australia. Despite some hesitation the general response from the Australian industry was positive. Six key initiatives were produced from these discussions:

1. **Joint Promotion and Marketing** - collaborative efforts to jointly market or promote international education to prospective students;
2. **Study Abroad Programs** - enhancement of study abroad programs to provide scope for commercially viable short course exchanges of fee paying international students;
3. **Joint Courses and Programs** - collaboration between Australian and Canadian institutions to run joint courses that would be accredited by both countries;
4. **Offshore Teaching Programs** - joint ventures between institutions in Canada and Australia to establish offshore teaching programs in targeted third countries;
5. **Project Work** - collaboration between Canada and Australia to form consortia to target large scale World Bank or Asian Development Bank projects in education and training;
6. **The CANZIEG Concept** - a three country forum involving Canada, Australia and New Zealand to exchange information, agree on accreditation and visa regulations and build a foundation for future cooperation in the field of international education.

A survey of Canadian institutions

Following the discussions with the Australian institutions a survey was sent to 169 Canadian universities and colleges. A total of 77 useable responses were returned. Respondents were asked to consider each of the six initiatives suggested in the discussions with the Australian industry and indicate their willingness to participate. The responses are summarised below:

<u>Initiative</u>	<u>supportive</u>	<u>uncertain</u>	<u>un-supportive</u>
• Willing to disseminate information on Australia to own students	90.2%	2.0%	7.8%
• Consider promoting via private Australian providers for a fee	51.0%	33.3%	15.7%
• Willing to undertake joint promotion with Australia	52.9%	29.4%	17.6%