



# The Australia New Zealand Agent Workshop 2009

SKYCITY Auckland Convention Centre,

April 22 – 24, 2009



## MARKET INTELLIGENCE SEMINARS • APRIL 22, 2009

Seminar room	Seminar Room 1
14:30 – 15:15	<p>Agent Welcome - How to Maximise your Workshop Experience            Tiffany Egler, Manager, Agents Department, ICEF            Germany  <i>Audience: Agents</i></p>
15:15 – 16:00	<p>Online Marketing - Leads into Revenue            Jonathan Pratt, Marketing Manager, StudyLink            Australia  <i>Audience: Educators</i></p>
16:00 – 16:45	<p>Why Agents should Recommend English New Zealand Schools            Rob McKay, Chairman, English New Zealand            Kim Renner, Operations Manager, English New Zealand            New Zealand  <i>Audience: Agents</i></p>
16:45 – 17:30	<p>Improving Professional Practices through the Education Agent Training Course            Chris Evason, Managing Director, PIER Online            Australia  <i>Audience: Agents</i></p>
17:30 – 18:15	<p>Qualifications and Quality Assurance in New Zealand: The New Zealand Qualifications Authority's Role            Julianne Patrick, Senior Policy Analyst, NZQA            Amanda Burgess, Senior Policy Analyst, NZQA            New Zealand  <i>Audience: Agents</i></p>
18:15 – 19:00	<p>English Language Programmes            What Australia does Well in Meeting the Needs of International Students            Sue Blundell, Executive Director, English Australia            Australia  <i>Audience: Agents</i></p>



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## MARKET INTELLIGENCE SEMINARS / ICEF ONLINE SESSIONS • APRIL 22, 2009

Seminar room	Seminar Room 2
14:30 – 15:15	<p>Explore the Benefits and Get Trained on the StudyLink Agent Portal  <b>Jonathan Pratt, Marketing Manager, StudyLink</b>  <b>Australia</b>  <i>Audience: Agents</i></p>
15:15 – 16:00	<p>ICEF Online 2.0 – Product Training for Educator Members            Learn How to Use the new Functionality and How to Get the Most from your Account  <b>Gavin Hopper, Business Development Manager, ICEF Online</b>  <b>Australia</b>  <i>Audience: Educator members of ICEF Online</i></p>
16:00 – 16:45	<p>ICEF Online 2.0 – Product Training for Agent Members            Learn How to Use the new Functionality and How to Get the Most from your Account  <b>John Demer, Business Development Manager, ICEF</b>  <b>Germany</b>  <i>Audience: Agents members of ICEF Online</i></p>
16:45 – 17:50	<p>Australian Council for Private Education and Training  <b>Steve Quirk, Manager International Engagement, ACPET</b>  <b>Australia</b>  <i>Audience: Agents</i></p>
17:30 – 18:15	<p>ICEF Online 2.0 – An Introduction for Educators            Understand the New Functionality and Future Direction of ICEF Online 2.0  <b>John Demer, Business Development Manager, ICEF</b>  <b>Germany</b>  <i>Audience: Educators</i></p>
18:15 – 19:00	<p>ICEF Online 2.0 – An Introduction for Agents            Understand the New Functionality and Future Direction of ICEF Online 2.0  <b>Gavin Hopper, Business Development Manager, ICEF Online</b>  <b>Australia</b>  <i>Audience: Agents</i></p>



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## MARKET INTELLIGENCE SEMINARS • APRIL 22, 2009

Seminar room	Seminar Room 3
14:30 – 15:15	<p>Educator Welcome - How to Maximise your Workshop Experience  <b>Rod Hearps, Director, ICEF Australia / New Zealand</b>  <b>Australia</b>  <i>Audience: Educators</i></p>
15:15 – 16:00	<p>New Zealand Student Visa Policy  “Student Visas - Back to the Future”  <b>Aleks Jovanovic, Branch Manager, Immigration New Zealand</b>  <b>New Zealand</b>  <i>Audience: Agents and educators</i></p>
16:00 – 16:45	<p>Australia’s Student Visa Programme  <b>Glenn Paterson, Consul (Immigration) &amp; Principal Migration Officer</b>  <b>Australian Consulate-General, Auckland</b>  <b>New Zealand</b>  <i>Audience: Agents and educators</i></p>
16:45 – 17:30	<p>Commission Free vs Agent Generated Enrolments  Getting the Mix Right  <b>Rod Hearps, Director, ICEF Australia / New Zealand</b>  <b>Australia</b>  <i>Audience: Educators</i></p>
17:30 – 18:15	<p>Global English Language Testing - the World Crisis and its Impact?  <b>Adrian Armitage, Global Marketing Manager, IELTS Australia</b>  <b>Australia</b>  <i>Audience: Agents and educators</i></p>
18:15 – 19:00	<p>Agent Opinions: What in the World is Going on?  <b>Kevin Brett, i-Graduate Group</b>  <b>Australia / UK</b>  <i>Audience: Educators</i></p>



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## MARKET INTELLIGENCE SEMINARS • APRIL 22, 2009

Seminar room	Seminar Room 4
14:30 – 15:15	<p>Internships - an Overview of Best Practice            Diana Pilling, Managing Director, Australian Internships            Australia  <i>Audience: Agents and educators</i></p>
15:15 – 16:00	<p>An Analysis of the Australian ELICOS Sector            Statistics and Market Trends            Sue Blundell, Executive Director, English Australia            Australia  <i>Audience: Agents and educators</i></p>
16:00 – 16:45	<p>An Update of the New Zealand Qualifications Authority's International Activity            Julianne Patrick, Senior Policy Analyst, NZQA            Amanda Burgess, Senior Policy Analyst, NZQA            New Zealand  <i>Audience: Agents and educators</i></p>
16:45 – 17:30	<p>The Likely Impact of the Global Financial Crisis on (International) School Sector Enrolments for New Zealand in the Short Term - Statistics, Opinions and Debate            Suzette Eastmond, Vagamundo            New Zealand  <i>Audience: Educators</i></p>
17:30 – 18:15	<p>Educator / Agent Partnerships – Getting it Right            Hansraj Kanhye, CAN Consulting Ltd            Mauritius  <i>Audience: Educators</i></p>
18:15 – 19:00	<p>Taiwan: A Small Country with Big Potential            Brian Hockertz, Oh Canada            Canada  <i>Audience: Educators</i></p>

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## 14:30 – 15:15 - Seminar Room 1

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### Agent Welcome - How to Maximise your Workshop Experience

**Tiffany Egler**

**Audience: Agents**

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▶ Session description

This seminar will provide you with a step by step guideline on how to make the most out of the Australia New Zealand Agent Workshop. Information regarding preparations prior to, during, and post workshop will ensure a complete overview of how to obtain the most out of your participation

▶ Speaker



**Tiffany Egler,**  
*Manager, Agents Department,  
ICEF,  
Germany*

Tiffany is a leading professional in the field of agent relations and workshop procedures. As Manager of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF workshops and agent recruitment.

During her tenure at ICEF she has overseen the successful organisation of over 60 agent workshops and today, manages an international team consisting of 11 languages. Recently Tiffany has focussed on enhancing ICEF working relationships with agent associations worldwide.

Please feel free to contact Tiffany at: [teglert@icef.com](mailto:teglert@icef.com)  
[www.icef.com](http://www.icef.com)

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## 15:15 – 16:00 - Seminar Room 1

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### Online Marketing - Leads into Revenue

**Jonathan Pratt**

**Audience: Educators**

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► Session description

Online marketing - simplified.

Affluents and business decision makers in all our student recruitment markets have growing access to the Internet and are influenced more and more by its content. It is bringing together these students and their parents in key areas for you to target. Do you really understand the online behaviour of your prospective students and their influencers?

This session will review the main channels for driving online traffic to your website and how to convert qualified leads into online revenue. We look at the different ways to reach customers online and the various pricing models used by media. This is your chance to hear some up to date thinking on online marketing as it applies to international student recruitment.

► Speaker



**Jonathan Pratt,**  
*Marketing Manager,  
StudyLink,  
Australia*

StudyLink Marketing Manager, Jonathan Pratt has developed a career in marketing over 12 years, working for clients including the BBC, House of Commons, Monash University and Tesco PLC.

Jonathan has held positions with RPA Inc, a leading US retail strategy agency and more recently as International Marketing Manager at Monash University and Monash South Africa. During 12 years in marketing he has worked on campaigns in Europe, Africa, South and South East Asia.

Jonathan now specialises in direct marketing strategies for the online environment working with international education clients in Australia, UK and USA.

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## 16:00 – 16:45 - Seminar Room 1

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### Why Agents should Recommend English New Zealand Schools

**Rob McKay**

**Kim Renner**

#### Audience: Agents

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#### ► Session description

This session is aimed at agents. It will provide information about English New Zealand's contribution to the industry, how English New Zealand represents quality schools located throughout New Zealand, and why agents should recommend English New Zealand schools.

The main aims of English New Zealand are:

- to promote the high quality standards of full member school
- to encourage agents to work with schools that meet the English New Zealand Standards in addition to government requirements
- to provide member schools with marketing opportunities
- to represent the interests of the English language sector to government and other industry stakeholders

#### ► Speaker



**Rob McKay,**  
*Chairman,  
English New Zealand,  
New Zealand*

Rob McKay is the current Chairman of English New Zealand. Rob has extensive industry management experience and is the owner of two member schools.

#### ► Speaker



**Kim Renner,**  
*Operations Manager,  
English New Zealand,  
New Zealand*

Kim Renner manages the day-to-day operation of English New Zealand, including co-ordination of marketing events.

### Improving Professional Practices through the Education Agent Training Course

**Chris Evason**

**Audience: Agents**

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► **Session description**

The Education Agent Training Course is the result of collaboration between Australian Education International (AEI), the Department of Immigration and Citizenship (DIAC) and Australian international education peak bodies.

The EATC has been delivered since 2005 assisting more than 1,000 education agents to gain a formal qualification accepted by students, organisations and education providers.

Education agents play a significant role in counselling and referring students to Australian education providers. This is an important component of the quality assurance of Australia's international education industry. Therefore, supporting agents by providing training and professional development is a high priority of the Australian Government.

The EATC aims to:

- provide education agents with information about the Australian education system and Australia as a study destination, education quality assurance issues and the Australian visa regulation system
- keep agents abreast of changes and developments in international education services
- encourage and support excellence in business service delivery, study and career pathways and professional development

The presentation will introduce the Education Agent Training Course and its content materials and guide participants through the EATC website.

► **Speaker**



**Chris Evason,**  
*Managing Director,  
PIER Online,  
Australia*

Chris Evason has been working in international education for the last 20 years in a variety of positions across all sectors; secondary schools, vocational education and training, English language and Higher Education. In 1997, Chris founded International Education Services (IES), a not-for-profit educational company providing the University of Queensland's foundation programme.

As Managing Director of IES, Chris has steered its development to its current position as one of the premier pathway institutions in Australia with over 450 international students enrolled annually from over 60 nationalities. IES has also introduced the first accredited courses for professionals working in international education, delivered on-line, under the PIER (Professional International Education Resources) brand. See [www.pieronline](http://www.pieronline). PIER delivers the Education Agent Training Course (EATC) in partnership with Australian Education International (AEI) and Australia's Department of Immigration and Citizenship (DIAC).

Chris was instrumental in the writing, development and design of the EATC program and has overseen its ongoing growth with more than 1,000 agent counsellors having successfully qualified.

## Qualifications and Quality Assurance in New Zealand: The New Zealand Qualifications Authority's Role

**Julianne Patrick**  
**Amanda Burgess**

**Audience: Agents**

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### ► Session description

The New Zealand Qualifications Authority's (NZQA) international work is mandated by the Education Act (1989). NZQA's Policy (International) Unit coordinates the international activity of the organisation. The main aims of NZQA's international work are to ensure that:

- New Zealand Qualifications are accepted as credible and robust overseas
- international students who study here gain qualifications that are recognised in their home country
- New Zealand is at the forefront of developments in quality assurance and international qualification recognition

This presentation will seek to answer some frequently asked questions regarding New Zealand's qualifications and quality assurance system and NZQA's role in this, in order to give agents an increased understanding of the New Zealand system. It will cover the following areas:

- The Register of Quality Assured Qualifications and the levels of qualifications in New Zealand
- How quality assurance works
- Senior secondary school qualifications
- Tertiary education institutions and what qualifications they award

There are a number of tools publicly available on-line to help agents ensure they are choosing the right institution and right course for international students coming to study in New Zealand. The presentation will include a demonstration of the Kiwiquals website (which contains information about all registered New Zealand qualifications) and NZQA's audits of tertiary providers.

### ► Speaker



**Julianne Patrick,**  
*Senior Policy Analyst,  
NZQA,  
New Zealand*

Julianne has been a Senior Policy Analyst in the Policy (International) Unit at the New Zealand Qualifications Authority since September 2007. The International Unit concentrates on New Zealand's role and standing in the international qualifications and quality assurance arena. Julianne's work is particularly focused on Asia, the Pacific, and the Americas.

Julianne is involved in Guiding and has been a Brownie Leader since 1996. Prior to working at NZQA, Julianne worked at the New Zealand Ministry of Health, where she spent four years seconded to the office of the Minister of Health as an Advisor, and two years working on medicines policy.

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## 17:30 – 18:15 - Seminar Room 1

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### Qualifications and Quality Assurance in New Zealand: The New Zealand Qualifications Authority's Role

**Julianne Patrick**  
**Amanda Burgess**

**Audience: Agents**

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► Speaker



**Amanda Burgess,**  
*Senior Policy Analyst,*  
NZQA,  
New Zealand

Amanda has been a Senior Policy Analyst in the Policy (International) Unit at the New Zealand Qualifications Authority since April 2008. The International Unit concentrates on New Zealand's role and standing in the international qualifications and quality assurance arena. Amanda's work is particularly focused on Europe.

Prior to working at NZQA Amanda spent 7 years in the health sector both at the Ministry of Health in New Zealand and in the faculty of medicine at Imperial College London where she project managed the development of new surgical roles for the NHS Modernisation agency.

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## 18:15 – 19:00 - Seminar Room 1

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### English Language Programmes

### What Australia does Well in Meeting the Needs of International Students

#### Sue Blundell

#### Audience: Agents

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#### ► Session description

This session is aimed at agents and will focus on how English Australia supports ELICOS providers in delivering quality programmes for international students. Agents will gain information and tools to help them provide accurate information to students and 'sell' Australia as a quality option to students considering different destinations.

#### ► Speaker



**Sue Blundell,**  
*Executive Director,  
English Australia,  
Australia*

Sue Blundell is currently the Executive Director of English Australia. English Australia (EA), formerly known as the ELICOS Association, is the national peak body and professional association representing Australian providers of English Language Intensive Courses for Overseas Students (ELICOS). EA currently represents over 100 private and public sector NEAS accredited centres across Australia.

English Australia aims to establish a high professional and ethical standard in the work of member colleges, assist member colleges in providing high quality educational programs and assist, strengthen and promote the interests of the ELICOS sector and member colleges.

Prior to her appointment as Executive Director of EA in January 2002, Sue worked in the TESOL area for 20 years, both overseas and in Australia, as an educator, marketer and manager.

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## 14:30 – 15:15 - Seminar Room 2

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### Explore the Benefits and Get Trained on the StudyLink Agent Portal

**Jonathan Pratt**

**Audience: Agents**

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► **Session description**

27 providers from Australia, the UK and the US (see list at <http://customer.studylink.com>) are using a common agent portal supplied by StudyLink to submit electronic applications and manage the communication and decision making process with agents. The one portal works the same for each provider, reducing the training requirements for agents, while delivering significant efficiency and processing benefits.

This session will give an overview of the system and take participants through a training session which, if successfully passed, results in the agent being certified to use the StudyLink agent portal. If your agency represents any of the 27 providers listed you may want to attend to discover how they would like to use technology to improve their relationship with their agents. If your agency doesn't represent any of the 27 listed you might like to attend to learn about how technology can improve the application submission and enrollment process.

Time at the end of the session will be available for feedback and questions.

► **Speaker**



**Jonathan Pratt,**  
*Marketing Manager,  
StudyLink,  
Australia*

StudyLink Marketing Manager, Jonathan Pratt has developed a career in marketing over 12 years, working for clients including the BBC, House of Commons, Monash University and Tesco PLC.

Jonathan has held positions with RPA Inc, a leading US retail strategy agency and more recently as International Marketing Manager at Monash University and Monash South Africa. During 12 years in marketing he has worked on campaigns in Europe, Africa, South and South East Asia.

Jonathan now specialises in direct marketing strategies for the online environment working with international education clients in Australia, UK and USA.

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## 15:15 – 16:00 - Seminar Room 2

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### ICEF Online 2.0 - Product Training for Educator Members Learn How to Use the new Functionality and How to Get the Most from your Account

#### Gavin Hopper

**Audience: Educator members of ICEF Online**

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##### ► Session description

Learn how to maximise your ICEF Online Virtual Workshop profile.

The presentation will cover such items as adding text, images and other files to your profile to enhance your institution and make it attractive for agencies to search for. Also, learn how to block agencies or agency countries from contacting you and to use the tool as a agent database / internal management system.

Key topics:

- how to use the Search function in the Meeting Hall to search for, consider pre-screened agencies you would like to work with
- how to use the Open Networking area to promote your institution to the international education community
- an introduction to the Enquiry Generation product

##### ► Speaker



**Gavin Hopper,**  
*Business Development Manager,  
ICEF Online,  
Australia*

As a university student, Gavin pursued his interest in international affairs by completing postgraduate studies in Asian studies, including Japanese language. Upon completion of his studies Gavin worked in Japan in the teaching field, from 1994.

Returning to Australia, he managed & marketed for a Sydney based company providing work & travel opportunities to young people travelling to Australia. A highlight included the doubling of inbound client numbers, plus setting up work opportunities for participants at Olympic sites during the Sydney Olympic Games in 2000.

Gavin returned to Melbourne to work in a variety of roles within the international education industry. These included developing the framework to deliver online courses for an internet start up company in 2000, and marketing to international students from 2003 to 2005 for the University of Ballarat & the Faculty of Business, Monash University.

From 2006 Gavin worked for the OCA Group in business development roles. These included helping institutions reduce their student recruitment costs & increasing efficiencies in the printing, storage and distribution of their marketing collateral.

Qualifications:

- Bachelor Arts (Communications)
- Master Arts (Asian Studies)
- MBA (Marketing)
- Cert IV (Training & Assessment)

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## 16:00 – 16:45 - Seminar Room 2

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### ICEF Online 2.0 - Product Training for Agent Members

Learn How to Use the new Functionality and How to Get the Most from your Account

**John Demer**

**Audience: Agent members of ICEF Online**

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#### ► Session description

Learn how to maximise your ICEF Online Virtual Workshop profile.

The presentation will cover such items as adding text, images and other files to your profile to enhance your agency & make it attractive for educators to search for. Also, learn how to block educators or educator countries from contacting you & to use the tool as a agent database / internal management system.

Key topics:

- how to use the Search function in the Meeting Hall to search for, consider educators you would like to work with
- how to use the Open Networking area to promote your agency to the international education community
- an introduction to the Enquiry Generation product

#### ► Speaker



**John Demer,**  
*Business Development Manager,*  
*ICEF,*  
*Germany*

John joined ICEF as the Business Development Manager in November 2006, and regularly attends all nine annual ICEF Workshops, as well as other international education industry events.

John is responsible for selling ICEF Workshops and ICEF Online to educational institutions worldwide, with a particular focus on helping institutions new to working with education agents, and/or new to ICEF Workshops.

John regularly meets institutions (throughout Europe, Australasia and North America) on their campuses to help them in planning the most appropriate ICEF-supported activities for increasing their international student intake.

Prior to joining ICEF, John was the Marketing Manager of a leading language college in Sydney, helping to double student numbers within a two-year period, and diversify the college's student nationalities. John then went on to spend five years as the Executive Director of FPP Media, organisers of Latin America's largest student recruitment fairs, attended by over 200 institutions annually. John holds a Bachelor's Degree in Sports Management from the University of Canberra and a postgraduate law degree from the University of New England. He has lived in Australia, the UK, Japan, France, the Netherlands, and now makes his home in Cologne, Germany.

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## 17:30 – 18:15 - Seminar Room 2

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### ICEF Online 2.0 - An introduction for Educators Understand the New Functionality and Future Direction of ICEF Online 2.0

**John Demer**

**Audience: Educators**

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► **Session description**

Learn how ICEF Online 2.0 can diversify and grow your agent and student enrolment base.

The presentation will cover the new ICEF Online 2.0 products & services of the Virtual Workshop & the Enquiry Generator.

The Virtual Workshop is a business-to-business product, it will allow you to search for & connect with pre-screened agencies that attend ICEF Workshops. The system will also enable educators to market themselves to agencies & to use the system as an internal agent management tool.

The Enquiry Generator is a business to consumer product, it will allow you to receive genuine enquiries from students that are interested to study at your institution. With high Search Engine Optimisation results & advertising on key search engines, listing on our student portal will draw enquiries to your institution.

► **Speaker**



**John Demer,**  
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## 18:15 – 19:00 - Seminar Room 2

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### ICEF Online 2.0 - An introduction for Agents Understand the New Functionality and Future Direction of ICEF Online 2.0

**Gavin Hopper**

**Audience: Agents**

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► **Session description**

Learn how ICEF Online 2.0 can diversify and grow your educator and student application base.

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The Virtual Workshop is a business-to-business product, it will allow you to search for & connect with educators. The system will also enable agencies to market themselves to other agencies & educators & to use the system as an internal client management tool.

The Enquiry Generator is a business to consumer product, it will allow you to receive genuine enquiries from students that are interested to make an application with your agency. With high Search Engine Optimisation results & advertising on key search engines, listing on our student portal will draw enquiries to your agency.

► **Speaker**



**Gavin Hopper,**  
*Business Development Manager,  
ICEF Online,  
Australia*

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From 2006 Gavin worked for the OCA Group in business development roles. These included helping institutions reduce their student recruitment costs & increasing efficiencies in the printing, storage and distribution of their marketing collateral.

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## 14:30 – 15:15 - Seminar Room 3

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### Educator Welcome - How to Maximise your Workshop Experience

#### Rod Hearps

##### Audience: Educators

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##### ► Session description

- about ICEF workshops
- workshop parameters
- tips for maximising your time
- cultural awareness
- meeting with agents: key data
- meeting with agents: key questions
- selling your institution
- post-workshop: follow-up
- post-workshop: agreement
- how to maximise your working relationship

##### ► Speaker



**Rod Hearps,**  
*Director,  
ICEF Australia / New Zealand,  
Australia*

Rod Hearps has been involved in the ownership, management and marketing of numerous international education companies, including ICEF Online GmbH (Germany), EdMedia and Hyperstudy.com (Australia). Rod owned and managed a student recruitment agency (Education International) for 7 years, with offices in Japan and Australia, as well as serving as Principal and Marketing Manager of an Australian ELICOS College. Rod currently works as Managing Director of ICEF Australia New Zealand and ICEF Online GmbH, and is Convener of the annual Australia New Zealand Agent (ANZA) Workshop.

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## 15:15 – 16:00 - Seminar Room 3

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### New Zealand Student Visa Policy "Student Visas - Back to the Future"

**Aleks Jovanovic**

**Audience: Agents and educators**

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► **Session description**

After the 'boom and bust' years of the early and mid 2000s significant work has been undertaken in New Zealand to ensure that the quality of education and control of its delivery are of the highest standard.

Export education sector has been supported by the steady and stable student policy, with improvements. Some of the positive immigration factors are the increased work rights, study to work to residence pathways, extension of the graduate open work visa to 12 months and many operational enhancements.

Presentation about NZ student visas will include an overview of the current situation, global trends, trends across different segments, latest and historical data from major markets etc. Key messages from the offshore branches will also be included as well as the work done by the NZ Inc offshore. In addition, concise information about policy and procedures and several other topics of interest will be covered.

Immigration New Zealand is ready and keen to facilitate the growth through operational improvements and consistent approach.

► **Speaker**



**Aleks Jovanovic,**  
*Branch Manager,  
Immigration New Zealand,  
New Zealand*

Aleks Jovanovic is a Branch Manager based in Auckland/Waikato Region, currently working on projects. He has been with the Immigration NZ for 9 years, half of it in Asia. Aleks has held the post of Immigration Manager in the Shanghai and Bangkok offices and has been heavily involved in the Asia/Middle East markets. He was appointed to the position of a Branch Manager last year and moved back to NZ in September 08.

Aleks is very familiar with a number offshore student markets, especially China, Thailand, Philippines, Saudi Arabia, UAE and Vietnam.

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## 16:00 – 16:45 - Seminar Room 3

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### Australia's Student Visa Programme

**Glenn Paterson**

**Audience: Agents and educators**

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▶ **Session description**

This session will explore the following:

- classes of student visas
- valid applications
- fees
- funds required
- IELTS requirements
- documents to support application
- dependant applicants
- student guardians
- pre visa assessment - Level 3 and 4 applications
- question and answers

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## 16:45 – 17:30 - Seminar Room 3

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### Commission Free vs Agent Generated Enrolments Getting the Mix Right

**Rod Hearps**

**Audience: Educators**

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► **Session description**

This session will investigate and discuss opinions on:

- direct recruitment vs agent based recruitment strategies + (ALTO Member) survey results
- how much of my budget should I allocate for agent recruitment, maintenance and commission payments?
- when should I pay commission and how much should I pay? What about course extensions?
- how much of my budget should I allocate to internet marketing, to student fairs, and to other direct enrolment strategies?
- why can't I enroll more students commission free via my website?
- should I refer some or all Internet direct enquiries to my in-country agents?
- how can I most effectively integrate agent based and direct recruitment strategies to enrol the maximum number of students?

► **Speaker**



**Rod Hearps,**  
*Director,  
ICEF Australia / New Zealand,  
Australia*

Rod Hearps is passionate about the international education industry. Over the past 18 years Rod has constantly attempted to find, create and bring to the marketplace better ways of doing business, for both educators and agents. In the early 90s Rod owned and managed a student recruitment agency, with offices in Tokyo and Brisbane. From 1994 onwards, Rod pioneered the recruitment of international students via the Internet, enrolling over 4 000 students from over 40 countries into Australian and New Zealand educational institutions.

In the late 90s Rod served as Principal and Marketing Manager of the GEOS Queensland College of English Gold Coast. Since 2000, Rod has been involved in the ownership, management and marketing of a number of international education companies including:

- Hyperstudy.com Pty. Ltd.
- EdMedia Student Recruitment Pty. Ltd.
- ICEF Online GmbH
- ICEF Australia New Zealand

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## 17:30 – 18:15 - Seminar Room 3

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### Global English Language Testing - the World Crisis and its Impact?

**Adrian Armitage**

**Audience: Agents and educators**

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► **Session description**

IELTS is the world's proven and leading English language proficiency test. With more than 1.2 million tests conducted each year across 120 countries, IELTS has the reach and applicability required by 6,000 institutions and immigration authorities globally.

IELTS has 20 years of proven tests, demonstrating band scores for candidates are a true indication of ability no matter where the candidate has sat the test.

Security is another proven element of IELTS which is why IELTS has been accepted and used by immigration authorities in four of the key global markets, Australia, the UK, USA and Canada.

► **Speaker**



**Adrian Armitage,**  
*Global Marketing Manager,  
IELTS Australia,  
Australia*

For the past four and a half years Adrian has been responsible for marketing at IELTS Australia. Responsibilities extend across 120 countries and 500+ test centres conducting 1.2 million tests annually.

Adrian has 20 years experience in marketing with skills and knowledge gained from such industries as computers (Toshiba), optical and safety (OPSM), agriculture (Case IH and New Holland). Prior to IELTS Adrian was Divisional Marketing Manager for parts and service of a \$600+ million agricultural business across 300+ dealerships dealing with 110,000 product lines.

He has qualifications from Macquarie University in management and law from University of Sydney. Adrian is passionate about helping others to succeed and this has meant he has gravitated to the migration and education sector.

Adrian is available for any questions relating to IELTS for both the Australian and New Zealand markets.

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## 18:15 – 19:00 - Seminar Room 3

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### Agent Opinions: What in the World is Going on?

**Kevin Brett**

**Audience: Educators**

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► **Session description**

A report on what Agents think about effective marketing, attractive destinations, market trends and how to manage in a time of recession.

In September - October 2008 the i-graduate group in partnership with ICEF undertook a survey that encouraged responses from over 1000 Education Agents in 199 countries. First reported in Berlin in late 2008, the information will be presented to participants at the ANZA Workshop.

Agents are critical to the success of Australian and New Zealand student recruitment. This is a comprehensive insight into the collective views of a major industry stakeholder group.

► **Speaker**



**Kevin Brett,**  
*i-Graduate Group,*  
*Australia / UK*

Kevin Brett represents the i-graduate Group ([www.i-graduate.org](http://www.i-graduate.org)) in Australia. He is working with tertiary education providers from the three sectors, ELICOS, VET and University, to increase our understanding of the campus experience of international and domestic students.

Kevin's experience includes design, implementation and evaluation of external and continuing education programs; establishing transnational education projects and associated quality systems; international development projects and student mobility initiatives. Key areas of interest include risk management in international education; the student experience; quality assurance; transnational education; degree mills and fraud.

In 2007 – 2008 Kevin was appointed by AUQA as Project Manager to establish a quality assurance unit for Higher Education in the Kingdom of Bahrain. Previous positions in Australian Universities include Director, International Relations, University of South Australia, and Director University of Canberra International.

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## 14:30 – 15:15 - Seminar Room 4

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### Internships - An Overview of Best Practice

**Diana Pilling**

**Audience: Agents and Educators**

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► **Session description**

The session will focus on best practice for internships, covering the following topics:

- meeting expectations
- quality control
- document control
- application process
- interview process
- single point of contact
- partners and agents
- compliance and government
- health
- host organisations

► **Speaker**



***Diana Pilling,***  
*Managing Director,*  
*Australian Internships,*  
*Australia*

Diana Pilling established Australian Internships after many years in education and training with Queensland Government. Diana started her teaching career in Hervey Bay with a new concept in education that recognised the value of both the academic and technical/vocational development of students. She eventually moved into the role of Director of Business Development where much of the training was developed to respond to industry demands. Diana was actively involved international education and this served as a catalyst for the establishment of her own business Australian Internships – the first company in Australia to welcome and support students from over 45 countries. Diana was a founding member of the Australian Internships Industry Association and is an active member. Diana still enjoys meeting the many students and young professionals each year from countries all over the world.

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## 15:15 – 16:00 - Seminar Room 4

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### An Analysis of the Australian ELICOS Sector Statistics and Market Trends

**Sue Blundell**

**Audience: Agents and educators**

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► Session description

This session is aimed at both agents and providers and will give an overview of the most recent statistics for international education in Australia, with a particular focus on the ELICOS sector. The session will identify significant trends that will inform the development of delegates' marketing plans and strategies.

► Speaker



**Sue Blundell,**  
*Executive Director,  
English Australia,  
Australia*

Sue Blundell is currently the Executive Director of English Australia. English Australia (EA), formerly known as the ELICOS Association, is the national peak body and professional association representing Australian providers of English Language Intensive Courses for Overseas Students (ELICOS). EA currently represents over 100 private and public sector NEAS accredited centres across Australia.

English Australia aims to establish a high professional and ethical standard in the work of member colleges, assist member colleges in providing high quality educational programs and assist, strengthen and promote the interests of the ELICOS sector and member colleges.

Prior to her appointment as Executive Director of EA in January 2002, Sue worked in the TESOL area for 20 years, both overseas and in Australia, as an educator, marketer and manager.

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## 16:00 – 16:45 - Seminar Room 4

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### An Update of the New Zealand Qualifications Authority's International Activity

**Julianne Patrick**  
**Amanda Burgess**

**Audience: Agents and Educators**

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#### ► Session description

The New Zealand Qualifications Authority's (NZQA) international work is mandated by the Education Act (1989). NZQA's Policy (International) Unit coordinates the international activity of the organisation. The main aims of NZQA's international work are to ensure that:

- New Zealand Qualifications are accepted as credible and robust overseas
- international students who study here gain qualifications that are recognised in their home country
- New Zealand is at the forefront of developments in quality assurance and international qualification recognition

This presentation provides an update of NZQA's international activity over the last year, and looks at future work the organisation will be carrying out in the international arena. Examples of current international engagement will be broken down as follows:

- international conventions and treaties
- multi-lateral agreements
- bi-lateral country to country arrangements
- regional bodies

Examples that will be discussed include the Bologna Process, the Diploma Supplement and the Asia Pacific Recognition Convention.

The presentation will also cover recent agreements reached with other countries around equivalency of NCEA. The presentation will also go over the relevant circulars that aim to advise schools on how to help international students choose a course of study that will be acceptable for entry into further education in a student's home country, and the requirements for students returning home.

#### ► Speaker



**Julianne Patrick,**  
*Senior Policy Analyst,*  
*NZQA,*  
*New Zealand*

Julianne has been a Senior Policy Analyst in the Policy (International) Unit at the New Zealand Qualifications Authority since September 2007. The International Unit concentrates on New Zealand's role and standing in the international qualifications and quality assurance arena. Julianne's work is particularly focused on Asia, the Pacific, and the Americas.

Julianne is involved in Guiding and has been a Brownie Leader since 1996. Prior to working at NZQA, Julianne worked at the New Zealand Ministry of Health, where she spent four years seconded to the office of the Minister of Health as an Advisor, and two years working on medicines policy.

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## 16:00 – 16:45 - Seminar Room 4

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An Update of the New Zealand Qualifications Authority's International Activity

**Julianne Patrick**  
**Amanda Burgess**

**Audience: Agents and Educators**

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► Speaker



**Amanda Burgess,**  
*Senior Policy Analyst,  
NZQA,  
New Zealand*

Amanda has been a Senior Policy Analyst in the Policy (International) Unit at the New Zealand Qualifications Authority since April 2008. The International Unit concentrates on New Zealand's role and standing in the international qualifications and quality assurance arena. Amanda's work is particularly focused on Europe.

Prior to working at NZQA Amanda spent 7 years in the health sector both at the Ministry of Health in New Zealand and in the faculty of medicine at Imperial College London where she project managed the development of new surgical roles for the NHS Modernisation agency.

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## 16:45 – 17:30 - Seminar Room 4

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### The Likely Impact of the Global Financial Crisis on (International) School Sector Enrolments for New Zealand in the Short Term - Statistics, Opinions and Debate

**Suzette Eastmond**

**Audience: Educators**

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► **Session description**

New Zealand schools find it difficult to access accurate data on their sector, as most statistics published are industry wide rather than school specific. Most articles in the media rely on generalised data, and refer to international students across the sector, so that what is reported is often inaccurate for schools.

This session will point you in the right direction to access school data, and discuss the implications of specific patterns. Differences between the generalised pattern and the school pattern will be highlighted.

The media will be analysed for the messages being pushed and an alternative viewpoint will be put. The New Zealand media has been publishing articles describing the growth in the industry and how recession-proof it is, whereas the speaker believes there will be a drop-off in numbers for schools in the short-term, and they should be budgeting accordingly.

Data and opinions gathered from 2009 arrivals, students still in their home countries and “thinking of coming”, will be presented. A panel of very recently returned marketers will lead a general discussion on the themes. Expect some arguments.

► **Speaker**



**Suzette Eastmond,**  
*Vagamundo,*  
*New Zealand*

Suzette Eastmond is an International Education Consultant specialising in the school market. She was previously the Director of a large school based programme, and has been in secondary education for 29 years. She mentors and coaches Directors and Principals on all matters relating to international education. Website: [www.vagamundo.co.nz](http://www.vagamundo.co.nz)

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## 17:30 – 18:15 - Seminar Room 4

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### Educator / Agent Partnerships - Getting it Right

**Hansraj Kanhye**

**Audience: Educators**

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#### ► Session description

Mutual understanding and respect are key to successful educator / agent partnerships. However, even with the best intentions, misunderstandings and frustrations can arise.

This presentation will explore the following 'partnership factors' from an agent's point of view:

- effective communication
- respect for agent's time and constraints
- timeliness in settlements
- understanding of agent's market
- trust in a mutually-sustainable relationship
- empowering of the agent to create maximum value for the partnership

An analysis of these factors may help to explain why some relationships fail to live up to promise. This presentation analyses real life examples, and hints at possible solutions including the need for a clearly defined service level agreement.

#### ► Speaker



**Hansraj Kanhye,**  
*CAN Consulting Ltd,*  
*Mauritius*

Hansraj Kanhye qualified as a Chartered Certified Accountant in the UK and did his Masters in Economic Analysis at the University of Grenoble in France.

He has a decade of experience in business and education consulting through his company Can Consulting Ltd. and is a regular speaker at seminars.

He is the Chairman of the Association of Licensed Education Consultants of the Republic of Mauritius (ALICE) and a member of the International Federation of Education Agents – FELCA.

Founder / Editor of the bilingual weekly- Edu-News, the only newspaper dedicated to Education in Mauritius, he is currently working towards his doctoral thesis in education.

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## 18:15 – 19:00 - Seminar Room 4

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### Taiwan: A Small Country with Big Potential

**Brian Hockertz**

**Audience: Educators**

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► Session description

In trying economic times it is of the utmost importance for schools to invest their overseas marketing resources into places that can provide the greatest potential for return on investment. Taiwan is just such a place. The presentation provides keen insights into the Taiwan student recruiting market and hands-on tools and information that will enable proper assessment of the potential, and the best methods to break into, or further develop, the market. The presentation will explore areas including Taiwan in context, changing Taiwan, legal and regulatory structures, Taiwanese agents, the current economic climate, current trends and opportunities and marketing in Taiwan.

► Speaker



**Brian Hockertz,**  
*Oh Canada,*  
*Canada*

Brian Hockertz is a Canadian citizen and the Director of the Oh! Study Education Center in Taiwan. He has lived in Taiwan for close to 20 years, during which time he has been working full-time in the field international education. The Oh! Study center is Taiwan's largest student recruiting center with 45 staff in centers in Taipei, Taichung and Kaohsiung.

Brian has been Director of Oh! Study Education Center, Taiwan from 1995 until present.

- 1995 established Oh Canada
- 2003 established Oh! America
- 2008 established Oh! Ya Travel Agency
- 2009 established Oh! Australia, Oh! New Zealand Oh! UK
- organiser of the Oh! Study International Expo (previously Canadian/American Education Expo) starting in 1997
- Oh! Zone Radio Station and Oh! Job Bank to be launched in May 2009
- Education Advisor / Manager Canadian Education Center, Canadian Trade Office in Taipei, 1990-1995
- current and past executive board positions with the International Education Consultants Association in Taiwan, including Vice President and Executive Board Representative
- Co-Chair Education Committee American Chamber of Commerce
- Global Associate with NAFSA