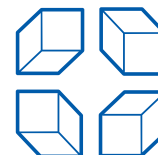


# The Australia New Zealand Agent Workshop

The region's largest B2B event for buyers & sellers of education, work, youth and student travel



Cairns Convention Centre, April 05 - 07, 2017



**ICEF**

Connect. Recruit. Grow.

## ANZA Seminar Programme • Wednesday April 5, 2017

	Room 1	Room 2	Room 3
14:00 - 14:20	Water & Beach Safety in Australia <b>Peter Fidler</b> , Managing Director, Go Ride a Wave, Australia  Audience: All	Provider Welcome + Workshop Overview - How to Maximise your Experience <b>Myriam Marchand</b> , Business Development, ICEF, Australia  Audience: Providers	Agent Welcome + Workshop Overview - How to Maximise your Experience <b>Tiffany Egler</b> , Director - Agent Relations, ICEF, Germany  Audience: Agents
14:25 - 14:45	Great Education Agents Lead to a Great Start to Overseas Study <b>Emilia Fields</b> , Director, Whitefriars International Student Program, Whitefriars College, Australia  Audience: All		
14:50 - 15:35	Engaged Cities Produce Engaged Students <b>Jodie Duignan-George</b> , Associate Vice-Chancellor, Cairns and Far North Region, CQUniversity, Australia  Audience: All	Christchurch: Rebuild, Recover and Beyond <b>Bree Loverich</b> , Programme Manager, Christchurch Educated, New Zealand  Audience: All	Agent Training and Professional Profile <b>Markus Badde</b> , CEO, ICEF, Germany  <b>Chris Evason</b> Managing Director, PIER Online, Australia  Audience: Agents
15:40 - 16:30	Partner with the "Real" Australia <b>Patrick Hafenstein</b> , Group Manager, International Education and Training Unit, Trade and Investment Queensland, Australia  Audience: All	When Things Go Wrong - What We Can Learn from Current Issues in Student Complaints about Education Agents and Providers <b>Ron Colley</b> , Director, Overseas Students Ombudsman, Australia  Audience: All	Changes to English Language Proficiency Testing for Skilled Work Visas - What Agents Need to Know <b>Helen Cook</b> , Associate Director (Client Relations) Australasia, ETS TOEFL Australia  Audience: Agents
16:30 -	Refreshment break		
	Rooms 2 & 3		
17:00 - 18:00	New Ways to Reach your Student Audience <b>Sam Heaney</b> , International Events Manager, Education New Zealand <b>Natasja Chapman</b> , Operations Manager, Immigration New Zealand <b>Lisa Weakley</b> , Operations Manager, Immigration New Zealand Audience: All		
18:00 - 19:00	Australia - Future Unlimited for Record Numbers of Students <b>Brett Blacker</b> , Chief Executive Director, English Australia <b>Alice Maclean</b> , Director, Student and Graduate Visas, Department of Immigration and Border Protection <b>Tracy Harris</b> , Manager, Global Engagement and Promotions, Australian Trade and Investment Commission (Austrade) Audience: All		

## Water & Beach Safety in Australia

**Peter Fidler**

Room 1

**Audience: All**

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### ► Session description

Many international visitors come to enjoy Australia's beaches, but with little experience, can easily find themselves in difficulty. This session will help explain the most common dangers and how to avoid them.

Included will be a brief description of the most popular beach areas around Australia, Surf Life Saving Clubs, Professional Lifeguards and Learn to Surf Schools. There will also be information about the biggest dangers in the Surf:

- Swimming away from patrolled beaches
- Going out too far into deep water with poor swimming skills
- Not recognising a Rip and going straight into it
- What a Rip is and how to stay safe
- Marine stingers
- Sharks
- Rocks
- Other surfers
- Dumping waves

### ► Speaker



**Peter Fidler**  
*Managing Director,  
Go Ride a Wave,  
Australia*

After a long family involvement with Surf Life Saving Peter became one of the first Professional Lifeguards in Victoria in 1980. He has since completed a Degree in Applied Science (Physical Education) and after winning many State and Australian National Surf Life Saving Competitions has also twice won Gold Medals in Masters events at World Surf Life Saving Championships. With more than 40 years experience as a volunteer surf life saver at various beaches around Australia, and almost 30 years involvement with Go Ride A Wave on the Sunshine Coast and Gold Coast in Queensland and the Great Ocean Road in Victoria, Peter has gained a wealth of knowledge about beach and ocean safety and is excited to be able to pass this on.

## Great Education Agents Lead to a Great Start to Overseas Study

**Emilia Fields**

Room 1

**Audience: All**

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### ► Session description

A great start to the overseas education of an international student begins with the professionalism of their education agent. The knowledge, passion and professionalism shown by agents regarding overseas study can make a major difference to the students' readiness to achieve academically, as well as to embrace a new culture. The correct orientation and preparation of students by a good agency is pivotal to their emotional, academic and educational success. This session will explore ways and means of achieving such outcomes.

### ► Speaker



**Emilia Fields**

*Director, Whitefriars International Student Program,  
Whitefriars College,  
Australia*

Emilia is the Director of the International Student Program at Whitefriars College, Melbourne Australia. She has been involved in education all her life, and is very passionate about the Integration and Globalisation of students. She has been Head of School, University Lecturer and has taught students from Preparatory to University level. She is the current recipient of two prestigious Global Awards: "Business Woman of The Year 2016" and "Executive of The Year 2017" - Education Industry, Australia.

### Provider Welcome + Workshop Overview - How to Maximise your Experience

#### Myriam Marchand

Room 2

**Audience: Providers**

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#### ► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ANZA Workshop in particular.

The session will cover the following topics:

- Preparation prior to the workshop
- Workshop parameters and how to maximise your time during the event
- Post-workshop follow-up and agent contracts
- How to maximise your working relationship with agents

#### ► Speaker



**Myriam Marchand,**  
*Business Development,*  
*ICEF,*  
*Australia*

After graduating with a degree in English Language, Myriam worked in the UK in an educational role, before moving to Australia. In Sydney, she worked for various advertising agencies in production and marketing roles, specialising in print and radio production, as well as media buying. In 2000 Myriam joined a new venture in Amsterdam, developing programmes for digital television, as well as music video productions.

In 2007 Myriam joined ICEF Asia Pacific, working in a Business Development role. Myriam supports a wide range of institutions from many sectors, that are engaged in international student recruitment. She has particular responsibility for the secondary school sector.

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

### Tiffany Egler

Room 3

**Audience: Agents**

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#### ► Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ANZA Workshop in particular.

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- Preparation prior to the workshop
- Workshop parameters and how to maximise your time during the event
- Post-workshop follow-up and contracts
- How to maximise your working relationship with providers



#### ► Speaker

**Tiffany Egler**  
*Director - Agent Relations,  
ICEF,  
Germany*

Tiffany is a leading professional in the field of agent relations and workshop procedures. As Director 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 of over 15 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF's agent workshops and today, manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.

## Engaged Cities Produce Engaged Students

### Jodie Duignan-George

Room 1

**Audience: All**

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#### ► Session description

To create the right environment for international students the importance and benefits of effective engagement with communities is essential. This flows from collaboration with local institutions in terms of pathways; ensuring that International students feel welcome and welcomed and ensuring the right support is in place. This is key for international students to have a successful study experience and what a smaller city destination like Cairns excels at. It is also something which is very important to parents and family members of international students when deciding on where to send their child.

#### ► Speakers



**Jodie Duignan-George**

*Associate Vice-Chancellor, Cairns and Far North Region,  
CQUniversity,  
Australia*

Jodie joined CQUniversity in 2014 with the purpose of establishing a CQUniversity Campus in the heart of the Cairns CBD. With a background in Social Science and close to 20 years of experience working in higher education (from teaching through to commercial and corporate management) Jodie has broad knowledge of issues facing the sector.

Jodie has a keen interest in community development with particular expertise in business development. She is a member of a number of local and national boards and committees, including Cairns Chamber of Commerce, for which she serves as Vice President; and Engagement Australia for which she is Deputy Chair. Jodie has also served on the board of Study Cairns, for the past 7 years, the past 3 as Vice President. Jodie is committed to supporting the growth of International education in the Cairns Region.

### Christchurch: Rebuild, Recover and Beyond

#### Bree Loverich

Room 2

Audience: All

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#### ► Session description

In 2011, Christchurch was elevated onto the world stage as the city of disaster. From disaster, the people rose to the occasion. Instead of unrest there was massive community support. Our City is now known for the people's ability to collaborate and creatively fill gaps with community focused fun. This disaster has resulted in the largest modern investment in a rebuild. Our City is wired and poised to be early adopters of autonomous vehicles as a form of public transport. We have designed an innovation precinct into the heart of the city to connect established enterprise with start-up incubators and our ICT graduate school. The rebuild, at this critical time, is allowing our city to respond beyond recovery. Christchurch has risen as a new breed of city, and is alive with opportunity.

The world is on the cusp of the 4th industrial revolution and we are all facing several grand global challenges. There is no clear picture of the future, but we do know that the modern learner must be sufficiently resilient and self-reliant. Today's students are, or should be, collaborative thinkers and doers, looking to curate authentic experiences with access to communities of likeminded people. For this reason, I feel our industry is over-emphasizing "world class" education based on University rankings. It's time to unpack and repackage this to reveal our modernity for the 21st century learner. Christchurch has more to offer than world class education; rather, it is a destination that provides our learners with exposure to a community with strengths in collaboration, creativity and problem solving. We lead in resilience, innovation and social responsibility simply because we have had to.

#### ► Speaker



**Bree Loverich**  
*Programme Manager,  
Christchurch Educated,  
New Zealand*

Bree's role is to lead the implementation of the international education strategy for the city of Christchurch. Key projects focus on product development, market acceleration and service quality, as well as strengthening partnerships for the regional destination marketing organization. Bree draws on firsthand experience as an international educationist and student advocate, having developed a Postgraduate Students' Association from the ground up, and taught at all levels of public schooling in Japan, USA and New Zealand. Working within health and construction businesses, she has also lead adult education product development for migrant workers. American born and raised, she has travelled the world to sample adventure sport locations. She has chosen Christchurch because there are few destinations worldwide that offer such amazing opportunities, a laidback city lifestyle and unparalleled access to the outdoors.

## Agent Training and Professional Profile

### Markus Badde & Chris Evason

Room 3

Audience: Agents

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#### ► Session description

An overview of how the Australian EATC (Education Agent Training Course) and the IATC (ICEF Agent Training Course) help professionalise and promote agency counsellor practices, through online programs, web-listings and free mobile applications.

The EATC (Education Agent Training Course) is an agent training course aimed at agents sending students to Australia. The EATC provides information about the Australian education system and Australia as a study destination, as well as education quality assurance issues and the Australian visa regulation system. Qualified Education Agent Counsellors are publicly listed at [www.eatc.com/qualified\\_agents/](http://www.eatc.com/qualified_agents/)

The IATC (ICEF Agent Training Course) is a practical, professional training course developed by ICEF for education agency-based student counsellors. The course is available online and free of charge to agency student counsellors in a self-paced modular format. Participants who complete the IATC assessment successfully are issued a certificate, certifying them as ICEF Trained Agent Counsellors (ITAC). Agencies with at least one ITAC on their staff are featured in an agency locator at [www.icef.com/icef-agent-training/iatc/itac-finder/](http://www.icef.com/icef-agent-training/iatc/itac-finder/)

The Qualified Education Agent (QEA) App, geo-positions agents who have undertaken recognised training programs on a free iOS and Android mobile app.

This session will introduce the EATC and the IATC, their contents, how to access these training courses and the benefits they provide to increasing an agent's professional profile.

#### ► Speakers



**Markus Badde**  
CEO,  
ICEF,  
Germany

Markus Badde is the CEO of ICEF GmbH, connecting international educators and student recruitment agents to key markets and networks worldwide, helping them to achieve the results and efficiencies they require in growing quality international student enrolments. He has a background in journalism and publishing, having studied at CELSA (Sorbonne University – Paris IV) and worked in the media and communications sector in France during the 1980's before co-founding ICEF in 1991. After that, Markus held various senior marketing positions over eight years at Cisco Systems, the world leader in Internet networking. He is a member of NAFSA, the EAIE and other international associations, and presents regularly on topics related to international education. Markus speaks seven languages fluently and is at home nearly anywhere in the world.



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

Chris Evason is the Director of PIER - Professional International Education Resources, who offer professional development and agent training for Australian-focussed recruitment worldwide. Since 2006, PIER have trained and certified over 6,000 agents and conducted agency workshops and focus groups to explore changing attitudes and work practices. [www.pieronline.org](http://www.pieronline.org) PIER have developed a range of mobile technologies for the international education industry including the Qualified Education Agent App, in partnership with ICEF.



## Partner with the “Real” Australia

### Patrick Hafenstein

Room 1

Audience: All

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#### ► Session description

With more student cities in the QS Top 100 than any other state of Australia and the most diverse offerings, there is no better state to partner with than Queensland. More than 1/3 of international students in Queensland are studying outside of the capital. And the experience is like nothing else in Australia. The new state International Education and Training strategy launched in November 2016 including a \$6 million grants program demonstrates just how serious the government is about the sector. This presentation will offer an overview on the successful initiatives that are underway - from new marketing campaigns to internship programs, from the Gold Coast to Cairns. Find out how you can be part of the Queensland story.

#### ► Speaker



**Patrick Hafenstein**

*Group Manager,  
International Education and Training Unit, Trade and Investment Queensland,  
Australia*

With over 20 years experience in the international education industry, Mr Hafenstein has been a teacher, trainer, examiner, editor, author, sales and marketing manager, and trade officer. He is currently the Group Manager of the International Education and Training Unit (IETU) for Trade and Investment Queensland. The IETU is the peak government agency for international education and training sector for the state of Queensland.

### When Things Go Wrong - What We Can Learn from Current Issues in Student Complaints about Education Agents and Providers

#### Ron Colley

Room 2

Audience: All

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#### ► Session description

The National Strategy for International Education 2025 notes that 'positive student experience is crucial to the success of Australia's International Education sector'. With a record number of international students choosing to study in Australia this year, the challenge for us all is to maintain the positive experience and if things go wrong, to restore it. This is where the Overseas Student Ombudsman (OSO) comes in, to assist students and private education providers to resolve deadlocked disputes, including a dispute involving the actions or decisions of an education agent associated with the provider.

Last year the Government introduced the Agent Code of Ethics to provide a guide to the expected professional behaviour of individual agents and agencies working with Australian international students, parents, providers and fellow agents across the sector. Using a recent example, we will explore the implications for students, providers and agents when things go wrong with the agent relationship.

#### ► Speaker



**Ron Colley,**  
*Director,  
Overseas Students Ombudsman,  
Australia*

Ron Colley works for the Commonwealth Ombudsman and is the director of the Ombudsman's Overseas Student Ombudsman and Postal Industry Ombudsman schemes. With over 40 years in the workforce, Ron draws on his vast experience in marketing, sales and stakeholder engagement in Government, private industry and community organisations, to work with industry to improve the quality of complaints management. Ron is married, lives and works in Melbourne and has family in both Melbourne and Perth.

## Changes to English Language Proficiency Testing for Skilled Work Visas - What Agents Need to Know

**Helen Cook**

Room 3

**Audience: Agents**

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### ► Session description

The New Zealand Immigration Department (INZ) has undertaken a major review of English requirements for skilled migration visas. New requirements introduced on 21 November 2016 mean that many more applicants will be required to provide an approved English proficiency test to meet visa requirements, as will their families.

Potential applicants for skilled migration will now have a choice of approved English proficiency test to meet those new English language requirements.

These changes have implications for those considering study in New Zealand as the majority of successful applicants for skilled migration are already living in New Zealand.

In Australia, similar measures were introduced to allow applicants a choice of English test for skilled migration and post study work visas in late 2014. This has seen a surge of interest in some of those new test options.

Research shows that applicants consider a range of factors in choosing which English test they should invest their time and energy.

Learn more about the new English test requirements and research on English test choice.

### ► Speaker



**Helen Cook**  
*Associate Director (Client Relations) Australasia,  
Educational Testing Service,  
Australia*

Helen Cook is the Associate Director Client Relations (Australasia) for Educational Testing Service (ETS), the largest not-for-profit research and measurement company globally. As a consultant and researcher with over 25 years experience, Helen works with education institutions, organisations and government regarding the TOEFL test, the most longstanding English proficiency test worldwide. Prior to joining ETS, Helen held senior management positions in international higher education at one of Australia's largest universities. From 2008- 2012, Helen Cook was Vice-President of the International Education Association of Australia (IEAA).

## New Ways to Reach your Student Audience

**Sam Heeney, Natasja Chapman & Lisa Weakley**

Rooms 2 & 3

**Audience: All**

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### ► Session description

Let the team from Education New Zealand take you on a whirlwind tour of what the country has to offer international students. Immigration New Zealand (INZ) plays a vital role in bringing the best students to New Zealand. Natasja & Lisa will discuss recent policy and product developments, such as the Pathway Visa, and will update you on INZ's progress in transforming the way they operate.

### ► Speakers



**Sam Heeney**  
*International Events Manager,  
Education New Zealand*

Sam is tasked with delivering high quality events in Education New Zealand's targets markets to raise awareness of New Zealand as a study destination internationally. These events range from commercial and education fairs to virtual fairs and involve consultation with industry; universities, institutes of technology and polytechnics, private training establishments and schools. Sam has an extensive background in events spanning four continents and too many countries to list. Her career in International Education began at Le Cordon Bleu NZ where she worked as part of the business development and marketing team to get the school up and running and open the doors with classrooms full of students.



**Natasja Chapman**  
*Operations Manager,  
Immigration New Zealand*

Natasja is one of two Operations Managers in the Palmerston North Area Office. The office processes on average 54,000 student visa applications per year from students currently in New Zealand renewing their student visas or those applicants who hold another type of visas in New Zealand and now wish to study.

Natasja commenced working in Immigration New Zealand in 2007 as an Immigration Officer and since has moved up the ranks to Technical Advisor and then Immigration Manager before being appointed Operations Manager in 2015.



**Lisa Weakley**  
*Operations Manager,  
Immigration New Zealand*

Lisa is one of two Operations Manager in the Palmerston North Area Office for Immigration New Zealand. Lisa has 20 years of experience working within the Immigration industry. She has worked for INZ in Wellington, Shanghai, Bangkok and Singapore and brings a wealth of knowledge to Palmerston North of the offshore student market. Lisa participated in student fairs working in conjunction with Education New Zealand in both China and Malaysia.

## Australia - Australia - Future Unlimited for Record Numbers of Students

**Brett Blacker, Alice Maclean, Tracy Harris**

Rooms 2 & 3  
Audience: All

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### ► Session description

International Education enrolments in Australia reached record levels in 2016 with the positive trend continuing into 2017. This presentation will update delegates on the Simplified Student Visa Framework (SSVF) with a focus on data and how key regulatory requirements are assessed by the Department of Immigration and Border Protection. English Australia will overview sector performance and the regulatory environment with Austrade highlighting the resources and services available to assist agents and providers in supporting students to study in Australia with a Future Unlimited.

### ► Speakers



**Brett Blacker**  
CEO,  
English Australia

Brett is Chief Executive Officer of English Australia, the national peak body association for English language colleges in Australia. Previously he was President of the International Education Association of Australia (IEAA), International Director at the University of Newcastle, Director of Murdoch International at Murdoch University and also National Business development Manager and subsequently General Manager - Health at OSHC Worldcare, Mondial Assistance (Allianz Insurance).



**Alice Maclean**  
Director, Student and Graduate Visas, Temporary Visa Programme, Visa and Citizenship  
Management,  
Department of Immigration and Border Protection

Alice Maclean is the Director Student and Graduate Visas section at the Department of Immigration and Border Protection (Australia). She focuses on ensuring the effective and efficient delivery of the visa programmes and managing risks within them. Alice also seeks to engage constructively with the international education industry and provide clear guidance to students and education providers. Alice's team provides decision makers with all the tools they need to do their job, including advice about how to apply legislation and assistance with complex cases. Alice has had a varied career in the Department of Immigration and Border Protection working in roles as diverse as detention management to creating legislation.



**Tracy Harris**  
Manager, Global Engagement and Promotions,  
Australian Trade and Investment Commission (Austrade)

Tracy Harris has been with the Australian Trade and Investment Commission (Austrade) since 2010. She is currently the Manager for Global Engagement and Promotions. In this role Tracy leads a team responsible for Austrade's global marketing and promotions of Australia's international education and training industry. Tracy has recently returned to Australia following her posting as Austrade's Trade Commissioner, Singapore and ASEAN Education Commissioner, where she was responsible for the strategic direction of the marketing and promotion of Australian education and training within the ASEAN region.