

ICEF ANZA

12-14 April, 2023

EVENT REPORT



ICEF ANZA 2023 – a spectacular event focused on two popular destinations

We were delighted to host ICEF ANZA in Perth this year, bringing the international education community together again to build new partnerships, make connections, learn from industry thought-leaders and enjoy the entertainment at this popular annual event.

With a focus on recruiting students from around the world to institutions in Australia and New Zealand, over **500** industry focused participants representing **340** organisations from over **50** countries held **4000+** in-person meetings over the course of three days.



ICEF is doing a great job by bringing together so many people who are driven by the same purpose, which is to educate and support others in achieving their goals. For us, as an agency, these events are a valuable source of knowledge that help us to improve and deliver better services. Thank you, ICEF team. We hope to see Rod back crushing it on stage next year.

Juan David Copaban Vargas, Explora Education, Australia

4,205

MEETINGS *between*

516

INDIVIDUALS *representing*

340

ORGANISATIONS *from*

54

COUNTRIES *across*

6

CONTINENTS



Great Delegate Feedback

In the after-event survey for ICEF ANZA 2023, the organisation of the event, as well as the support and level of communication provided by the ICEF team were rated as good or excellent by **98.4%** of respondents. This feedback demonstrates our ongoing commitment to making sure each ICEF event is the best it can be.

92% rated the number of new contacts they made as good or excellent, and **91%** gave the same rating for the quality of the new contacts.

For **31%** of the attendees, this was their first ICEF event, and we look forward to welcoming them back in the future.



It was my first ICEF ANZA and it was an amazing experience to learn and understand about the new opportunities for our students but also to learn more about the culture of Western Australia.

Amandeep Singh Ahluwalia, Pyramid E Services, India



ICEF ANZA was an amazing event! It allowed our business to connect with current ongoing partners and create alliances with new ones in the international education industry. It is definitely a great platform to network, learn and experience what our industry has to offer.

Julian Fonseca, Studia Global Education, Australia



This was my first ICEF ANZA that I attended. An extremely impressive event that was well organised and has opened great opportunity. The networking and connections were amazing, and the evening functions were outstanding and extremely welcoming. The worldwide connections made are positive, motivating, and mutually beneficial. I left the conference feeling inspired and motivated. Looking forward to ICEF ANZA 2024.

Sarah Dennis, Long Bay College, New Zealand

Education Providers

A total of **158** educators representing **97** institutions from Australia and New Zealand joined the event – of these, **54%** held senior management positions.

Educator countries: Australia – **78%**, New Zealand – **22%**.

For **31%** of educator delegates, this was their first ICEF ANZA event, and we're sure it won't be their last!



An outstanding, dynamic opportunity to develop existing relationships as well as to explore new partnerships – and the welcome Perth put on for everyone at ICEF was absolutely amazing!

Jayne Jones, Long Bay College, New Zealand



Great event, some interesting new contacts, awesome organisation (as usual) – will definitely have it in my ongoing marketing plans going forward.

Lyn Swan, Whangarei Boys' High School, New Zealand

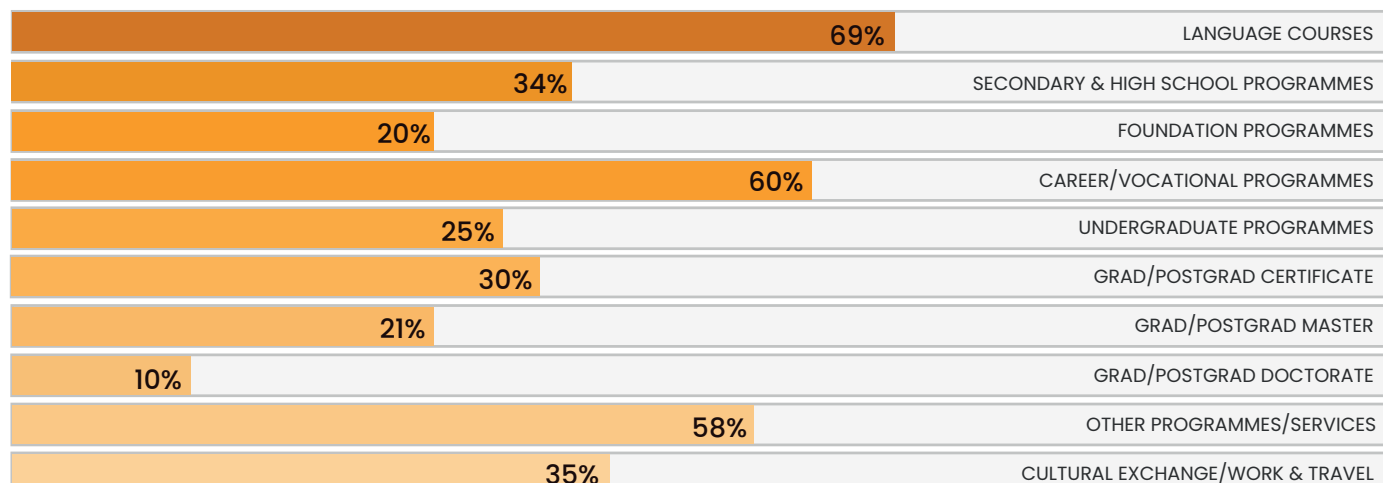


It was another great time at ICEF. I felt so great showing our beloved Perth to the world. Last year I attended as an agent so it is great to have had both experiences. Looking forward to the next one!

Daniel Munoz, Australian Institute of Language and Further Education – AILFE, Australia



EDUCATOR SEGMENT ATTENDANCE



Student Recruitment Agents

In total, **234** pre-screened agents attended, representing **188** organisations. They joined us from **49** countries.

The quality of ICEF events is repeatedly demonstrated by the large number of senior management delegates who attend and this was the case for the vast majority of agency delegates, where **64%** were senior management level or above.



I came all the way from France to attend my very first ICEF and it was amazing. I got the opportunity to catch up with my existing partners, develop new partnerships, plus, grow my brand and my knowledge in the industry. Can't wait for the next one!

Manon Madi, Manoztralia, France



It was great attending ICEF ANZA 2023. Opportunities were provided in the best way to mingle with industry partners, exchange knowledge and build relations.

Mumtaz Ahmad Khan, Aussie-Asean Education & Immigration Services Pty Ltd, Australia

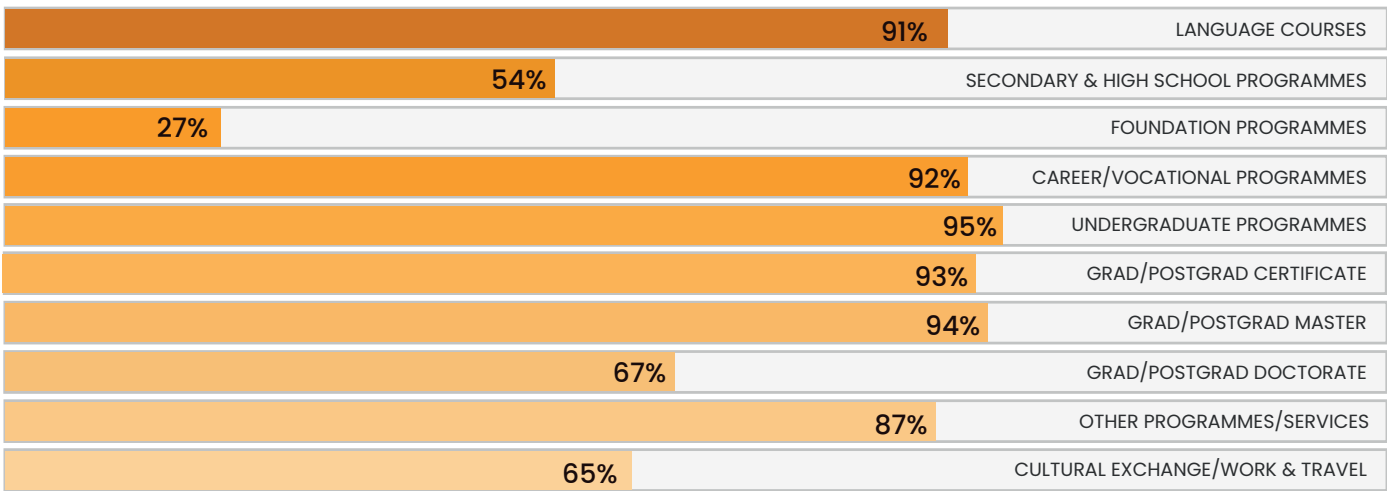


My first time being at ICEF ANZA was really special. I was really looking forward to creating new partnerships and connections and that was achieved in those three days. It is intense, I must say it but the organisers have done such a great job that even made me feel looking forward to the next one.

Viviane Antunes, WEST 1, Australia



AGENT SEGMENT ATTENDANCE



Service Providers

80% of the service providers joining us this year came from within Australia and New Zealand, however, we also welcomed delegates from Canada, India, the UK and the US.

Of the **91** industry related service providers attending, for **25%** this was their first time at ICEF ANZA.



Seminars & informal networking

In addition to the one-to-one meetings, ICEF events are also known for their programmes of webinars and seminars featuring industry thought-leaders, and covering the latest information relevant to the sector.

ICEF ANZA 2023 included a full seminar programme, including eleven seminar sessions and panel discussions covering a range of topics important to the industry and region such as: securing student accommodation, digital transformation, the use of artificial intelligence in student recruitment, and supporting international students' career progression in the region..

Last but not least... Evening receptions at ICEF events are an important part of the experience and this year was no exception. Together with sponsors StudyPerth, we were delighted to host the welcome reception at the world-class Optus Stadium, where guests enjoyed an entertaining speech from Hon. David Templeman, MLA, a fantastic didgeridoo performance and a spectacular light show around the stadium.

We can't wait to see you at ICEF ANZA 2024 in Christchurch, New Zealand (April 22 – 24).

Registration is open now.



A rich opportunity to make new connections, share information and engage others with similar goals and strategic intent.

Tanya Appleby Ursula's College Toowoomba – Study Toowoomba, Australia



Thank you to the ICEF ANZA sponsors



★ Platinum



Gold



Silver

