



Event Report

ICEF ANZA

09 – 11 April, 2025

Gold Coast, Australia



ICEF ANZA: International student recruitment for two popular study destinations

3,202

meetings

380

individuals

250

organisations

39

countries

Heading to Gold Coast for 2025, ICEF's annual ANZA event returned to connect educators from Australia and New Zealand with high-quality, ICEF-screened international student recruitment agents from 37 established and high-growth student source countries around the world. With both countries in high demand thanks to the world-class education opportunities they provide, ICEF ANZA is a popular event with recruitment professionals. This year, **380 individuals**, representing **250 organisations**, attended from **39 countries**.

Over the course of three days, **3,202 meetings** were held at the 5-star RACV Royal Pines Resort.

Rohini Modgill (Australian Data and Cyber Institute, Australia)

ICEF ANZA 2025 was an amazing experience. The event provided us with valuable opportunities to connect with high-quality international partners and gain insights into emerging trends in global education. The organisation was professional and efficient, and the quality of participants ensured meaningful and productive conversations. It was a worthwhile investment for us as we continue to grow our international engagement.



Education Providers

A total of **100 education providers**, representing **62 institutions** from Australia and New Zealand, joined ICEF ANZA 2025. Of these, **59%** held senior management positions.

This year, **61%** of attending educators were from Australia, with **39%** from New Zealand.

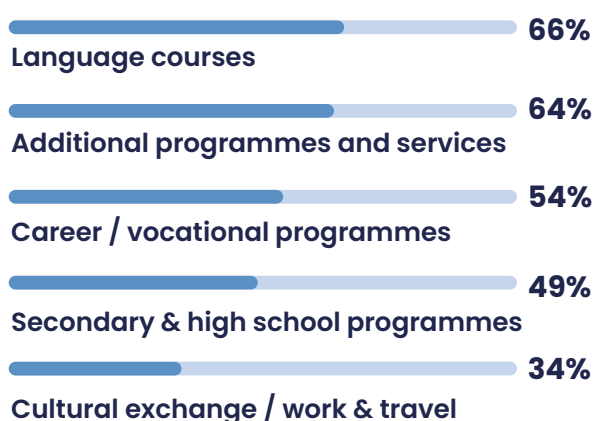
Jane Campbell (Sydney Metropolitan Institute of Technology, Australia)

Participating in ICEF ANZA 2025 was a fantastic opportunity to connect with industry leaders and education agents from around the world, all in one place! From start to finish, the event was exceptionally well organised – registration, seminars, the reception, and back-to-back meetings were all seamless. The experience was not only valuable professionally but also truly memorable on a personal level. ICEF ANZA, you've done it again!

Kendall Watson-Peach (Sancta Maria College, New Zealand)

ICEF ANZA has been an excellent opportunity for our school to market at. The quality of the agents and the organisation of the event is impressive as always.

Educator segment representation



Student Recruitment Agents

ICEF ANZA was enthusiastically supported by our community of pre-screened agents, with a total of **169 representatives** from **147 organisations** attending.

Agents came from a total of **37 countries**, with the top 5 being Colombia (17%), Australia (7%), Vietnam (7%), Pakistan (6%), and Brazil (5%).



Kinley Wangdi

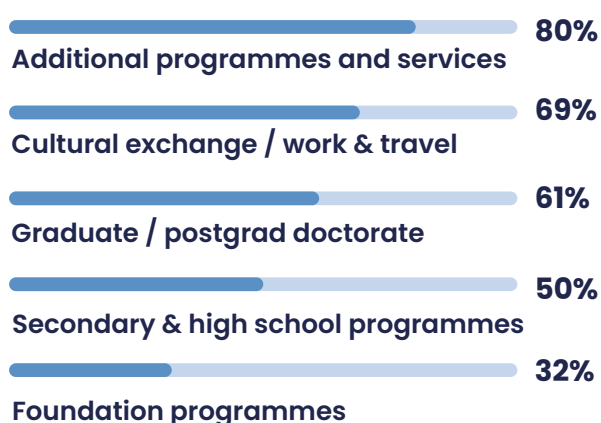
(Triple Gem Student Services and Education Consultancy, Bhutan)

My experience at the ICEF event was initially overwhelming but in the best way possible. I didn't expect the event to be so welcoming. The standard of networking and scheduling went far beyond my expectations. It was incredibly easy to connect with other participants and the meeting times were allocated in a highly professional manner. Every detail seemed carefully planned and thoughtfully executed. Events of this caliber are truly rare to witness.

Marina Abreu Silva (Tagarela Intercâmbios, Australia)

The event is a fantastic opportunity to connect—and reconnect—with passionate professionals from across the international education industry. The seminars were packed with valuable insights, helping us stay aligned with the latest trends and best practices. Being at ICEF is not just about networking; it's a mark of quality and commitment to excellence in what we do.

Agent segment interest



Service Providers

ICEF ANZA proved popular with service providers supporting international student mobility. **81 representatives** joined from **41 organisations**.

They came from 3 countries: Australia (88%), New Zealand (10%), and India (2%).



Andrew Oldfield (StudyPerth, Australia)

ICEF ANZA is a great event to meet face to face and truly understand the real-time concerns of our partners and colleagues. It provided a fantastic opportunity to engage directly with education agents and industry representatives, strengthening relationships and building trust. I left feeling energised and more aligned with the needs of our key stakeholders.

Seminars & informal networking

Alongside the world-class networking opportunities for which the event is known, attendees of ICEF ANZA enjoyed a full programme of seminars and panel discussions led by experts, academics, and senior leaders from across the industry. Packed with insights and practical tips, the sessions provided valuable market intelligence, facilitating the development of sustainable recruitment strategies. This year's topics included employment support for international students; an overview of the findings from ICEF's 2024 Agent Voice survey; creative thinking and international success for New Zealand's secondary sector; how the Australian government's Tuition Protection Service (TPS) protects international students; the international student journey in Australia and New Zealand; New Zealand visa, policy, and market updates; as well as a range of key source country trends and predictions for the coming year.

An important component of any ICEF event, the evening receptions provide delegates with the necessary space and time to cement new partnerships and renew existing friendships in a more relaxed setting. At this year's event, attendees made their introductions at a welcome reception, held on the first night. The second day of the event concluded with a more formal dinner and dance, providing ICEF ANZA with a memorable conclusion.

Great Delegate Feedback

Over the course of its 30-year history, ICEF has become renowned for the outstanding organisation of its events. We are always working to ensure that delegates are provided with the best environment, facilities, and support in order to facilitate efficient and productive meetings.

In the after-event survey for ICEF ANZA, 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 100 and 96%** respectively. This feedback demonstrates our ongoing commitment to ensuring each ICEF event is the best it can be.

88% rated the number and **80%** the quality of new contacts they made as good or excellent.

For **23%** of the respondents, this was their first ICEF event, and we look forward to welcoming them back in the future.

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