



ICEF ANZA Workshop 2019

International VET industry support package

The opportunity

The Department for Trade, Tourism and Investment (DTTI) is offering a support package for up to 10 South Australian international VET providers to assist them to attend the ICEF ANZA Workshop 2019 in Darwin, 3-5 April 2019. The package includes the following:

- > A 50% subsidy off the registration fee for the workshop (valued at \$2,800 +GST)
- > Exposure via associated marketing activities
- > An opportunity to participate in hosting a select group of agents during a pre-workshop family (30 March - 3 April 2019).

Access to the support package will be on a first-come-first-served basis. All other expenses related to the workshop, travel, accommodation and living costs will be the responsibility of the participating institution.



Government of South Australia
Department for Trade, Tourism
and Investment



StudyADELAIDE
SOUTH AUSTRALIA

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Eligible vocational providers

This opportunity is open to **ALL** CRICOS registered international VET providers operating campuses in South Australia. All of the following providers are eligible to apply:

TAFESA	Le Cordon Bleu
Adelaide College of Technical Education	Meridian Vocational College
Adelaide Institute of Business and Technology	Media Make Up Academy
AHTS	Natwide Personnel
Australian Adelaide International College	Quality Training and Hospitality College
Australian Ideal College	Queensford College
Clip Joint Education	Salford College
Durban International College	Sapiens Institute International Business School
Education Training & Employment Australia	Sheffield College
Equals International	Southern Cross Education Institute
Flight Training Adelaide	Swann College
IKON Institute of Australia	The Academy of Interactive Entertainment
International Australian Academy	Trison Business College
International Institute of Business & information	Skills Australia Institute
Ironwood Institute	Universal Network of Infotech
Jabin Hopkins Institute of Technology	

If your institution is not listed above, and you believe you are eligible to participate, please contact:

Gregory Saundry

Business Development Officer (VET/ELICOS),
International Education
Department for Trade, Tourism and Investment
08 8303 2382
Gregory.Saundry@sa.gov.au

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About the workshop

The ICEF ANZA Workshop is the largest B2B tradeshow in Australia and New Zealand that connects education institutions, agents, suppliers and tourism-related products together. Institutions have around 40-50 pre-scheduled meetings with agents over two days.

In 2018, the event attracted 190 agents from 148 agencies from 43 countries. There were 119 educators representing 86 education institutions. The event is attended by all of the 'study' organisations in the region, including New Zealand. Traditionally, only Torrens University Australia has attended from Adelaide, and ICEF have indicated a desire to have greater representation from South Australia.

Why attend?

- > Connect with or strengthen relationships with more than 190 agents representing 140+ organisations from 40+ countries without the expense of overseas travel
- > Agents are pre-screened meaning they are qualified, verified and fittingly equipped recruit students to Australian institutions. Information regarding the selection process can be found at www.icef.com/icef-agents/agent-screening/
- > Gain an opportunity to showcase your institution to up to 10 agents during a famil in Adelaide prior to the workshop
- > Attend under the StudyAdelaide banner with backing from the South Australian Government.

Why are we doing this?

During industry consultations, international VET providers indicated that:

- > Access to quality education agents is essential for maintaining and expanding business
- > Greater involvement in agent familiarisation tours would be valuable to service providers
- > Government investment in interstate expos, agent information sessions and local promotions that build agent awareness of the South Australian VET sector and Adelaide is required
- > Government should work with agents to engage them in selling the South Australian VET sector's collective strengths and clear value propositions
- > Government and the sector should explore opportunities for opening-up new or untapped markets through engaging or attracting agents via marketing incentives or subsidies.

The ANZA Workshop provides an ideal platform for the South Australian VET industry to begin working together to increase its profile as a group of quality providers to an international audience.

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Key Dates

11 December 2018	Industry Support Package Information Session (run with ICEF) in Adelaide
11 December 2018	Applications for Industry Support Package open
18 January 2019	Applications for Industry Support Package closed
23 January 2019	Industry Support Package recipients announced
February 2019	Workshop for Industry Support Package recipients in Adelaide
3 February 2019	Pre-scheduled appointment scheduling system open
February 2019	Agent Famil planning
30 March – 3 April 2019	Pre-Workshop Agent Famil Adelaide
3 April – 5 April 2019	ICEF ANZA Workshop Darwin
April 2019	Post-Workshop Briefing

Registration of interest

If you are interested or have any questions regarding participation, please contact:

Gregory Saundry

Business Development Officer (VET/ELICOS),
International Education

Department for Trade, Tourism and Investment

08 8303 2382

Gregory.Saundry@sa.gov.au

Please forward all applications for the Industry Support Package by COB **18 January 2019**.

Frequently Asked Questions

What is the value of the subsidy?

The 50% subsidy is worth \$2,800 +GST based on a negotiated discounted price for registration of \$5,600 +GST. The full registration cost is normally \$6,300 +GST. Delegates are required to pay the balance of \$2,800 +GST by 18 January 2019 to secure the subsidy.

If I don't get a subsidy, can I still attend?

Yes. The South Australian Government has secured the following discounted prices to attend the ICEF ANZA Workshop in 2019:

- First delegate: \$5,600 +GST
- Second delegate (no additional meetings): \$1,400 +GST
- Second delegate with additional meetings: \$3,400 +GST
- Third delegate (no additional meetings, walk around only): \$1,400 +GST

Please contact Greg Saundry to register.

I want to participate in the workshop but not in the famil, is that OK?

Yes. Recipients of the subsidy get first preference to participate in the agent Adelaide famil but are not obligated to do so.

I want to participate in the famil but not the workshop, is that OK?

No. Participation in the Adelaide famil will only be made available to providers who attend the workshop.

Are there any refunds? What if I can't attend the workshop?

No. Once you have paid the balance of the registration fee (\$2,800 +GST) there will be no refunds. It is each providers' responsibility to ensure they attend the workshop. If one staff member is not able to attend, we suggest sending someone else.

Can a third party (such as an education agent) represent my institution at the workshop?

No. Only employees, directors or owners of the provider can attend the workshop.

Do I have to be a StudyAdelaide member to be eligible?

No, you do not have to be a member of StudyAdelaide to be eligible. **ALL** CRICOS registered vocational education providers in South Australia are eligible to apply. StudyAdelaide is delivering the program on behalf of DTTI.

Are flights and accommodation included?

No. Delegates are responsible for all travel costs including flights, accommodation and incidentals.

What is the cost to bring more than one representative to attend?

The cost for a second delegate to attend with an additional appointment stream is \$3,400 +GST. The cost for a second delegate to attend without any additional appointments is \$1,400 +GST.

The cost for a third delegate to attend, who is only able to walk around and not participate in the meetings is \$1,400 +GST.

Are meals included?

Lunch is available for exhibitors during the event and included in the registration fee. In addition to lunches, participants are also invited to networking breakfasts (with agents) on days 2 and 3, a Welcome Reception on Day 1 & the workshop Dinner on day 2. All other meals and incidentals will be the responsibility of each delegate.

Where is the event being held?

Darwin Convention Centre, 10 Stokes Hill Road, Darwin City NT 0800. For further information on the venue, please visit www.darwinconvention.com.au

How many agents will participate in the famil?

Up to 10 agents will participate in the famil. The agents will be jointly selected by DTTI and StudyAdelaide based on the target source markets of participating providers.

How will providers be selected?

The first 10 providers who submit their application form and make payment to StudyAdelaide of the balance of the workshop registration fee by 18 January 2019 will be offered a place in the support package program. Access to the support package will be on a first-come-first-served basis.

Where can I find more information?

Please visit the ICEF ANZA Workshop 2019 website www.icef.com/anza/ or contact Greg Saundry: gregory.saundry@sa.gov.au

What promotional opportunities are available during the workshop?

Advertising will also run across ICEF online and offline channels. StudyAdelaide will be organising additional promotional activities and also run an awareness campaign on paid search, social media and digital display channels in the lead up to and during the event.

Vocational industry support package

Application form

Please forward applications to Gregory.Saundry@sa.gov.au by COB January 18 2019

All information provided in this form will remain confidential.

Institution details

Institution name

CRICOS registration

Address 1

Address 2

State

Country

Postcode

Website

General enquiries email address

StudyAdelaide member?

Facebook URL

Instagram URL

Other 1

Other 2

Contact details

Title (Dr Mr Mrs Miss)

First and last name

Position

Address

Email

Telephone

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All information provided in this form will remain confidential.

Student details

This information will be used to help us measure the impact of attending the Workshop over a period of time.

Number of international students in Adelaide

Number of Domestic students in Adelaide

Courses

Number of CRICOS listed courses offered

Number of courses offered overall

Source markets

Key source market 1

Key source market 2

Key source market 3

Key source market 4

Key source market 5

Marketing and consent

I am interested in discussing additional opportunities to promote my institution at ICEF ANZA Workshop 2019

I am interested in reaching over 20,000 of the world's most active education agents subscribed to ICEF Monitor

I consent to ICEF using my personal data according to ICEF's Privacy Policy
A copy of the privacy policy can be viewed at www.icef.com/privacy-policy

I consent to StudyAdelaide using my data according to StudyAdelaide's Privacy Policy
A copy of the privacy policy can be viewed at www.studyadelaide.com/privacy

I have read and accept the Terms & Conditions of participation as outlined in the ICEF terms and conditions. A copy of the terms and conditions can be viewed at www.icef.com/terms-and-conditions
