



2024 Australian Schools International Event Program

35 YEARS OF QUALITY
INTERNATIONAL
STUDENT ASSESSMENTS

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AEAS events bring together Australian schools, quality education agents and international families considering applying to Australian schools.

Regular in-country visits are an important means by which Australian schools can create and strengthen their brand, and develop and maintain relationships with education agents, alumni, current and past parents and local schools. Australian school specific events contribute significantly to growing the profile of the sector in key source markets. AEAS has been organising Australian school events for over 30 years.

Participating schools not only benefit from our extensive event organisation experience, but also enjoy economies of scale and enhanced marketing opportunities that would not be available individually.

Following the pandemic, AEAS has seen good recovery from traditional markets and also growing interest from families out of non-traditional source markets all over the world. The impacts of the pandemic, along with geopolitical concerns in some regions, are likely to be contributing to increased interest in an Australian school education from many traditional and some new markets. The challenges experienced over the past few years provided an opportunity for schools to review their international education strategy, including presence in preferred markets, diversification of student population, and recruitment and marketing methods.

Following successful in-person events held in Hong Kong SAR, South Korea, Taiwan, Mainland China, Vietnam and Thailand in 2023, AEAS is confident the school sector is rebounding following the pandemic with families now looking at 2025 and beyond commencement. Australian schools should continue to focus on and strengthen their marketing in major school sector source markets, while also considering establishing a presence in emerging markets.

The AEAS 2024 event program is designed to support schools to strengthen their recruitment in traditional markets, but also the emerging markets of Cambodia and India. Some events will have limits on participant numbers to match the expected number of families visiting the fairs. If your school is planning on participating in AEAS events, register early and avoid missing out.

Who should attend?

- CRICOS registered Australian schools
- ELICOS High School Preparation program providers
- Ancillary service providers (such as student advocate organisations, homestay organisations, health providers) – subject to AEAS approval.

If your school is planning on participating in AEAS events in 2024, register early to avoid missing out!

aeas.com.au/school-events





Australian Schools Exhibitions

- Contribute to branding Australian school education as desirable and first class
- Build the profile of Australia as a high quality, safe destination that leads to successful student outcomes at school, university and in careers
- Provide schools with opportunities to meet directly with prospective students and parents to discuss your key selling points
- Maintain and grow presence in existing recruitment markets, and build profile in smaller and emerging markets
- School representatives can participate in market briefings with a specific focus on Australian schools



Education Agent Workshops

- Business to business, one on one meetings, between your school and carefully selected education agents with school sector business
- Provide education agents with current information on the Australian education system, and the quality and benefits of an Australian education
- Increase agency and counsellor knowledge of the participating Australian schools, entry requirements and place availability
- Explore opportunities to build and strengthen relationships leading to agreements between agencies and schools
- Are held at five-star venues and are fully catered

Inclusions

Inclusions in the cost of participation at each event are:

- Comprehensive event marketing and promotion
- AEAS event management
- Access to the AEAS QR Student Registration system at fairs
- Venue arrangements (venue hire, booth / table for exhibitor, chairs, power points/plugs, wifi, water)
- Full catering for education agent workshops
- Provision of onsite and/or event day support
- Market briefings (where applicable)
- Help with obtaining business visas (where applicable)

Booth Sharing

Booth sharing is permitted at selected in-person fairs. Schools can register to share a booth with one other school. A maximum of two schools can share a booth. For two schools, the cost of a shared booth is the exhibition cost + 50%. For example, the cost of a shared booth at a fair is \$6750 or \$3375 each.

Booth sharing is not permitted at Education Agent Workshops.

Over
61,000
visitors in 2023!

4.5/5 Star
User Rating

What is the Australian Schools Information System?

Parents and agents now have more access to information about education than at any time in history. For schools, this means there is also more competition than ever before, and it is harder to stand out in the crowd.

School websites and international marketing approaches vary, and it can be difficult for parents and agents to wade through the vast amounts of information available to find what they are looking for. Often, information specific to international students is buried several pages deep, or written in ways that is not user friendly for families and agents for whom English is not a first language.

Over many years, students, parents and agents have indicated it is particularly difficult to find information about school enrolment processes and place availability. Custom built by AEAS, the Australian Schools Information System (ASIS) is a marketing platform dedicated to quality Australian schools, and offering an innovative solution to the difficulties experienced by parents and agents when searching, comparing and selecting schools.

There are now more than 50 schools listed on the site, and over the past twelve months, over 61,000 visitors used ASIS to search for Australian schools. There have been around 25,000 school profile views with the top school receiving 2539 profile views. 85% of users indicated the site had helped them to choose an Australian school, and gave the site an average rating of 4.5 out of 5 stars for usability.

Benefits for users

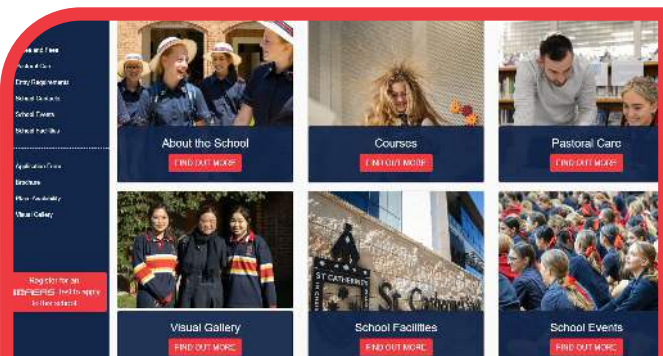
- Offers a uniform and consistent presentation of marketing, application and enrolment information, specific to the needs of international students
- Simplifies the process of researching schools
- Offers advanced filters to assist users to narrow their search
- Displays up-to-date place availability for the next three years
- Makes the job of comparing schools easier for families

Benefits for schools

- Showcase your school on a custom-built platform designed specifically for international families
- Reap the benefits of ongoing, highly-targeted paid promotion and marketing of the site to international families and education agents
- Save time and effort by referring education agents to your listing in the relevant language on the site, reducing the need to have full translation on your own school website
- Reduce your production and printing bill for marketing collateral – use ASIS as your school's international information portal for agents and families
- Review and contact agents via the agent database (available to schools with Premium Listings only)



Visit australianschools.aeas.com.au



Premium Listing

Schools with a Premium Listing have a home page and 14 information pages including Place Availability, Application Forms and a Visual Gallery (photos and videos). Schools are included in selection filters and have access to the Education Agent database in the back end of the ASIS system. Students, agents and schools may apply and communicate directly and securely through the system if they wish.

User analytics clearly show that schools with a Premium Listing have, on average, 3-4 times higher traffic to their profile than those with Summary Listings.

For what effectively amounts to \$200 per month, your school can be in front of thousands of families and agents, and benefit from AEAS' highly-targeted, in-language digital marketing campaigns.

Annual Cost

- \$2400 + GST (from date of going live)
- \$1250 + GST establishment, set up and support one off cost

The establishment fee will be waived for schools that sign up by 31 December 2023.

The listing is for 12 months. Invoices are issued on the date the listing goes live and then annually from this date.



Summary Listing

The Summary Listing option offers schools a single page, 150-word school profile and up to two photos or one video on ASIS. School Profiles must be listed at minimum in English and Simplified Chinese. Schools participating in events must also include the language(s) of the market(s) to which they are travelling.

Schools can be searched via the filters, but do not have any access to the back end of the system, the Education Agent database, place availability functionality or parent communication channels.

Cost per calendar year

1 January to 31 December

- \$1000 + GST for schools participating in an AEAS event
- \$1300 + GST for schools not participating in AEAS events

For schools that join during the calendar year, the fee will not be prorated.

Sign up when registering for 2024 AEAS Events or contact Jenni Tobin via email to jenni@aeas.com.au

Schools listed on ASIS must actively refer students for AEAS Testing.

Schools wishing to subscribe to ASIS must have listings in English and simplified Chinese, and are strongly encouraged to include other languages for key markets (Vietnamese, Korean, Thai, Japanese, Indonesian).

AEAS can assist with translations for a fee.



Location	Date	Venue	Cost	Event Type
Beijing, China	Friday 1 March	Westin Chaoyang	\$2250	Agent Workshop
Beijing, China	Saturday 2 March	Westin Chaoyang	\$4500	Exhibition
Shanghai, China	Sunday 3 March	Conrad Hotel	\$4500	Exhibition
Guangzhou, China	Saturday 9 March	Sheraton Hotel	\$4500	Exhibition
Hong Kong SAR	Sunday 10 March	Cordis Hotel	\$4500	Exhibition

Register online before 30 September 2023

aeas.com.au/school-events

Mainland China

China is the largest source market for school students studying in Australia. Even with the pandemic related border closures in China being in place until January 2023, China represents 34% of the total Australian school student enrolments at YTD April 2023. There has been a 46% increase in commencements from YTD April 2022 to YTD April 2023.

China's tier one cities offer excellent opportunities for school student recruitment. Shanghai, Beijing and Guangzhou have traditionally been listed first, second and third in the top twenty school sector visa cities with Shenzhen, Hangzhou, Nanjing also being strong source cities. Prior to 2020, there was strong competition with international schools in China, which were increasing at a rapid rate. However, over the past few years, international schools have been impacted by issues with teacher retention and recruitment and changes to Chinese government education policies.

The impact of the pandemic on learning, in particular on English language learning, and the introduction of new education policies is likely to disrupt parental decision making. The 'double reduction policy' is designed to reduce pressure and burden on school age students. This has also reduced access to English language learning. Parents are wary of the rigidity and forced pathways from high-pressure exams with only around 50% of students undertaking the Year 9 exam, Zhongkao, continuing on an academic pathway for senior secondary studies. The remaining students undertake vocational studies. Similarly, the Year 12 examination, Gaokao, is highly competitive



and determines which students are eligible for a university place, with a significant number missing out. In the next few years, we are likely to see strong numbers of parents again considering overseas study for their school age children.

It is critical that Australian schools re-establish and strengthen their brand presence, relationships with agents and regular marketing to families. Participation in AEAS events also supports individual school marketing efforts in China. AEAS continues to promote these schools all year through the AEAS China office and through online marketing, such as livestreams and regular WeChat posts and webinars for parents and agents. Many of the major China based education agents are now also AEAS Official Partner Agents which requires them to only refer students for an AEAS test. This relationship between AEAS and partner agents is expected to strengthen interest in Australian schools as a preferred destination.

Hong Kong SAR

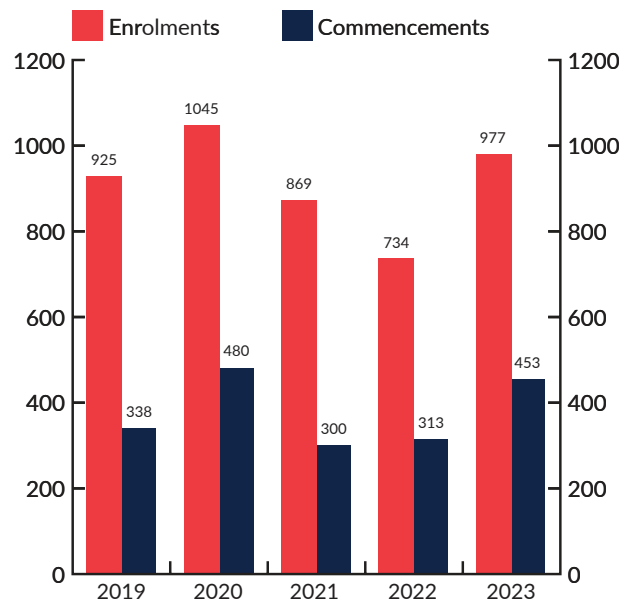


Figure 1.2 Hong Kong - Enrolments and Commencements - YTD April

Hong Kong is currently the third largest source market for school sector students. AEAS has been organising Australian schools' events in Hong Kong for over thirty years with strong brand recognition by parents and strong attendances at events.

The Hong Kong market is sophisticated and well informed, and continues to be strong for Australian schools. The changing political environment and Australia's new visa measures for Hong Kongers have been driving increases in student enquiries and applications. The level of interest in studying at an Australian school continues to be strong with a 45% increase in commencements from YTD April 2022 to YTD April 2023.

AEAS Australian Schools Exhibitions in March and June 2023 saw record attendances when compared to the same events last held in 2019. The level of interest from both 500 visa students and relocating Hong Kong families is likely to continue over the next few years.



Thank you for a wonderful event. All the AEAS events I have attended have been so well planned and the day goes like clockwork. The room was buzzing with families.

School Participant, Hong Kong Exhibition, March 2023

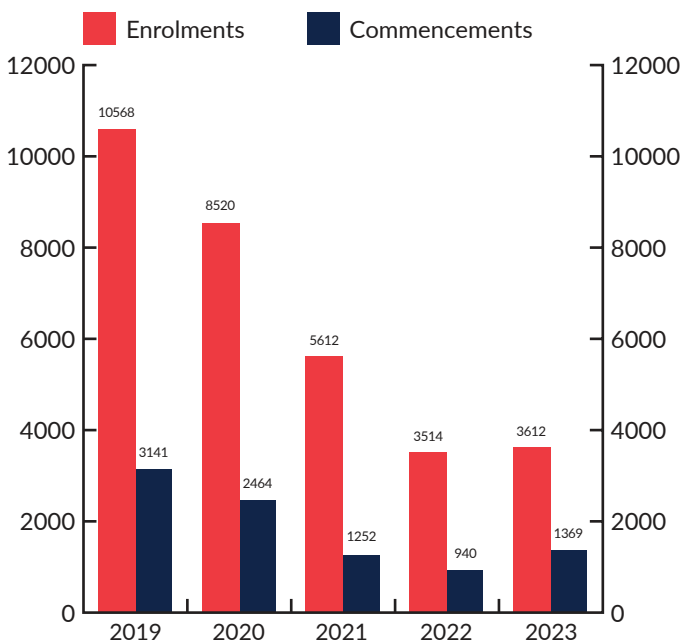


Figure 1.1 China - Enrolments and Commencements - YTD April

May 2024

South Korea & Taiwan



Location	Date	Venue	Cost	Event Type
Seoul, South Korea	Friday 10 May	Sofitel	\$2250	Agent Workshop
Seoul, South Korea	Sunday 12 May	Sofitel	\$4500	Exhibition
Taipei, Taiwan	Friday 17 May	Grand Hyatt Hotel (TBC)	\$2250	Agent Workshop
Taipei, Taiwan	Saturday 18 May	Grand Hyatt Hotel (TBC)	\$4500	Exhibition

South Korea

South Korea is currently the fifth largest source market for school sector students. There has been a 44% increase in commencements from YTD April 2022 to YTD April 2023, indicating a strong recovery is underway.

Australia is highly regarded as a safe and affordable study destination, and our focus on the holistic development of students is in stark contrast to the hypercompetitive school system in South Korea, in which students concentrate solely on academic performance, often attending cram classes late into the evening. The Australian approach to school education, and our excellent pathways to top universities make Australian schools very attractive to South Korean families.

AEAS held our first ever events in Seoul in March 2023 which provided an excellent opportunity to understand the market and start to build relationships and brand. The May 2024 events will build on this experience and, with targeted marketing, increased visitor numbers to the event can be expected.

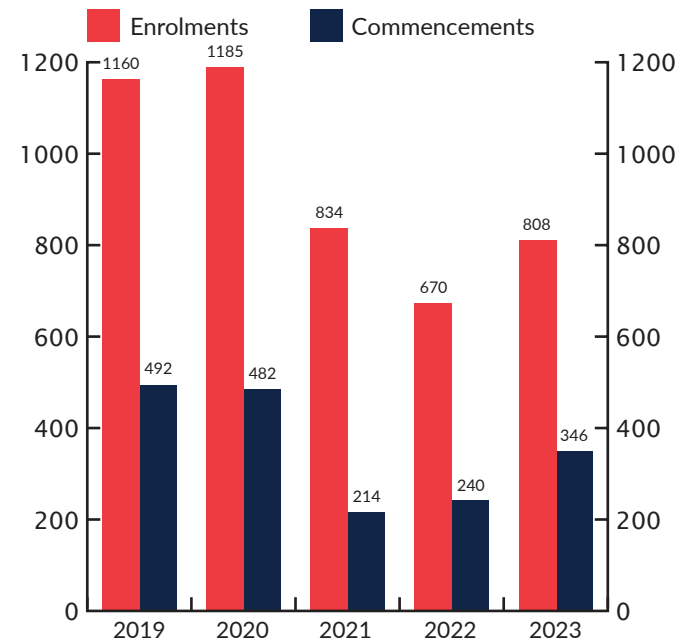


Figure 2.1 South Korea - Enrolments and Commencements - YTD April



I was most impressed with the enthusiasm of the agents we met with and their hunger to know more about our school - actually about all the schools and the independent school market. It felt to me that this might lead to a strong market for our schools.

School participant at the 2023 Seoul Agent Workshop



Taiwan

Taiwan is currently the tenth largest source market for school sector students, however, Taiwan has seen the fourth largest percentage increase (117%) after Japan, India and Vietnam when comparing YTD April 2022 to YTD April 2023.

AEAS held an agent workshop and an exhibition in Taipei in March 2023. The level of interest from families attending the exhibition exceeded all expectations with over 200 families preregistering to attend the event, and over 110 attending. The twelve participating schools were super busy.

Increasingly families are interested in studying in an Australian school and this is expected to continue to grow. The geopolitical situation in the region, safety, pathways to Australian universities and beyond, and proximity are expected to drive interest in an Australian school education.

Schools will have an opportunity to re-establish relationships with current agents and also to connect and build new relationships with other agents through the education agent workshop. The parent fair in Taipei will provide an opportunity to build your school's brand in Taiwan and to meet with prospective families.

Well prepared event! Congratulations for exceeding your target numbers. Will definitely be here in 2024!

School Participant, Taipei Exhibition 2023

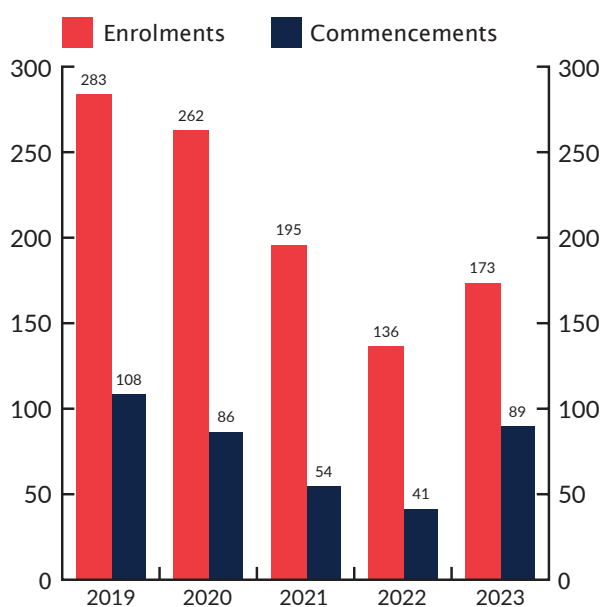


Figure 2.2 Taiwan - Enrolments and Commencements - YTD April



Location	Date	Venue	Cost	Event Type
Hong Kong SAR	Sunday 23 June	Cordis Hotel	\$4500	Exhibition
Hong Kong SAR	Monday 24 June	Cordis Hotel	\$2250	Agent Workshop

This is the second Hong Kong exhibition scheduled for 2024 with this event supported by aec Education Consultancy. This event usually has around 15 schools and approximately 100 families attending. Schools from all States are encouraged to attend this exhibition. Hong Kong families are seeking options in terms of locations, school type and accommodation type.

“What a great vibe to the room! Parents happily waited to see schools and the atmosphere at all times was one of excitement. Great event that exceeded my expectations.”
School Participant, Hong Kong Exhibition June 2023

The growth in Hong Kong families interest in overseas study has also resulted in education agents expanding their business to include Australia as a destination. The Education Agent Workshop will build on the success of agent workshop held in March 2023, and will provide an opportunity to meet with current and new agents. With over 70% of families using agent services, meeting up to 14 agents at the workshop is a time and cost effective way to manage your agent relationships, and meet your compliance obligations under the ESOS act and national code.

These events are a must for schools wanting to re-establish or strengthen their relationships and market presence in Hong Kong.

Commencements

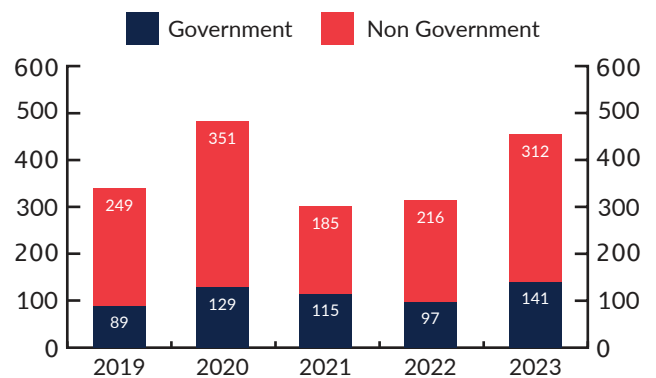


Figure 3.1 Hong Kong - Commencements from Government and Non-Government Schools - YTD April

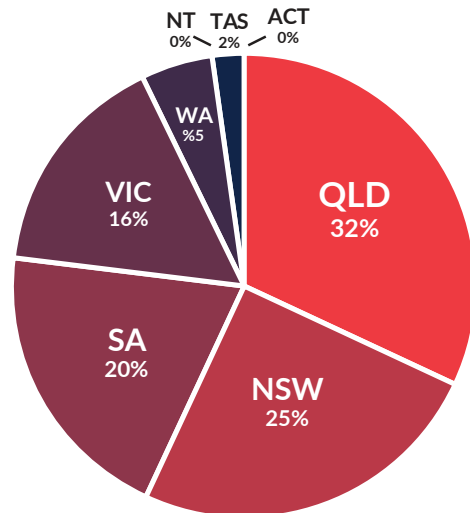


Figure 3.2 Hong Kong - Commencements by State - YTD April



September 2024

Cambodia, Vietnam and Thailand



Location	Date	Venue	Cost	Event Type
Phnom Penh, Cambodia	Sunday 8 September & Monday 9 September	TBA	\$5000	Parent Seminar & Agent Workshop
HCMC, Vietnam	Friday 13 September	TBA	\$2250	Agent Workshop
HCMC, Vietnam	Saturday 14 September	TBA	\$4500	Exhibition
Hanoi, Vietnam	Sunday 15 September	TBA	\$4500	Exhibition
Hanoi, Vietnam	Monday 16 September	TBA	\$2250	Agent Workshop
Bangkok, Thailand	Friday 20 September	TBA	\$2250	Agent Workshop
Bangkok, Thailand	Saturday 21 September	TBA	\$4500	Exhibition

Cambodia, Vietnam and Thailand

Cambodia is currently the sixth largest source market for Australian schools. It has a population of 16.3 million and a median age of 24.3 years. Tourism, manufacturing exports, and construction are important industries driving economic growth. Cambodia is a small but rapidly increasing school market, with enrolments thus far mostly at government schools. Our first in-country event in Cambodia in 2019 demonstrated that there are opportunities to influence the market through agent relationships, information provision to parents and digital marketing to grow the number of students enrolling in non government schools. Our second event will be held in September 2023.

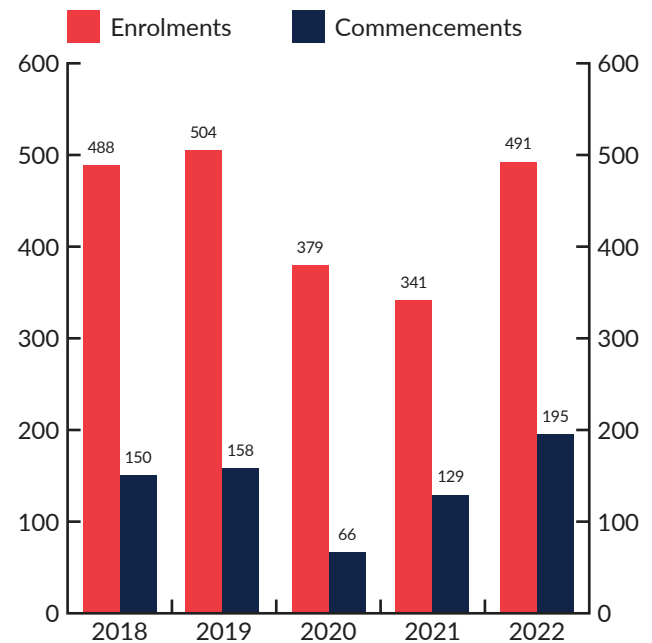


Figure 4.1 Cambodia - Enrolments and Commencements - YTD April



Vietnam is the second largest source market for Australian schools. There has been an increase of 125% in commencements from YTD April 2022 to YTD April 2023. Growth in applications and enrolments from Vietnam is likely to continue over next few years. Vietnamese parents focus on education and overseas education is equated with success. Vietnamese parents in urban areas invest 25% of their household annual income in education for every child they have (Sannam S4).

There is a positive brand perception of Australia which has contributed to growth and there are strong opportunities for Australian schools to recruit students from Vietnam. However, with the growing competition from international or bilingual schools in Vietnam, Australian schools must have a regular presence in Vietnam. Consistent and regular digital and in person marketing is required to build brand presence and relationships. These events should be an essential part of your strategy to build your school's brand, and Australian schools as a destination, in Vietnam.

Thailand is currently the ninth largest market for Australian schools. There has been an increase of 104% in commencements from YTD April 2022 to YTD April 2023. The September 2022 events saw increased interest, including from families with young children.

Key competitors in this market are international schools in Thailand and overseas study at schools in the UK and New Zealand. There are 228 international schools teaching British, American and IB curriculums and 142 bilingual schools teaching core subjects in English. There are opportunities for Australian schools to promote Australia as a destination and the value of an overseas truly international study experience.

This was a great event – the agents were really focussed and knew about the Australian school offers, so it became an opportunity to hone in on the points of differentiation for our school. We also had gained great insights into the market from the agents and throughout the discussions with the parents which was invaluable. Thanks to the AEAS team for their great organisation!

School Participant, Bangkok, September 2022

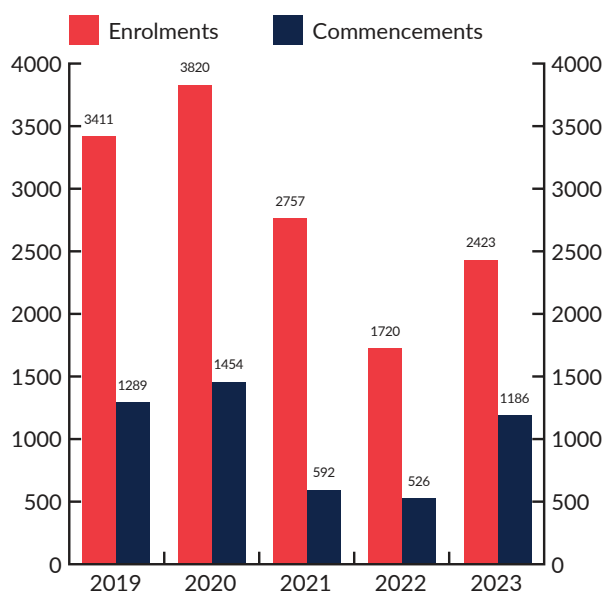


Figure 4.2 Vietnam - Enrolments and Commencements - YTD April

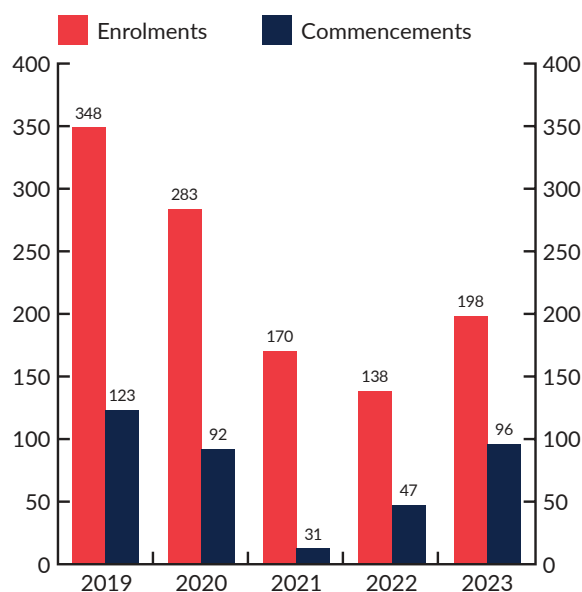


Figure 4.3 Thailand - Enrolments and Commencements - YTD April

AEAS held in very successful in person events in Hanoi, HCMC and Bangkok in September 2022. Participating schools met with over 300 families across the three parent fairs and each city saw growth in visitor numbers from our previous in person events in 2019. The 2023 events in Cambodia, Vietnam and Thailand will be held in September 2023.

The 2024 events are a must for schools wanting to develop and maintain a presence in these markets.



in collaboration with



AEAS is collaborating with Acumen (part of Sannam S4) to arrange this event series.

Location	Date	Event Type	Cost
Delhi & Mumbai	Wednesday 6 November to Wednesday 13 November	Agent Workshops Parent Fairs Meetings with key stakeholders Visits to schools	\$14,000

NOTE: By registering for this event, schools are committing to participate in all activities

- Includes all activities for up to two school representatives
- Excludes flights and accommodation

India

With growing interest in an Australian school education from education agents and families in India, AEAS is partnering with Acumen (part of Sannam S4) to offer a series of events and activities in Delhi and Mumbai in November 2024.

Why should schools include India in 2024 plans?

India has the world's largest population in the 5- 24 years age bracket (~500m people) and the country's population is projected to continue growing until at least 2050. 25% of the world's under 25 year olds live in India with 1.5 million schools, 8.5 million teachers and 250 million school age children. India is the world's fifth largest economy.

India is witnessing strong growth in demand for international education led by

- rising disposable income of parents
- higher quality of education
- greater awareness of international education opportunities

This demand is anticipated to continue strongly, combined with an increasing ability to pay.

Now is the time for schools to visit India to develop an understanding of the market and opportunities, and to build relationships and brand presence. Enjoy a safe and targeted opportunity to engage effectively in India with the support of AEAS and Acumen.

Established in 2008, Sannam S4 is committed to helping globally-ambitious education providers enter, explore and expand in South Asia, Southeast Asia, and beyond, through their education division, Acumen. They offer a dedicated range of services to develop strategic partnerships, expand collaborations and to support student enrolment. Their head office is in India and they have extensive experience in this market.

If you interested in further information, please contact Tracey O'Halloran, Managing Director via email to tracey@aeas.com.au

5 - 9 November

New Delhi

Tuesday 5 November

Participants arrive (own arrangements)

Wednesday 6 November

AM - Breakfast briefing by Acumen

PM - Roundtable meeting with key education and influencer groups

PM - Briefing and networking with key government departments of India and Australia

Thursday 7 November

School Visits

Friday 8 November

Education Agent Workshop

Saturday 9 November

Parent Fair / Seminar

Travel from Delhi to Mumbai (early evening)

10 - 13 November

Mumbai

Sunday 10 November

Parent Fair / Seminar

Monday 11 November

Education Agent Workshop

Tuesday 12 November

AM/PM - School visits

PM - Meeting with an education consultancy organisation

Wednesday 13 November

Participants depart (own arrangements)



November 2024

AEAS Seminars for Australian Schools



Location	Date	Event Type	Venue
Brisbane	Monday 18 November	AEAS Seminar - International Education Update	TBA
Sydney	Wednesday 20 November	AEAS Seminar - International Education Update	TBA
Melbourne	Friday 22 November	AEAS Seminar - International Education Update	TBA
Adelaide	Monday 25 November	AEAS Seminar - International Education Update	TBA
Perth	Wednesday 27 November	AEAS Seminar - International Education Update	TBA

AEAS Seminars for Australian Schools

AEAS will again hold a series of seminars in five cities. These seminars are held annually and are an excellent opportunity for Directors/Managers of International Programs, Admissions Managers, Marketing Managers, international student coordinators and any other interested school staff to network, share information and learn from each other. Come along and hear all the latest news about international education for the school sector, and what is happening in our key source markets.

If you would like to host a seminar at your school, please contact sally@aeas.com.au

Pencil the date in your calendar now. Invitations and a registration link will be provided closer to the dates.



Event Registration and Terms & Conditions

Event Terms & Conditions

All participants must read and acknowledge the **AEAS Event Terms & Conditions** prior to submitting their registration. The Terms & Conditions contain important information about participant responsibilities and requirements.



[Click to view
Event Terms & Conditions](#)

Places are limited for some events. Secure your place by registering early.

You will receive an email confirming receipt of your application. AEAS will then send approved applicants an email with an invoice for confirmed events in which you are participating.


Detailed information about events will be available in the Online Information Portal approximately three months prior to events to assist with preparation and planning.

Register early to avoid disappointment!
aeas.com.au/school-events



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