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17TH IDP AUSTRALIAN INTERNATIONAL EDUCATION CONFERENCE

*securing the FUTURE for International Education:
Managing growth and Diversity*



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Mature Markets :

A Singapore Perspective

October 2003



Mature Markets :

Present Challenges:

Poor economic situation

Local competition from private and public institutions (the 4th university)

Unexpected world events such as SARS had indirect impact on students' recruitment

Australian tuition fees hike and strengthening of Aussie dollars



Mature Market : Singapore Perspective

- **Market shaking out phase:**
- **Information age and huge pool of Aussie graduates led to better informed students and parents pool.**
- **Various groupings such as G08 and ATN institutions begin to dominate the Singapore market.**
- **However, students are still casually applying to more than one institution, resulting institutions receiving many applications. Many had poor conversion rates.**



Mature Market : Singapore Perspective

- **Market shaking out phase:**
- **Institutions put in place systems to curb with applications without full understanding of the students' application and acceptance behaviour.**
- **Efforts are needed to examine institutions' courses differentiation with competitor institutions.**
- **Review and revamp programs: cross disciplines courses, relevant and innovative disciplines.**
- **Better usage of academic staff and focus groups discussions in more strategic approach to marketing.**



Mature Market : Singapore Perspective

- **Market shaking out phase:**
- **Clarification in fee hike: “Investment” approach rather than value for money.**
- **Need to segmentize and study the market closely: GCE A levels, O levels and polytechnic diplomates.**
- **Demographic studies of Indonesian and PRC students in their decision making factors for pathways and undergraduate & postgraduate programs respectively.**
- **Review of postgraduate degrees’ duration, delivery and postgraduate conversion programs.**

Popular Current Market Trends

- Programs for Singapore Polytechnic Market
- Universities that have clear and concise polytechnics advanced standing arrangements and materials benefit the most.
- Universities that are able to qualify the strengths of these programs through academics' visits to IDP office and work closely with international marketing staff.
- Universities that can customise relevant programs

Popular Current Market Trends - Polytechnic Graduates

- Polytechnic diplomates are usually very focused in their studies. Selection criteria consist of professional recognition, costing, duration, exemptions, establishments and refer to their poly teaching staff and friends for advice.
- Articulation for diplomates from private education providers.

Popular Current Market Trends – GCE A Levels

- Growing market share for GCE A levels students, winning market share from UK and US.
- Keen to study medicine, law, arts and science.
- They tend to prefer established Universities and often use entry requirements to assess the standing of the universities.

Popular Current Market Trends – Pathway Programs

- Most students are from Indonesia and PRC with a tendency to prefer Trinity, UNSW and Taylors College as 1st choice.
- Most of these students apply in mid October using their school preliminary examination results.

Popular Current Market Trends – Postgraduates

- Majority of them are seeking MBAs and better and accessible conversion programs.
- Prefer 1 to 1.5 years duration
- Most start planning as early as Jan prior to graduation in June.
- Number of them are on scholarships awarded by Singaporean employers.

Emerging & Future Growth Areas

- Arts: Psychology, combined degrees
- Business: Logistics, Event Mgmt
- Education: Sports, Special
- Engineering: Telecommunications, Bioinformatic Engrg
- Health: Human Movement, Therapies
- Life: Bioinformatics, Biotechnolgy, Forensic Science

Potential or Existing Niche Markets

- Business
- Construction
- Engineering
- Information Technology
- Law
- Medicine
- Nursing (specialization)

Strategies to the Mature Market

- * Understand the decision making factors**
- Take a honest stock of key programs
- Attend IDP events for institutions profiling.
- Counsellors briefing and update sessions.
- Conduct effective follow up interviews.
- Review marketing materials and approaches for different disciplines.

Strategies to the Market

- IDP Singapore offers consultancy services to institutions in developing individual strategies into Singapore.



QUESTIONS & ANSWERS

THANK YOU FOR YOUR SUPPORT

IDP SINGAPORE