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THE UNIVERSITY OF NEW SOUTH WALES
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“Branding and Marketing Australia - Future Directions”

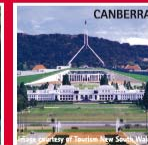
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www.unsw.edu.au

three
cities

two
countries

one
university



CRICOS Provider Code 00098B

Big Brand Issues for Australian Education Industry

- What is our industry-wide brand?
- Is our brand distinctive?
- Does our brand enjoy a high profile internationally?
- Who owns our brand?
- Does the brand work effectively for all sectors comprising Australian Education?
- Does the brand leverage a cross-section of outcomes for the industry?
- Is our brand consistent?
- How do we measure the equity of our brand?
- Is the industry driving the direction of the brand based on comprehensive market research involving future students?
- Are individual stakeholder brands stronger than the industry brand?
- Is the Government matching the collective marketing spend of the industry?

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Study in Australia - Some key observations

Industry welcomes the brand evaluation and health check that is under way and strongly endorses the five Phases that comprise the review

While the initial market research was outstanding the subsequent positioning could reflect the core elements of freedom, challenge, status more strongly. (e.g. the generic video does this well)

The 'Study in Australia' positioning seems to be aligned with the AEI rather than the industry, simply because it is applied just as a logo.



Study in Australia - Some key observations

Most individual stakeholder institutions/groupings have not chosen to use the 'Study in Australia' logo yet
Australia is booming as an education destination

The term 'Education Australia' commands a powerful position

An industry brand must encapture all stakeholders including: Education sectors, individual education providers, government departments such as DEST, AEI, DFAT, DIMA and State Government groups etc.

The kangaroo symbol polarises stakeholders, however that is an inside-out view rather than an outside-in view



Top Education Brands at a Glance

International	Regional	National
Harvard	Tokyo University	UNSW
Yale	Waseda	ANU
Oxford	Tsinghua	Melbourne
Cambridge	Peking	Queensland
MIT	Fudan	Sydney
Berkeley	Hong Kong Univ	Monash
Stanford	NUS	UWA
LSE	Seoul National Univ	Sydney Grammar
UCLA	Yonsei	Geelong Grammar
Eton	IITs - India	The Kings School

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Other education brands:

British Council	Universities Australia
TOEFL/IELTS	QETI
IDP Education Australia	Study Adelaide
Universitas 21	Study Melbourne Victoria
The Group of Eight	Perth Education City
Cambridge Tests	
Education UK	
The Russell Group	
Study Group International	
Fullbright Commission	
Study in Australia	

The Australian education industry should aim to feature as a strong brand in this grouping

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UNSW Focus Group Study, 2004

Apart from academic reputation where rankings now have a major impact on student choice, the overall quality of the student experience and affordability, six major factors influence students during the selection process to study in Australia

1. Meeting and living with locals and experiencing Australian culture
2. Enjoying good beaches, great weather, the buzz of a major city and lifestyle
3. Improving written and spoken language skills
4. Developing personally and professionally while receiving a western styled education
5. Establishing networks of friends and professional contacts who live in Australia and abroad for the medium to long term
6. Safety and Security

The UNSW logo consists of the letters 'UNSW' in a white, sans-serif font, positioned to the right of a 3x3 grid of squares. The squares are arranged in a pattern that tapers to the right, with the top row having three squares, the middle row having two, and the bottom row having one. The squares are in various shades of red and orange.

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Different categories of students have different needs and aspirations

Undergraduate students

Want to get as much out of their education as possible – academically, socially, culturally, geographically

Postgraduate Coursework Students

Feel they have limited time in Australia so they want to make every moment count and don't want to be distracted by practical issues

Higher Degree Research students

Want to focus on their research and build personal and professional networks during their time on campus as they are often accompanied by their families and have greater responsibilities. They want to feel respected and valued and need access to comprehensive support to ensure they complete their doctorate in 3.5 to 4 years.

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Why?



Building an industry brand:

Play to strengths and differences

Provide clear benefits (a value proposition) and promote core values

Cater for aspirations and needs of target audience

Increase brand equity – leveraging the Colombo Plan and other significant scholarship programs or frequently launching significant policy initiatives promoting international education and announcing educational research, breakthroughs and achievements



Core Elements of an Industry Brand

Freedom	Meet and live with locals Experience Australian culture Enjoy beaches, experience great weather, different lifestyle Choose programs/courses of interest Establish personal and professional lifelong networks
Challenge	Develop personally and professionally Receive a western education Improve written and spoken English skills Prepare to work in a globalising world
Status	A high quality education that leads to increased status with family, friends and employers Gain permanent residence status Gain a recognised qualification to enhance the CV

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It's time to invest in an industry brand

- Individual institutions and entities, sectoral groupings and commercial operators and our alumni have helped build brand equity for Australian education
- Significant government funding is required to protect and grow the position of Australia's fourth largest exporter, now valued at \$10 billion (October 2006)
- The Australian Government should at least match the collective industry spend in the form of soft marketing dollars – over and above existing commitments – to position the Australian education industry at the forefront of international education and as a premier education destination.

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Qantas Case Study

- An iconic brand
- 'Spirit of Australia' – tag line
- Promotes the vastness of Australia
- Takes you to the world – iconic destinations
- Espouses values of youthfulness, wholesomeness, optimism, forward looking, honesty, adventure, support for business travellers
- Makes an emotional connection via "I still call Australia home"
- Does not feature
 - Products
 - Passenger profiles
 - Different classes of travel (or price)
- Builds brand equity via
 - Innovative developments and advancements
 - Sponsorship of significant sporting, cultural, community and business events
 - Cultivation of social and environmental responsibility
 - Evacuating Australians during/following a crisis

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International Competition

- Second PM's initiative on International Education in the UK.
- US seeking to regain market share by relaxing student visa processes
- European university consortiums are now forming some of which have significant government funding and attractive pricing policies
- British Council is strengthening its position in key student source countries.
- Governments of Singapore, Malaysia, Republic of Korea, China, Japan and India are actively promoting themselves as critical education destinations as the world turns towards Asia.
- Selected countries in the Middle East are actively positioning themselves for international students e.g. Knowledge Village, Dubai, and International Education City, Saudi Arabia.

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Global Education + Global Networks = Global Opportunities



Sydney is home to UNSW and Singapore is home to UNSW Asia. Students can transfer from one campus to the other seamlessly.

- Study in Sydney
- Study in Singapore
- Study Globally
(at one of 200 partner universities worldwide)

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