

**Title slide: IDP India and Austrade.
A Partnership that's On Song**

G'day, ladies and gentlemen,

My name is Henry Ledlie and I have the honor and privilege of being the Director of IDP India in these very exciting times.

I am here today to tell you of our great happiness at the growing number of students recruited from India to Australian educational institutions. And to share with you a case study in partnership that has made these numbers happens.

But first, a word about IDP India

**Slide: "Let me not to the marriage of true minds admit
impediment..."**

Over 400 years ago, Shakespeare said these lines in one of his love sonnets. But I want to use his words today, because Love and Marriage are the theme of my presentation to you. And it makes a great descriptive line for what IDP India does: facilitating the marriage of true minds.

Minds which are eager to receive learning and to provide it, minds which yearn for knowledge and for the opportunity to impart it.

For over 11 years, IDP has played a matchmaker helping to make such marriages happen.

And today, we are No.1 in our field.

How do we do it?

First of all, IDP believes that while marriages might well be made in heaven, when it's the marriage of minds we are talking about, you've got to do your homework on the ground.

In traditional Indian marriages, astrologers are often consulted to make sure that the horoscopes of the couple match. With all due respect to astrology, IDP handles things differently when it comes to arranging marriages of the mind. Rather than leave it to hit-and-miss planetary and stellar positions, IDP does detailed back grounding of all its students to understand fully what their requirements are, and then finds a suitable match for these requirements in terms of a specific educational institution or course of study.

How do we do this? Let me elaborate and explain.

Slide: "I wanna hold your hand...."

IDP India has reached the Number 1 position by being seen as the company that cares. We hold the student's hand from the moment we meet him till he is settled and happy in his chosen course of study. We test them, counsel them, help them get visas, help them settle into the Australian way of life. That's got to be love.

Slide: "The long and winding road, leads me to your door...."

To start with, we actively seek the students out. We were the first to go directly to the customer by conducting education fairs in India where prospective students could find out all they needed to know about living and studying in Australia. Now America, Britain and Ireland are copy-cattng us. We can't really complain, after all, imitation *is* the sincerest form of flattery.

We were the first to exponentially expand the reach of the IELTS test in India. When IDP India came on the scene, the IELTS test had been in India for over 15 years and was administered to no more than 10,000 candidates a year, all-India. In a few short years down the line, IDP has sent the numbers sky-rocketing, with September 2006 being our best ever month: we tested a staggering 8,000 plus candidates all-India.

Slide: “If there’s anything that you want, if there’s anything I can do, just call on me...”

We are the only organization of its kind, which offers the Indian student the full Monty when it comes to choice. IDP represents every university in Australia, offering every study discipline, in every city, to match every budget. We don’t push a student who wants to study, say, microbiology into a course of zoology, just because that may be easier for us.

We carefully match student expectations with what the universities offer so as to minimize the risk of dropouts.

And, as they say, last but not least, we were the first to offer our candidates comfortable, air conditioned environments plus the use of headphones to make for better concentration during the testing process.

Slide: “Like a bridge over troubled waters, I will ease your mind...”

This approach – nothing too big to tackle, nothing too small to overlook - is what has made us Number one in our business. And in defiance of conventional wisdom, being No.1, we try even harder! We try harder to widen the gap between ourselves and the number of porpoises treading on our tails, by constantly striving to go that extra mile. Our most recent new customer care initiative is a booklet on living in Australia which goes so far as to give the Indian student easy-to-cook recipes of favorite Indian foods. Beat that!

How successful IDP's methods have been can be seen by the numbers that my good friend Mike Moignard who spoke just before me has shared with you.

He has briefed you about the huge opportunities available to us from the world's second fastest growing economy and has outlined some of the ways in which Austrade plans to tap that growth. Already, the growth in the number of Indian students to Australia has outstripped that of our traditional rivals, the US and the UK – a matter of tremendous pride for us at IDP.

How did this come about? I suppose you could say it's yet another love story.

Slide: “How do I begin, to tell the story of how great a love can be...”

Traditionally, all over the world, it's tough to get Government bodies and private enterprises to work in synergy towards a common goal. There are always axes to grind and hidden agendas .

That's what makes it so wonderful for me to be able to present to you today this case study of a fabulously successful partnership between Government and the private sector as exemplified by Austrade and IDP.

Slide: “I'm so young and you're so old; this, my darling, I've been told...”

IDP India is young. We started up a mere 11 years ago, in 1995. And as is common with most youngsters, we had a certain tendency to be – how shall I put it – all over the place. We were running around partying with Vice Chancellors from Australian universities, falling all over ourselves to promote educational delegations to and from India. And like the innocent babies that we were, we were providing all these services, and more, for free.

We were so busy marketing Australia as a brilliant educational destination for students from India that we were in danger of forgetting our core job: Recruiting and servicing students. Yes, we nearly forgot that *it's all about students!*

Here's where our wonderful partners, older and more experienced than us, stepped in. Austrade, gently but firmly, took all of the burdens of marketing Australian and Australian education off our shoulders and actively encouraged us to do what we do best: service our customer, the student, and drive the numbers up and up.

But I have to say that we don't repent our youthful indiscretions. We don't regret sowing our wild oats. Because like all the best growing-up activities they helped us to mature, they helped us gain experience, they helped us get known in places where it mattered, they helped IDP India become what it is seen as today. A brand. And it's a brand which commands tremendous equity in the heart and mind of our customer, the Indian student.

Slide: “We've had our ups and downs, like all lovers do...”

But getting to this point of a loving relationship with Austrade wasn't all easy. Like all relationships, it's had its glitches. Trust / Understanding / care / & other loving traits had to be won over & it does not happen overnight. This was and is not a one night stand affair.

Slide: “Love and marriage, love and marriage, go together like a horse and carriage...”

Like the best marriages, to say nothing of the horses and carriages, each partner must know his or her own role and play it in such a way as to form an uneatable team.

This is the secret of our wonderful relationship with Austrade. We have clearly defined territories and don't poach on each others' turf.

For example, Austrade leaves all the student-related matters to IDP. They don't recruit. They don't counsel. They don't test. Instead they support us, co-brand activities with us and publicly endorse us in all our activities, giving us marketing and logistics support whenever we require it.

And in turn, IDP steers clear of treading on Austrade's toes in their areas of activity.

Austrade coordinates and works with different Australian state government offices, local chambers of commerce and industry associations in India. Thank heaven - and thank Austrade - IDP doesn't have to do anything like that any more.

Slide: "It takes two to tango..."

This is why Austrade and IDP India are ideal partners. Like a truly supportive spouse, Austrade encourages IDP to leverage its industry experience and networks in order to provide the best to its customers.

And both halves of the partnership work together at introducing new programs.

Slide: "Suntanned, windblown, honeymooners at last alone....oh, how lucky we are!"

Truly we are lucky. Because the IDP- Austrade honeymoon shows no signs of going stale. It's as fresh and exciting as ever.

And to put it slightly raffishly, the results can be seen in the numbers of youngsters we've produced together. Over 15000 students recruited in the last year – a jump of 54% over the previous year!

Now if that isn't a case for happily-ever-aftering, what is ?

Because that's what it's all about, in the end, as the theme of this conference makes clear: It's about Students.

And when it comes to what they are to be taught, and by whom, and how, there cannot be too many helping hands to ensure the best of matches, the most productive of unions.

Ladies and gentlemen, friends and well-wishers, put your hands together and let's hear it -- not for IDP or Austrade or AEI. Let's hear it for those wonderful people who matter the most -- for today, and for the future.

Let's hear it for the students.

May the force forever be with them!.

**slide: IDP India and Austrade.
Who'll come a Waltzing Matilda with us...?"**

Thank you very much.

