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17TH IDP AUSTRALIAN INTERNATIONAL EDUCATION CONFERENCE

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

THE POWER OF PARTNERSHIP

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ICTE-UQ



Institute of Continuing & TESOL Education



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ICTE-UQ: Seven Principal Programming Areas

- **Regular Intensive English Language Programs**
- **Customised English Language Study Tour and Group Programs**
- **English Teacher Training & Professional Development Programs**
- **English Test (IELTS) Administration**

• **Extension Studies International Programs**

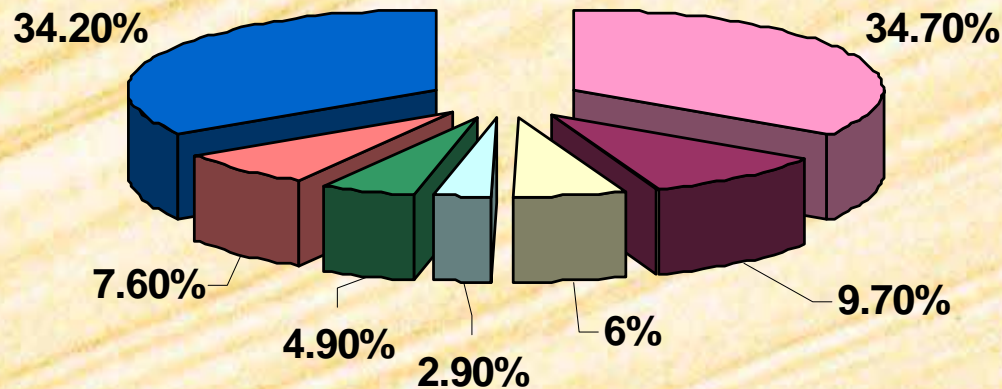
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• **Program Support Services**



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ICTE-UQ: Contribution of Key Programming Streams to 2002 Turnover



- | | |
|---|--|
|  English Language Courses |  English Language Group programs |
|  Teacher Training |  Extension Studies Domestic |
|  IELTS |  Program Services |
|  Extension Studies International | |

Participation Levels in ICTE-UQ's Principal Programming Areas

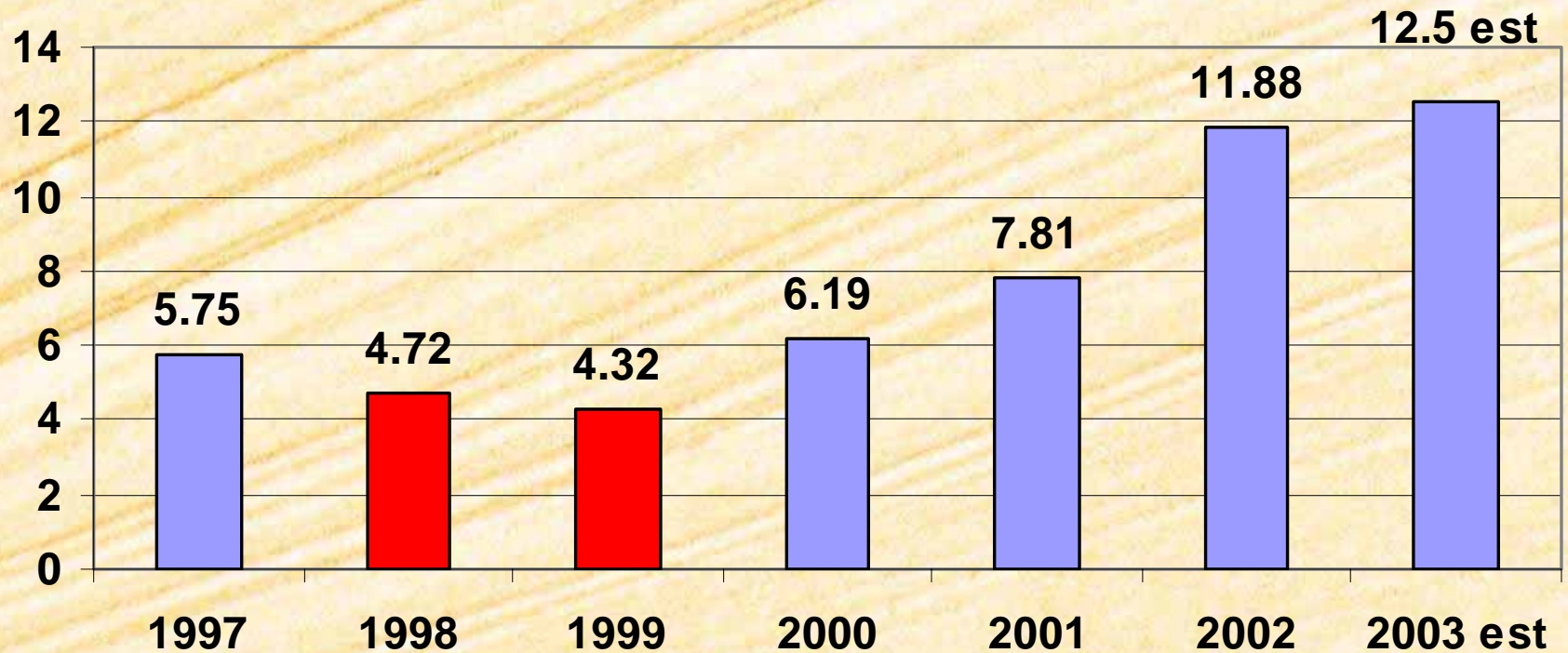
Program	Participants
Intensive ELT courses	1,400
Group ELT Courses	600
Teacher Training/Professional Development	350
IELTS Testing	3,000
Extension Studies International	2,400
Extension Studies Domestic	1,850
Total	9,600



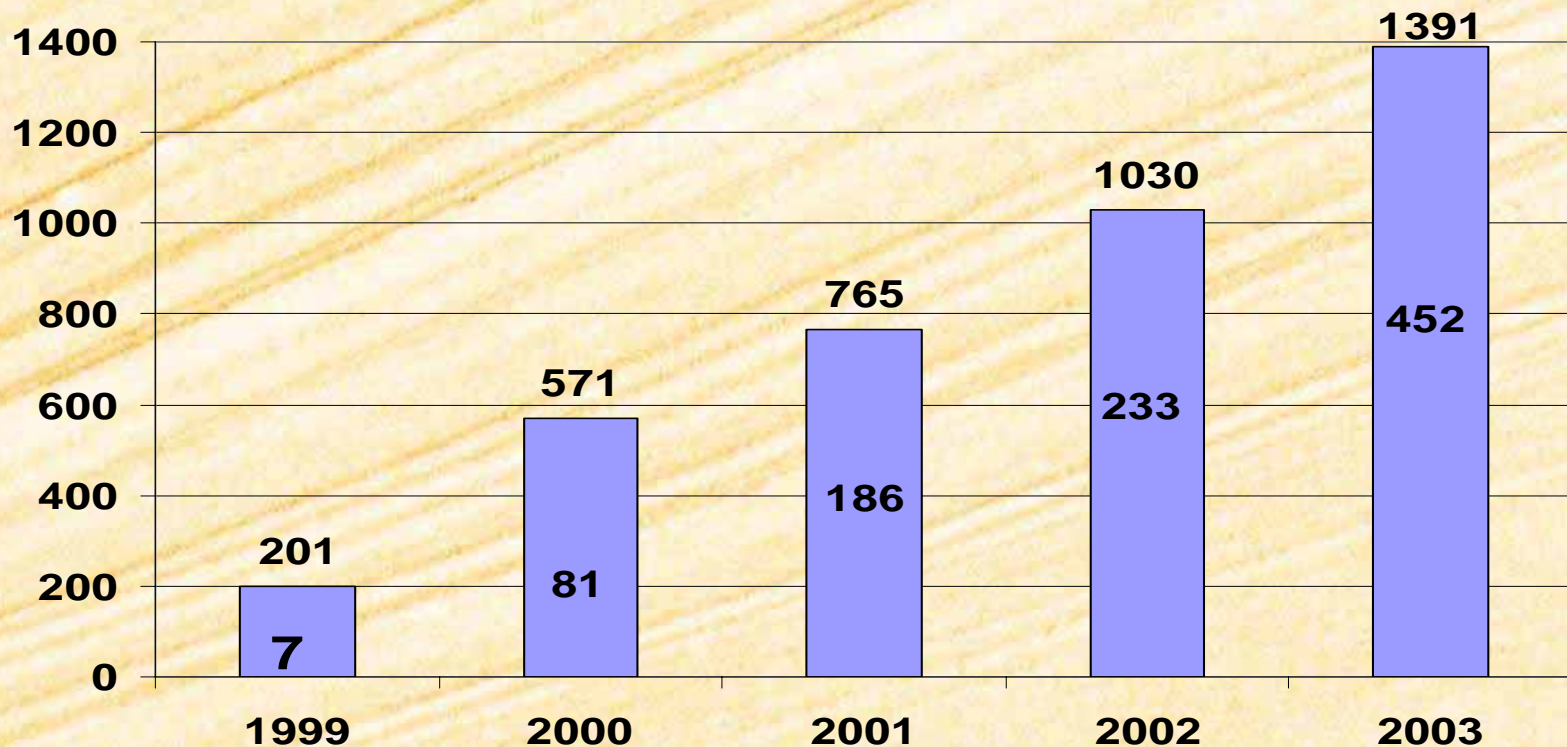
Five Guiding Marketing Principles

- 1. Diversify the Market/Nationality Mix**
- 2. Differentiate and Position ICTE-UQ in An Increasingly Competitive and Volatile International Market;**
- 3. ‘Whole of Institute’ Commitment to ‘Relationship’ Marketing and ‘The Power of Partnership’**
- 4. Stronger Focus on ‘Repeat’ and ‘Referral’ Business and Loyalty;**
- 5. ‘Whole of Institute’ Commitment to Quality Assurance and Client Servicing**

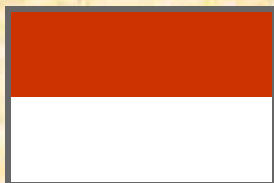
ICTE-UQ: Turnover 1996 – 2003 (est)



ICTE-UQ: New Enrolments in Regular Intensive English Language Programs 1999-2003



ICTE-UQ: Partners for ELT Regular Courses 2003



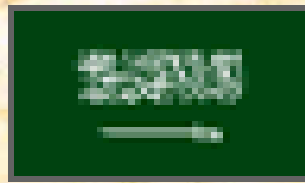
Indonesia 2



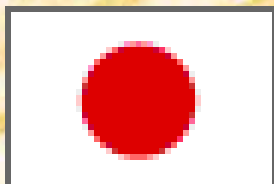
Iran 1



Vietnam 3



Saudi Arabia 1



Japan 10



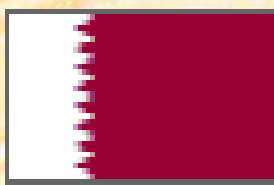
Oman 1



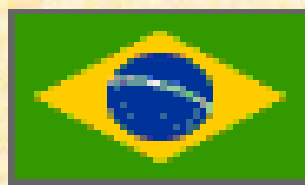
South Korea 4



Mexico 2



Qatar 1



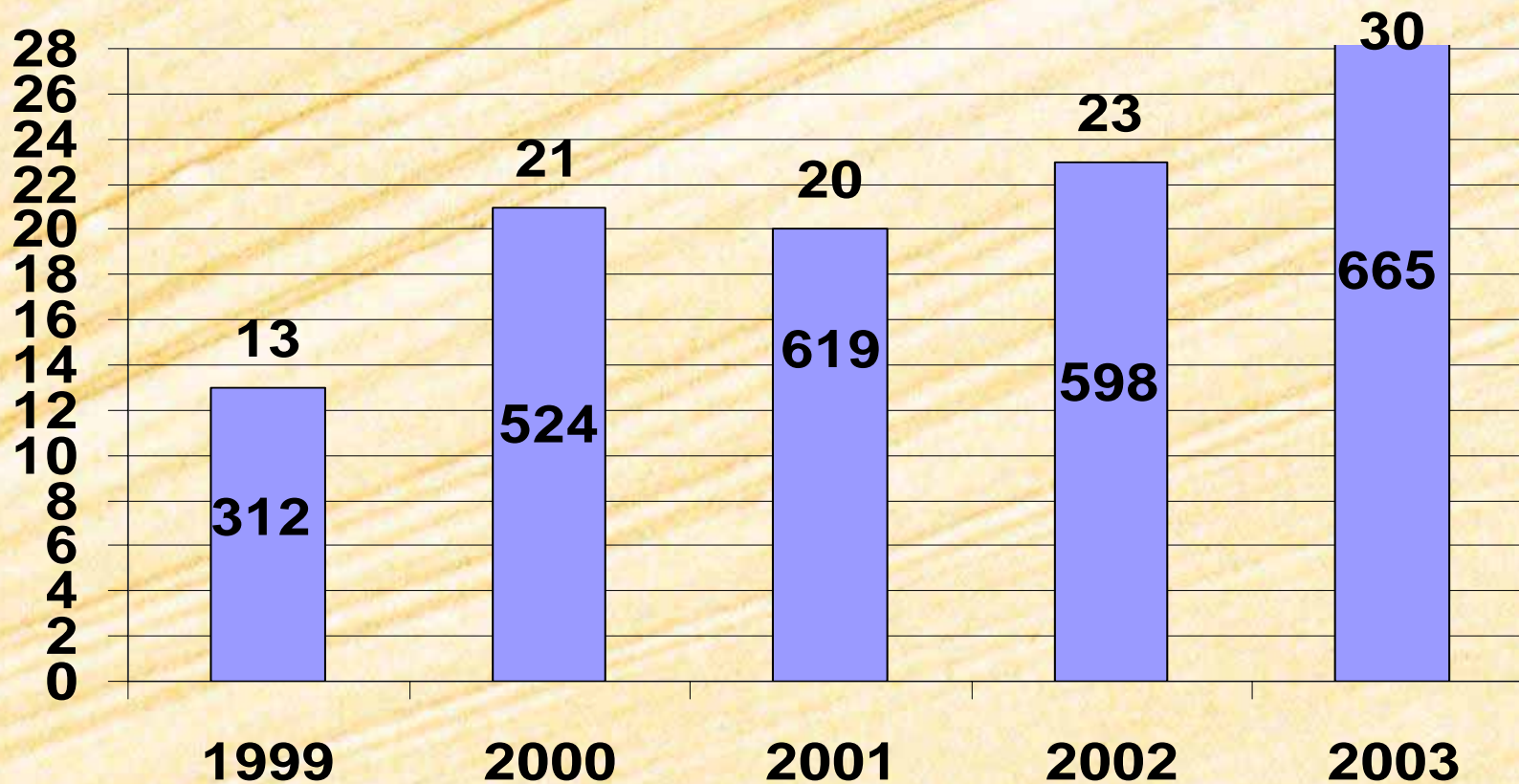
Brazil 1

ICTE-UQ: Impact of 'Partnership' Referrals (Students & Student Weeks) Regular ELT Courses 1999 & 2003

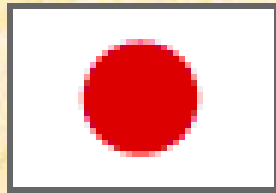
		1999		2003		Increase	
		No.	Weeks	No.	Weeks	No.	Weeks
(a)	Institutional Partner Referrals	7	100	452	3725	445	3625
(b)	Agent Referrals	77	710	486	8305	409	7595
(c)	Total Partnership Referrals	84	810	938	12030	854	11220
(d)	Others	117	1125	453	7280	336	6155
(e)	Total	201	1935	1391	19310	1190	17375
	(c) as a % of Total	41.8	41.9	67.4	62.3	72.2	64.9



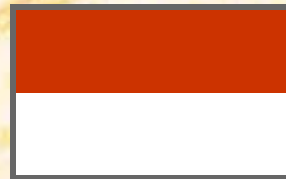
ICTE-UQ: Group ELT Programs 1999-2003



ICTE-UQ: Group ELT Program Partners in 2003



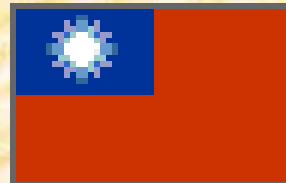
Japan 17



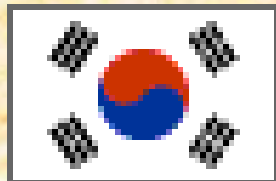
Indonesia 2



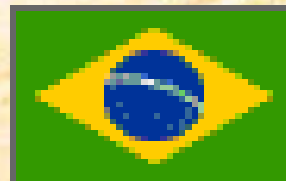
Vietnam 5



Taiwan 1

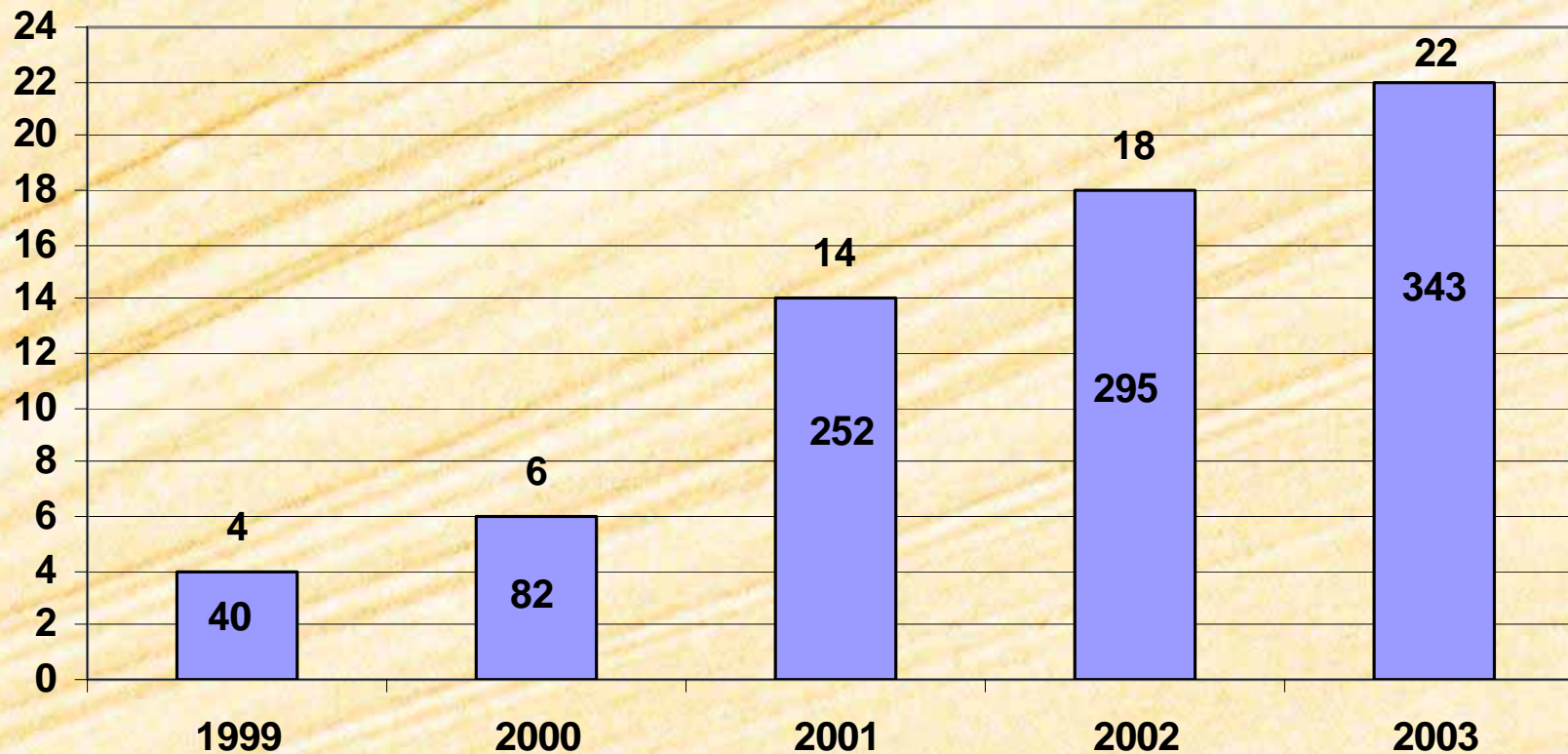


South Korea 4

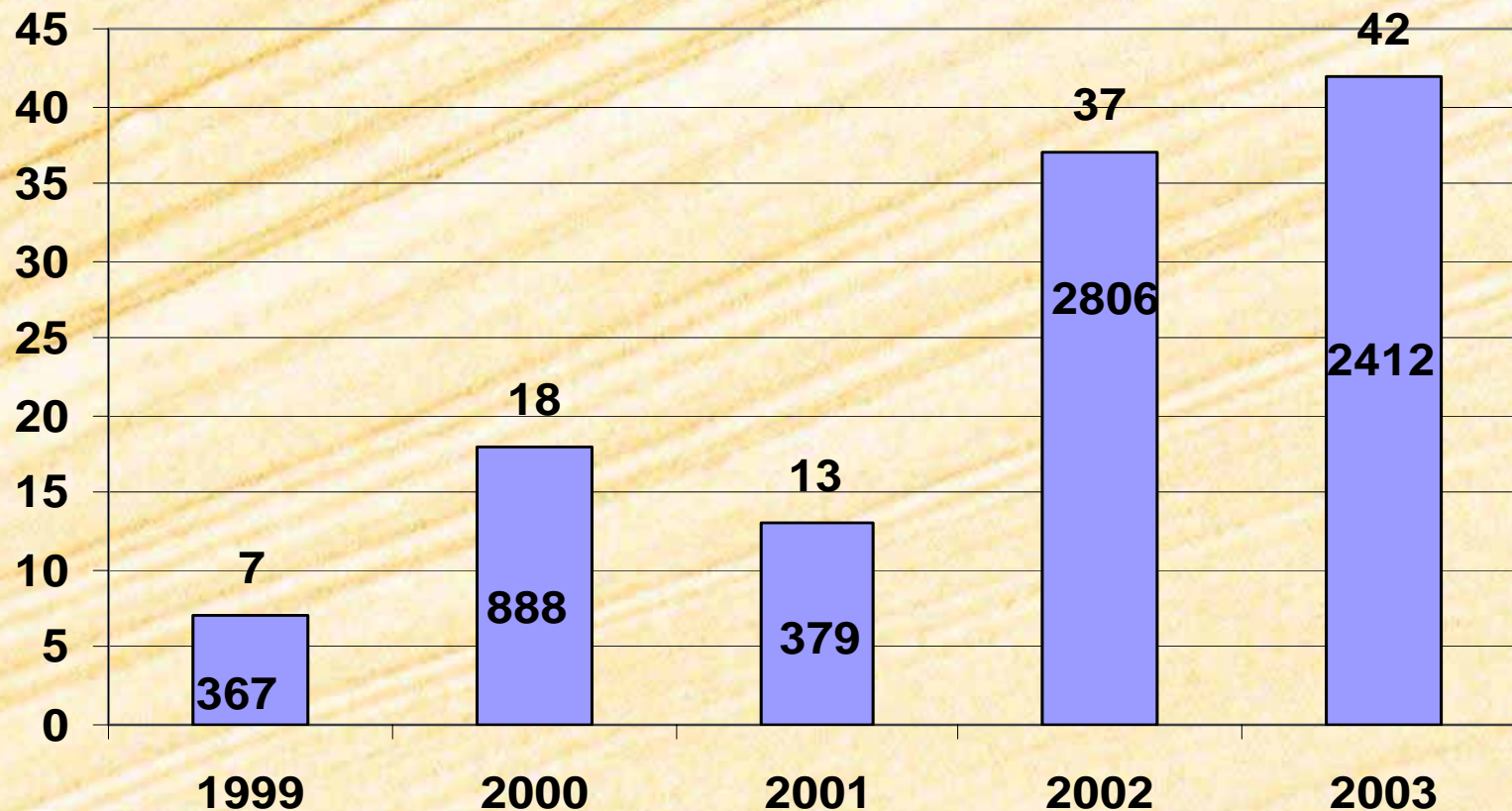


Brazil 1

ICTE-UQ: Teacher Training & Professional Development Programs 1999-2003



ICTE-UQ: Extension Studies International Programs 1999-2003



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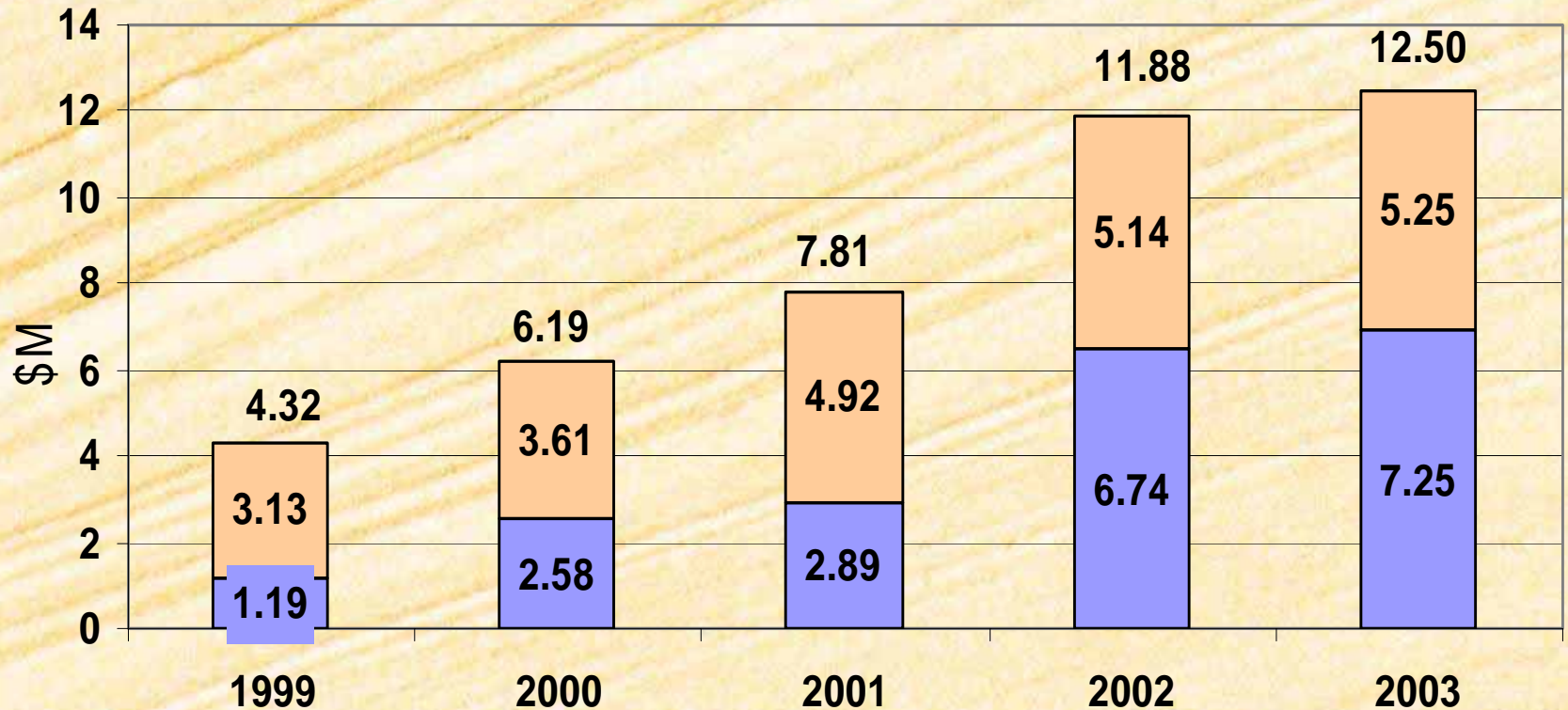
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ICTE-UQ: Participant Referrals by Government, Institutional, & Corporate Partners

	1999	2000	2001	2002	2003
ELT Regular Programs	7	81	186	233	452
ELT Group Programs	312	524	619	598	665
Teacher Training/Professional Development	40	82	252	295	343
Extension Studies International	367	888	379	2806	2412
Total	726	1575	1436	3932	3872



ICTE-UQ: Contribution to Turnover by Government, Institutional & Corporate Referrals 1999-2003



ICTE-UQ: Government, Institutional & Corporate Program Partners 2003

	Australia	2		Vietnam	3
	UK	1		Indonesia	1
	USA	5		Thailand	1
	Mexico	2		Taiwan	1
	Brazil	2		Saudi Arabia	2
	Japan	36		Iran	1
	South Korea	8		Qatar	1
	China	6		Oman	1
	Hong Kong	3		UAE	1

The Power of Partnership: Key Determinants for Success

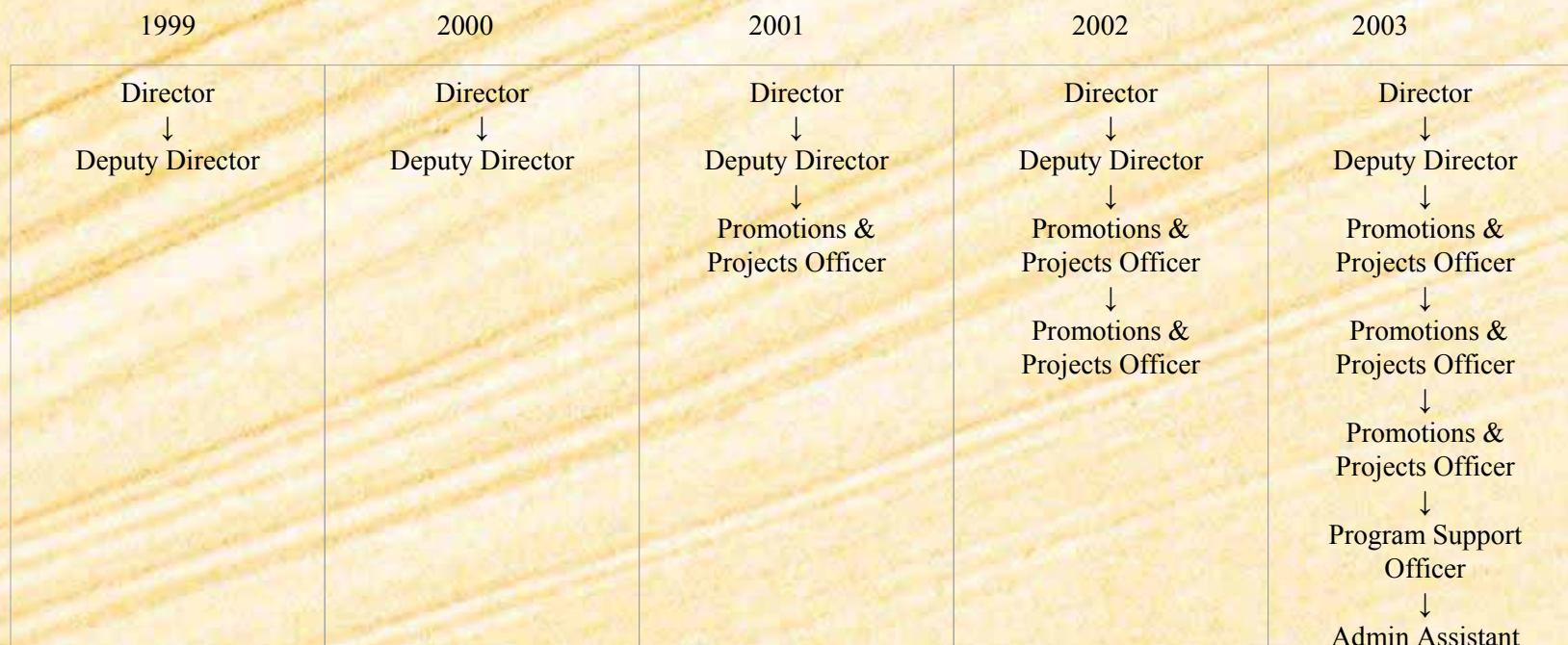
- 1. Strong Leadership**
- 2. Strategic Planning**



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The Power of Partnership: Key Determinants for Success

3. Adequately Resourced and Professional Marketing Team



** ad hoc partner-focused promotional activities offshore by 2 x TESOL DOS, 1 X TESOL ADOS, Deputy Director Administration, Coordinator ESI programs

The Power of Partnership: Key Determinants for Success

- 4. Decisive & Client Focused Approach to Program Delivery & Management**
- 5. Quality & Consistency in Program Support Services**
- 6. Leveraging Off Academic, Government, Professional & Community Partnerships**
- 7. Quality Assurance**
- 8. Sharing Information on Client Partners Across the Institute**
- 9. Capacity Building & Management of Work Loads**



The Power of Partnership: Key Determinants for Success

- 10. Ability to Choose Productive & Resource Efficient Partners**
- 11. Direct Relationships**
- 12. One Size Does Not Fit All**
- 13. Market Research, Segmentation & Geographic Focus**
- 14. The Courage to Say 'No'**
- 15. Every Program Partner is of Equal Importance**
- 16. Visitation of Partners**
- 17. Emotional Intelligence**

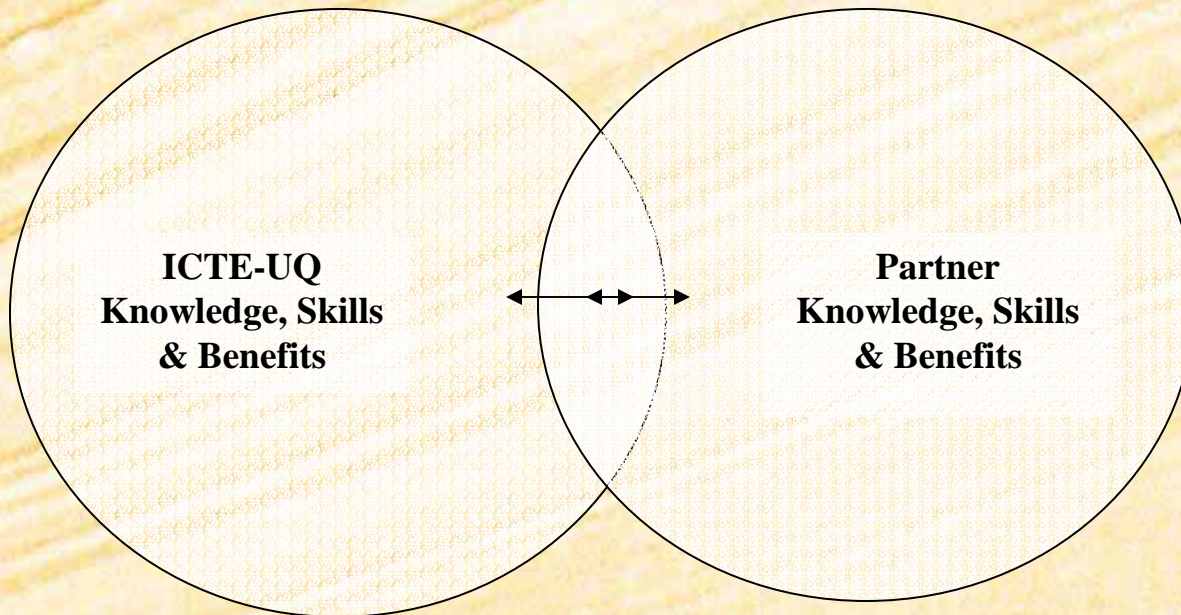


Key Benefits from the Power of Partnership

- 1. Reduction in Risk Management**
- 2. Sharing Risk Management**
- 3. Repeat Business & Client Referrals**
- 4. Nationality Mix**
- 5. Market Positioning & Differentiation**
- 6. Profitability**
- 7. Deployment of Specialised Personnel**
- 8. Multiplier Impact**
- 9. Development & Application of Best Practice**

Key Benefits from the Power of Partnership

10. Mutuality of Benefit



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