



# INTERNATIONAL EDUCATION – MARKET DEVELOPMENT PLAN JAPAN & KOREA

The Victorian Government's one- to two-year strategic priorities for International Education

## MARKET INSIGHTS

### Japan

- The Japan–Australia Economic Partnership Agreement (JAEPA) and Trans-Pacific Partnership Agreement will benefit the education sector through provisions such as allowing Australian academics to take up teaching and research positions at Japanese universities and technology colleges and expanding low interest loans to students undertaking vocational education and training studies.
- As part of the *National University Reform Plan*, the Japanese Government aims for 10 universities to be ranked in the top 100 world universities by 2023 and 20 or more university-launched industries or businesses to be created by 2023.
- There are increased scholarship opportunities such as the *Tobitate* student ambassador program, which aims to double the number of study abroad students from 60,000 to 120,000 by 2020 (tertiary) and from 30,000 to 60,000 (high school).
- Under the *English Education Reform Plan* the Japanese Government is increasing its efforts to improve English language ability. Under the plan it will be a requirement for English to be taught at Grade 3 level by 2018 (currently Grade 5) and English classes to be delivered in English from junior high school level from 2018 (currently senior high school level).

- The Japanese Government's Strategic Innovation Promotion Program identifies priority areas for funding: clean and economical energy systems, healthy and active ageing society, next generation infrastructure, regional revitalisation industries, recovery from the Great East Japan Earthquake.
- The Japanese Ministry of Education, Culture, Sports, Science and Technology (MEXT) has amended regulations to allow Japanese universities to establish joint degree programs with overseas institutions. It is also planning to establish a new VET institution to foster high-quality specialists to meet human resources needs.
- A Memorandum of Understanding between Universities Australia and the Japan Association of National Universities (JANU) supports student exchange and joint programs through mutual recognition of qualifications.

#### **Korea**

- Education benefits of the Korea–Australia Free Trade Agreement include the mutual recognition of qualifications and guaranteed market access for providers to the growing adult education sector.
- The Ministry of Education's *Happy Education for All, Creative Talent Shapes the Future* plan seeks to better link education with industry and the economy in addition to improving the curriculum and quality of education for students, as well as job outcomes.
- The Korean Government is emphasising overseas work experience with initiatives such as the K-Move program, which supports Koreans to undertake workplace training overseas.
- Construction of the Pangyo Techno Valley (PTV) in Gyeonggi Province commenced in December 2015. The government is focused on the following discipline areas: information technology, biotechnology, cultural technology and fusion technology.



# VICTORIAN GOVERNMENT STRATEGIC PRIORITIES

## 1. Build Victoria's education profile to increase Victoria's share of Japanese study abroad students

### Rationale

In its *Education Reform Agenda* the Japanese Government has prioritised the development of globally literate graduates through scholarship schemes such as the *Tobitate* student ambassador program in order to increase the number of students undertaking study abroad.

### Key actions

- Build and strengthen relationships with government, business, scholarship funding bodies and agents to position Victorian institutions as the preferred destination for scholarship recipients.
- Provide advice and support to Victorian providers to assist them in pursuing opportunities that leverage scholarship programs.
- Hold Victorian Education Seminars to position Victorian providers as preferred partners for study abroad programs in specific regions of Japan.

### Stakeholders

Japanese Government, Japanese scholarship bodies and industry organisations, Victorian providers

## 2. Profile Victoria's research expertise to increase cooperation in research between Victoria and Japan

### Rationale

Research and innovation is a key area supporting economic growth in both Victoria and Japan. The Japanese Government is undertaking a series of measures to support the economy through research such as reforming national universities and encouraging their internationalisation, the establishment of innovation hubs and designating strategic initiatives in regional areas that will use research and development as drivers.

### Key actions

- Engage with government, universities, research organisations and scholarship bodies in Japan to identify opportunities to build research links.
- Develop relationships with industry via organisations such as the Japan Business Federation to identify research and development opportunities.
- Identify opportunities for Victoria to cooperate with Japan in areas of complementarity, including identification of research hubs or collaborative initiatives that align with Victorian research strengths.

### Stakeholders

Japanese science and research agencies, funding bodies and industry organisations, Victorian and Japanese universities

### 3. Work collaboratively with AusTrade and other key stakeholders to identify potential opportunities for Victorian vocational education and training (VET) providers

#### Rationale

The Japanese Government is currently considering reform of its vocational education sector, which may result in consultancy, training and partnership opportunities for foreign providers. A collaborative exploratory approach will best position Victoria to understand and respond to emerging opportunities.

#### Key actions

- Undertake research in partnership with key stakeholders to better understand the Japanese Government's priorities around VET reform.
- Build and strengthen relationships with relevant bodies to enable access for Victorian providers to respond to emerging opportunities.
- Undertake activities to profile Victoria's approach to skills development and industry engagement.

#### Stakeholders

Japanese Government (Ministry of Education, Culture, Sports, Science and Technology), AusTrade, Victorian VET providers

### 4. Grow edu-tourism in Victoria

#### Rationale

Australia is the second most preferred study destination in Japan, and Japan is Australia's second largest source of ELICOS students. With more than half of its students studying on tourist visas, there is a demand for creating and promoting edu-tourism products that tap into this important market.

#### Key actions

- Undertake market research and engage with key stakeholders to identify products targeting short stay visitors interested in ELICOS, school study tours and other short courses.
- Implement a marketing campaign in Japan to promote edu-tourism products.

#### Stakeholders

Visit Victoria, Victorian ELICOS and education and training providers

### 5. Promote Victoria in Korea as the leading destination in Australia for student experience

#### Rationale

Around 100,000 Korean students travel overseas to further their education per year, with Australia currently the third most attractive destination, after the United States and Japan.

#### Key actions

- Work with Korean agents to build their expertise in the Victorian education experience, including the depth and breadth of providers, using tools such as MyStory.
- Profile successful alumni during targeted events to raise awareness of Victoria as a high-quality education destination.

#### Stakeholders

Korean agents, Victorian providers

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