



INTERNATIONAL EDUCATION – MARKET DEVELOPMENT PLAN INDONESIA

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

MARKET INSIGHTS

- In response to the development of the ASEAN Economic Community (AEC) and the development of an ASEAN Qualifications Reference Framework (AQRf), the Indonesian Government has developed strategies to protect domestic workers, as well as create competent and competitive industrial workers. These strategies include developing a competency-based training and education system, improving vocational education institutions, and preparing for mutual recognition of skills and qualifications with the other ASEAN countries.
- The introduction of a bilingual curriculum (Bahasa Indonesian and English) in universities nationwide, which commenced in 2016, aims to provide students with the necessary skills to compete in the ASEAN Economic Community.
- *Medium Term National Plan Priorities 2015–2019* includes a pledge to improve productivity and competitiveness in the international market so that Indonesia can compete with other ASEAN nations.
- It is forecast that Indonesia will experience 5.3 per cent economic growth in 2017,¹ with steady reforms and economic management by the Widodo administration.

¹ 'GDP in Indonesia', *Focus Economics*, accessed 9/11/2016, www.focus-economics.com/country-indicator/indonesia/gdp

VICTORIAN GOVERNMENT STRATEGIC PRIORITIES

1. Build Victoria's research profile with scholarship bodies to increase Victoria's share of Indonesian scholarship holders

Rationale

Organisations such as the Lembaga Pengelola Dana Pendidikan (LPDP), Bappenas, ministries and provincial governments in Indonesia are increasing the number of scholarships they offer. In early 2016, LPDP announced an increase in the number of scholarships from 3000 to 5000 per year for masters and doctoral programs, theses and dissertations, and studies in medicine. Several provincial governments such as West Java and East Kalimantan have also allocated funds for scholarships as part of an overall effort to upgrade the human resource quality and support regional development.

Key actions

- Build and strengthen relationships with scholarship bodies to position Victorian institutions as the preferred recipients of scholarship students.
- Identify opportunities to profile the quality and discipline-based expertise of Victorian institutions including during ministerial visits to Indonesia.
- Build and strengthen relationships with government, business, scholarship funding bodies and agents to position Victorian institutions as the preferred destination for scholarship recipients.

Stakeholders

Indonesian provincial governments and scholarship bodies, scholarship alumni, Victorian universities

2. Support Victorian vocational education and training providers to respond to training needs and skills gaps in target industries

Rationale

There has been considerable debate within the Indonesian Government (specifically the Ministry of National Development Planning and the Ministry of Trade) about the preparedness of the Indonesian services sector to fully participate in the ASEAN Economic Community. In particular, there is a need to build competencies in air transport, healthcare, tourism and logistics.

Indonesian industry is seeking to address skills gaps in various ways, including direct training of employees and engagement with local providers, using relevant curricula, certification and teaching of future graduates.

Key actions

- Build and strengthen relationships with industry peak bodies and agencies involved in workforce development to understand training needs.
- Target senior representatives involved in workforce development to participate in visit programs to Victoria showcasing Victoria's approach to skills development and industry engagement.
- Support vocational education and training providers to better position themselves to respond to emerging opportunities through activities such as the development of collateral.
- Support providers to work collaboratively to secure high value offshore projects.

Stakeholders

Indonesian Government, industry organisations such as KADIN (Indonesian Chamber of Commerce and Industry) and APINDO (Indonesian Employers Association), Victorian VET providers

3. Develop a strategic approach to alumni engagement that supports linkages across industry, business and education

Rationale

It is estimated that there are currently more than 700,000 alumni of Victorian providers, who have established lifelong relationships and connections with Victoria. Alumni foster strong business, trade, diplomatic and social connections between Victoria, our region and the world. A proactive and value-add approach will assist Victoria to deepen its engagement across all sectors in the market.

Key actions

- Engage with alumni through targeted events and activities that build their networks, skills and knowledge within areas of professional interest.
- Profile successful alumni and business relationships between Victoria and Indonesia to raise awareness of Victoria as a high-quality education destination and promote Victoria as a valuable trading partner.

Stakeholders

International student alumni groups, Victorian universities

4. Designate Indonesia as a priority country for long-term market development

Rationale

The growing Indonesian economy is creating strong demand for education and training. This is resulting in significant opportunities for foreign education providers. As such, Indonesia was recognised in the *Victorian International Education Sector Strategy* as a priority market where Victoria's potential is unrealised, and where a concerted and integrated effort is required. Dedicating additional resources and undertaking a long-term approach to market development will enable Victorian providers to be well positioned to capitalise on emerging opportunities and further diversify source markets.

Key actions

- Undertake in-depth market research and analysis to inform a market entry strategy plan.
- Prioritise and dedicate resources to support activities and identified opportunities.
- Identify and engage with senior decision-makers and key stakeholders through in-country forums and events.

Stakeholders

Victorian universities, VET providers, English language providers



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