

INTERNATIONAL EDUCATION – MARKET DEVELOPMENT PLAN CHINA

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

MARKET INSIGHTS

- The Chinese Government is implementing a number of major national strategies including the *13th Five-Year Plan*, which focuses on innovation-driven development; *Made in China 2025 Plan*; *Internet Plus*; *One Belt, One Road* and mass entrepreneurship and innovation initiatives.
- Initiatives in vocational education and training, such as the transformation of 600 traditional institutions into colleges of applied sciences, will help to modernise the Chinese vocational education system to support national strategies.
- The Chinese Government has developed a long-term plan for a world-class university system. This includes the development of world-class universities and disciplines by 2020, a number of universities and disciplines to be among the best in the world by 2030 and aims to have China's overall higher education system considered among the world's best by 2050.
- The Chinese Government's *Plan on Overseas Study in China* aims to attract 500,000 foreign students to study in Chinese schools and institutions by 2020.
- The China–Australia Free Trade Agreement provides enhanced opportunities for student recruitment, training, mobility, research and recognition for education providers.

VICTORIAN GOVERNMENT STRATEGIC PRIORITIES

1. Build and maintain relationships and advocate Victorian education interests with central government authorities responsible for funding, accreditation and regulation on education-related issues

Rationale

Chinese government education agencies play a central role in the administration of the Chinese education system. These agencies oversee activities such as joint research projects, provision of scholarships for Chinese students, overseas research, the evaluation of overseas qualifications, accreditation for joint programs and overseas training of staff.

Key actions

- Increase engagement with Chinese education authorities through formal agreements, including MOUs.
- Support visits by senior decision-makers from targeted authorities to participate in strategic meetings and events that further the interests of Victorian education, training and research providers.
- Facilitate targeted information campaigns and events to relevant authorities to showcase Victoria's expertise across all sectors.

Stakeholders

Chinese government agencies such as China's Ministry of Education, China Scholarship Council, Chinese Service Centre for Scholarly Exchange, China Education Association for International Exchange, State Administration of Foreign Experts Affairs and provincial education authorities, Victorian providers

2. Support Victorian vocational education and training providers to respond to VET system reform opportunities, training needs, and skills gaps in target industries

Rationale

The Chinese Government has identified VET reform as a strategic priority to support the economy. Key initiatives in the *Modern Vocational Education Development Strategy (2014–2020)* include boosting VET and allowing 600 institutions to become applied universities, increasing the number of students in vocational educational institutions from 29.34 million (2014) to 38.3 million by 2020, and adding a vocational skills element to the *Gaokao* entrance exam system. Priority areas for VET include agriculture, advanced manufacturing, energy, transportation and creative industries.

Key actions

- Support VET providers to respond to partnership opportunities by holding strategic events in China that profile Victoria's training expertise in priority industries.
- Leverage the Victorian Government Business Office network and resources in China to identify industry and corporate training opportunities in private, multinational and state-owned enterprises.
- Support providers to work collaboratively to secure high-value offshore projects.

Stakeholders

Chinese central and provincial governments, Chinese VET providers, industry organisations, Victorian VET providers



3. Broaden and deepen research links between Victoria and China

Rationale

China has been spending 4 per cent of GDP annually in the education sector,¹ with a large amount invested in research and development, through universities and research academies across the country. China is forecast to be the world's top R&D spender by 2019.² There is an opportunity to leverage existing funding sources and strengthen relationships at various levels with Chinese counterparts.

Key actions

- Showcase Victoria's research strengths, discipline-based expertise and research infrastructure to build research exports and attract investment.
- Leverage scholarship funding in China and Victoria to attract talent and advance knowledge and skills.
- Leverage relationships with research academies to promote research partnerships in priority areas.
- Identify research-related funding opportunities to attract knowledge and advance skills.

Stakeholders

Chinese national research academies (e.g. Chinese Academy of Sciences), Chinese Government (Ministry of Education, Ministry of Science and Technology), China Scholarship Council, Chinese universities and industry partners, Victorian universities and research institutes

4. Deepen and strengthen engagement with the provinces of Jiangsu and Sichuan to develop education, research and training opportunities

Rationale

Victoria has had a successful sister state relationship with Jiangsu Province since 1979. Jiangsu is a centre of education in China as it is home to the largest number of higher education institutions in the country (100 universities and tertiary vocational colleges).

Victoria has also been developing closer links with the burgeoning southwest of China through relationships with Sichuan Province. Sichuan Province is one of the fastest growing regions in the west of China, with a population of more than 90 million and a GDP of more than AUD 580.5 billion. The signing of a Memorandum of Understanding in education in April 2014 between Victoria and Sichuan has provided a platform for deepening engagement in this important region.

Key actions

- Increase engagement with the provincial and municipal governments, as well as industry, in both Sichuan and Jiangsu to facilitate the development of further opportunities in education and training, student recruitment, mobility and transnational partnerships.
- Support visits to Victoria by key decision-makers from Sichuan and Jiangsu to showcase Victoria's latest expertise in education and training.
- Work closely with DFAT, AusTrade, AusCham and Australian companies based in Jiangsu and Sichuan (such as the ANZ regional hub in Chengdu) to ensure the maximum exposure of the Study Melbourne brand.

Stakeholders

Provincial and municipal governments of Sichuan and Jiangsu, universities and training providers in Sichuan and Jiangsu, Australian government agencies and companies in Sichuan and Jiangsu, Victorian providers

1 'Expenditure on education as % of GDP', 2016, UNESCO Institute for Statistics, accessed 9/11/2016, <http://data.uis.unesco.org/?queryid=181>

2 'China headed to overtake EU, US in science & technology spending, OECD says', 2014, OECD Newsroom, accessed 9/11/2016, www.oecd.org/newsroom/china-headed-to-overtake-eu-us-in-science-technology-spending.htm



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