

Matt Monkhouse

Director, Global Engagement & Business Development

***Tehran University of Medical Sciences –
Internationalisation of Higher Education***



MACQUARIE
University
SYDNEY · AUSTRALIA





Macquarie University



MQ in Profile

Macquarie International

- Global Engagement and Business Development
- International Relations
- Academic Programs
- International Communications
- International Administration

Institutional Support

Australian Education International



Macquarie at a glance

- Established in 1964
- 1300 academic staff
- 43,000 students
- 11,000 international students
- 156,000 alumni in more than 140 countries
- Top 2 per cent of universities globally
- QS 229 / ARWU 9 (national)
- Among the top 10 universities in Australia
- QS 5 star (teaching, employability, research, internationalisation, facilities, innovation, access and specialist subjects)



Macquarie University



MQ in Profile

Macquarie International

- Global Engagement and Business Development
- International Relations
- Academic Programs
- International Communications
- International Administration

Institutional Support

Australian Education International



Macquarie at a glance

- **Established in 1964**
- **1300 academic staff**
- **43,000 students**
- **11,000 international students**
- **156,000 alumni in more than 140 countries**
- **Top 2 per cent of universities globally**
- **QS 229 / ARWU 9 (national)**
- **Among the top 10 universities in Australia**
- **QS 5 star (teaching, employability, research, internationalisation, facilities, innovation, access and specialist subjects)**



Located 13 kms from the Sydney CBD



Key

1. Sydney City Centre
2. Sydney Airport
3. Bondi Beach
4. Macquarie Shopping Centre
5. Manly Beach
6. Macquarie University Train Station
7. Macquarie University Hospital
8. Sport and Aquatic Centre
9. Macquarie University English Language Centre



Connected with industry

IN THE HEART OF SYDNEY'S HIGH-TECH PRECINCT



126 hectares of green parkland

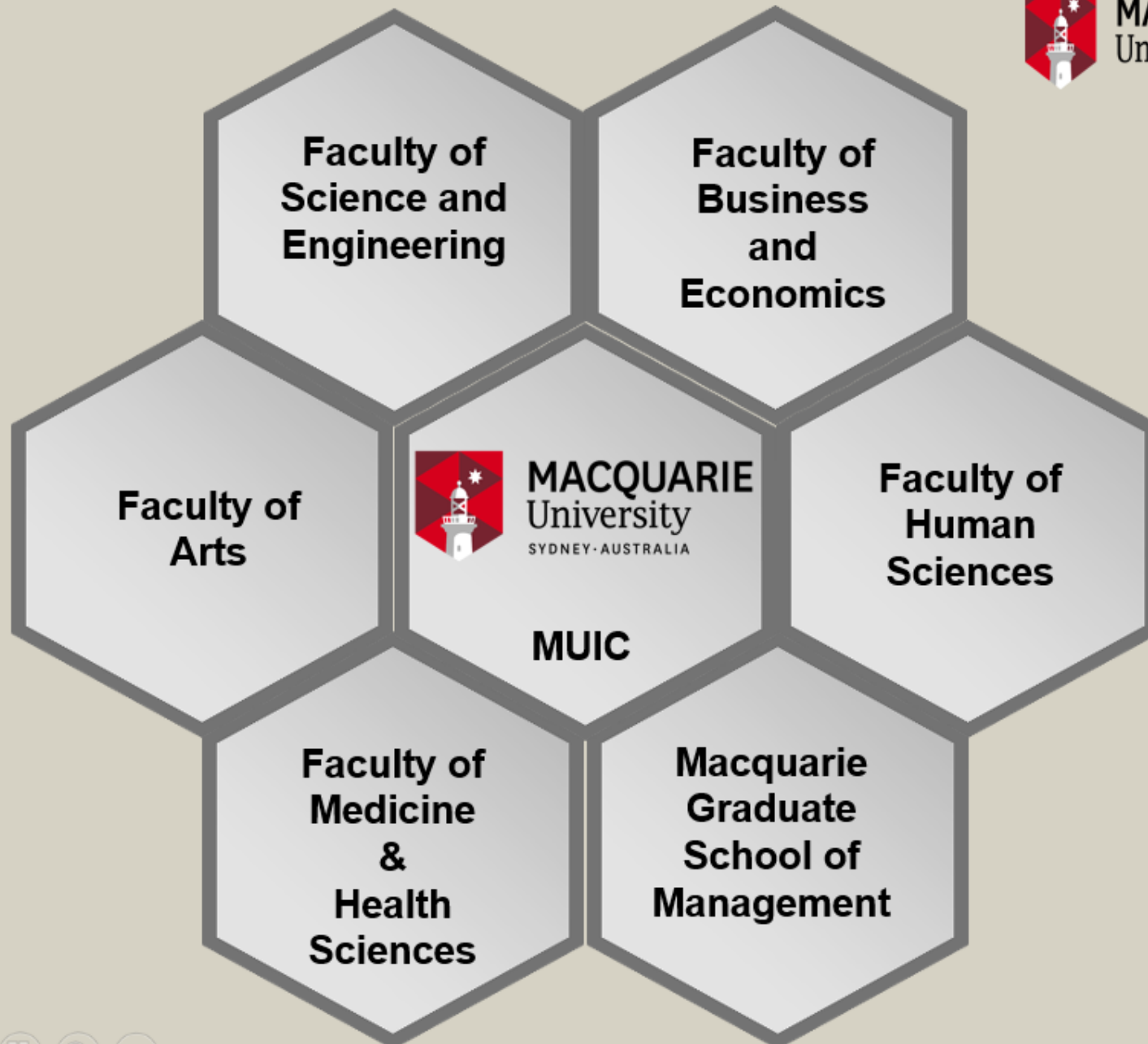


World-class facilities



Academic Units





Permeate the Entire Organisation



Strategic Priority One

A culture of transformative learning in a research-enriched environment



Strategic Priority Two

An accelerating and impactful performance in discovery



Strategic Priority Three

Aligning the nature and size of the University for the future



Strategic Priority Four

Creating an innovation nexus where Macquarie and our partners contribute solutions to the world and develop lasting relationships



Strategic Priority Five

Emboldening Macquarie University's recognition and international presence



Strategic Priority Six

Developing a vibrant and sustainable campus, clearly at the centre of a rapidly changing neighbourhood in the international, cosmopolitan city of Sydney



Strategic Priority Seven

Improving those aspects of our support services to realise this aspiration and vision



Strategic Priority 5

Emboldening Macquarie University's Recognition and International Presence

- emphasize the outcomes and impact of our work both internally and for society-at-large
- reach out to alumni and friends of the University to engage with us in our work in Australia and around the world
- establish a truly global student population by diversifying the country of origin for student enrolments (undergraduate, postgraduate and higher degree research)
- focus on enhancing opportunities for Macquarie students to study internationally
- improve students' capacity to engage in Asia by offering relevant language programs
- create and promote opportunities for Macquarie staff to teach and work overseas with our partner institutions
- continue to endorse extensive and diverse collaboration for our individual academic staff and seek to build more collaborative opportunities for professional staff
- ensure that University- and Faculty-level relationships will be only those that are deep, broadly based and sustainable
- commit to developing a limited number of "mentoring" relationships with developing academic institutions
- pursue the potential of at least one deep, creative, multi-institutional international partnership (we will not, however, create an off-shore, free-standing campus).

Macquarie International



MACQUARIE
University
SYDNEY · AUSTRALIA

- Global Engagement and Business Development
- International Relations
- Academic Programs
- International Communications
- International Administration

Macquarie International

International Student Contribution

Increasingly Important revenue source to institutions

Full Fee Paying Students - Consolidated income analysis 2015 (annual report) - Income totalled **AU\$929.6m / US\$700m**

- 22% from International Students)

(2017 - AU\$300m / US\$225m)

Cultural and Social Aspect

- ➔ Approx 11,000 International Students on Campus
 - ➔ Equates to approx 25% of the total student population
 - ➔ Industry average (Aus) at approx 20%

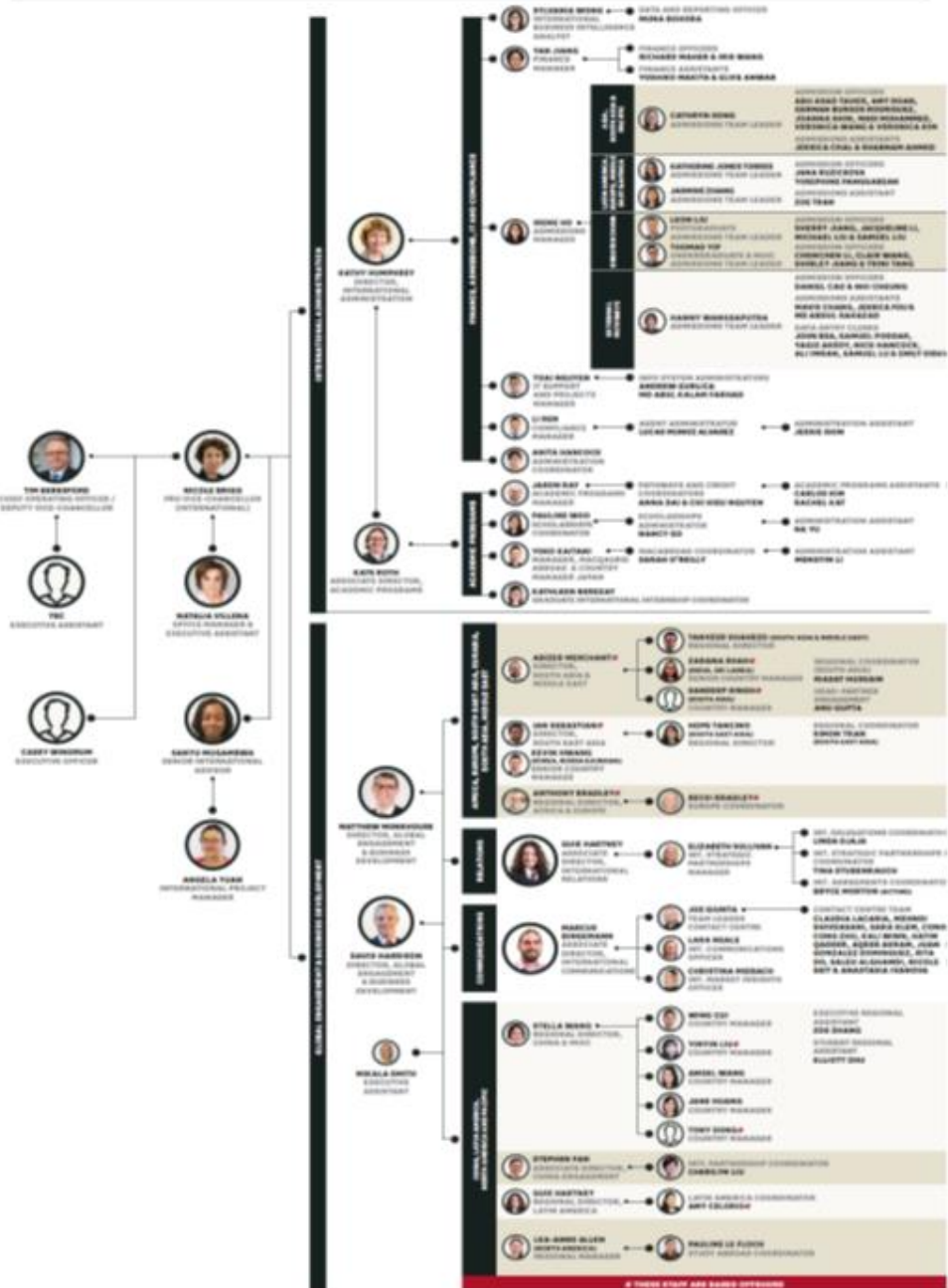
*Top Source Countries for MQ are:

- | | |
|----------------|---------------|
| 1. China | 6. Bangladesh |
| 2. India | 7. Nepal |
| 3. South Korea | 8. Hong Kong |
| 4. Vietnam | 9. Thailand |
| 5. Indonesia | 10. Malaysia |



MACQUARIE INTERNATIONAL

TEAM STRUCTURE, APRIL/MAY 2017



Offshore Presence

Global coverage with staff based in strategic offshore locations:

- China
- Latin America
- United Kingdom
- South East Asia
- South Asia
- USA

Macquarie International



Full spectrum of activities – Provide Overarching Support

- International Student Recruitment
- Education Agent Management
- Government Engagement (capacity building)
 - Diplomatic Function
- Institutional Engagement (dual degree, articulation, transfer programs, mobility, staff/professor exchange)
- Schools Engagement
- Outbound Mobility (NCP, PACE/GLP)
 - Exchange
- Study Abroad, Study Tours

Macquarie International



- ➔ Enrolment and Enquiry Management
 - ➔ Sophisticated Lead management/Contact Centre/CRM
- ➔ Admissions Function/Entry Requirements
- ➔ Exhibitions and Events (Open Days)
- ➔ Alumni Engagement (in conjunction with Advancement)
- ➔ Compliance and Risk (SSVF)
- ➔ Market Intelligence/Market Entry Strategy
- ➔ International Marketing, Public Relations, Build Brand Awareness
- ➔ Scholarship Management and Strategy (coursework)

Macquarie International



-
- ➔ Industry/Corporate Engagement (CPA, ACCA, Engineers Australia, APA - WIL/Internships, graduate programs, scholarships)
 - ➔ Support Faculty (product development/program design, academic engagement, travel design)
 - ➔ Transnational Programs
 - ➔ Support Higher Degree Research Office (HDRO)
 - ➔ Support Corporate Engagement and Advancement
 - ➔ Support Student Wellbeing
 - ➔ Develop and Support Delegations and Missions (university wide)

Macquarie International



- Community Engagement and CSR
- Special Projects
 - Big History
 - FIRST Robotics (500 schools and teams participating internationally)



FOR INSPIRATION & RECOGNITION OF SCIENCE & TECHNOLOGY



EXTERNAL FUNDING AGENCIES



-
- Australia Award
 - Australian Research Council
 - National Health and Medical Research Council AU
 - China Scholarship Council
 - Brazil SWB
 - EU Horizon 2020
 - Germany DAAD
 - Germany DFG
 - National Sciences Foundation US
 - National Institute of Health US
 - Research Council Canada
 - Vietnam VIED
 - Thai Government Scholarship (OSCS)
 - Malaysian Government Scholarship Program
 - Indonesian Government Scholarship Programs
 - CHED (Philippines)
 - Peru PRONABEC
 - Columbia COLSCIENCES
 - Chile CONICYT
 - Mexico CONACYT
 - Uruguay ANII
 - Pakistan HEC
 - Saudi (SACM)
 - Global Education Program (Russia)
 - Bolashak (Kazakhstan)

International research training partnerships



270 CANDIDATES AT 110 UNIVERSITIES IN 30 COUNTRIES*





MACQUARIE
University
SYDNEY · AUSTRALIA

Study in Sydney a city of opportunity

Ranked sixth best student city in the world by QS in 2012, Sydney is an outstanding destination for study and work, offering a fantastic lifestyle, multicultural population, a high level of safety and excellent employment opportunities after graduation.

Sydney is one of
the 10 best cities in
the world to live in
*The Economist Global
Livability Report, 2012*

International Education as an Industry



- Worth approx AU\$20.3 Billion / \$US16B (2016)
- Australia's third-largest export industry, after iron ore, coal, and natural gas. Leading services export sector, surpassing tourism sector (by several billion dollars)
- Overseas students make up more than 20% (on average) of the total student population within Australian Universities

Range of internal and external factors regularly influence the industry which can include:

Internally

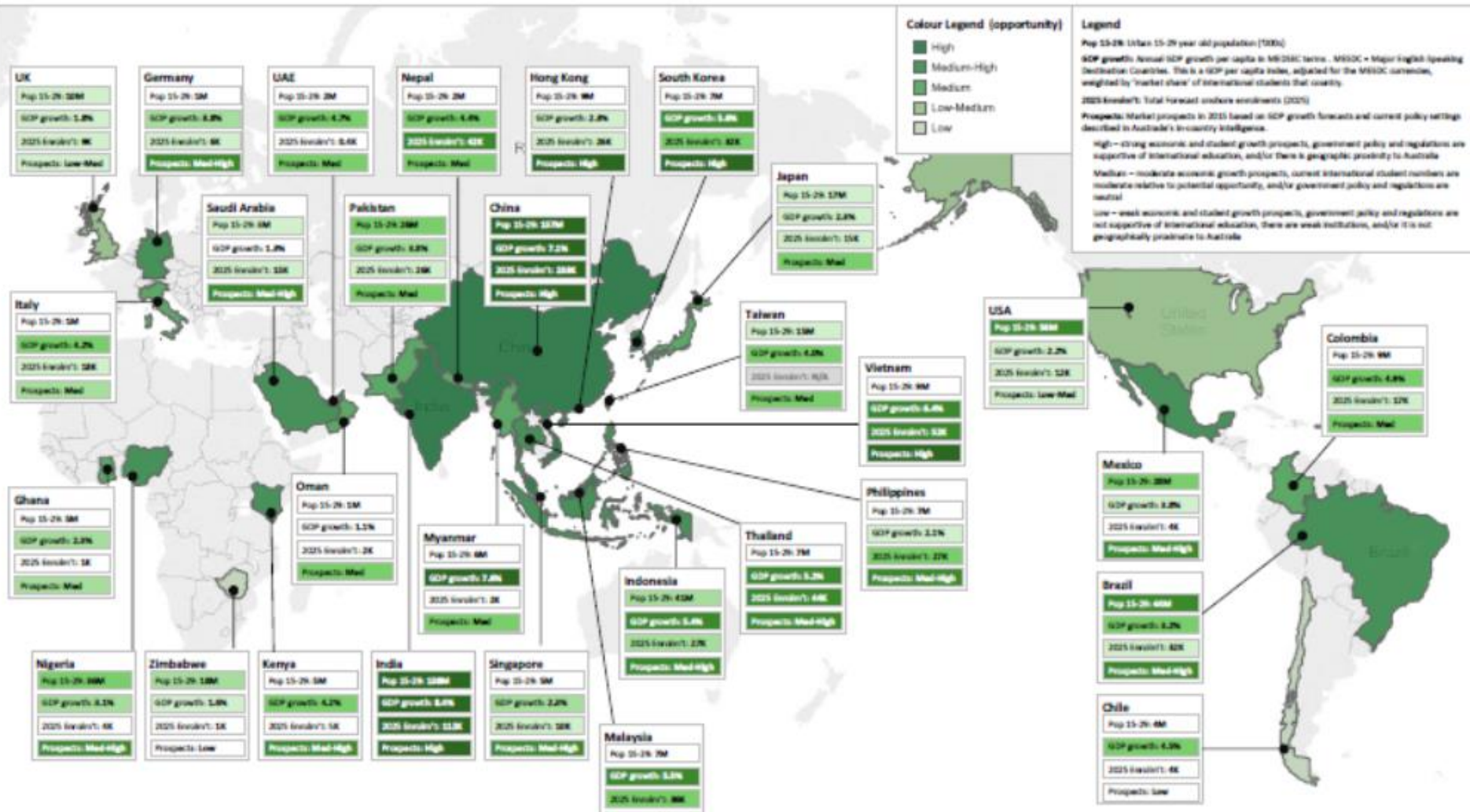
- Tuition Fees
- Admission policies and procedures
- Meeting market desire/appropriate product (product development)

Externally

- Government Policy, Visa/political climate
- High Aussie Dollar/Cost of living
- Range of topical issues
- Competition from other markets/destinations

International Education as an Industry

Deloitte Access Economics, *Growth and Opportunity in Australian International Education*, commissioned by Austrade



International Education as an Industry



- International Education Strategy - 2025
- Australia ranked third in the world for attracting international students in tertiary education (US & UK)
- Excellent Data Sets and Reporting
- QA and AQF and Policy Setting
- Legislation (ESOS act, National Code, TPS)
- Austrade, DFAT, DBIT and State/Local Government Support
- Graduate Outcomes
- Research Funding
- Australia Awards, Endeavour Scholarships and Fellowships, Mobility/NCP Funding

Benefits of an Australian education



MACQUARIE
University
SYDNEY · AUSTRALIA



MACQUARIE
University
SYDNEY · AUSTRALIA

mq.edu.au