

INTERNATIONAL STRATEGY 2020–2024

OUR ASPIRATIONS

VISION

The UniSQ International Strategy 2020-2024 seeks to help align all our expectations and ambitions for internationalisation and to chart a path to measured growth in international students, far greater student and staff mobility, and the continued development of our already significant international research collaborations and partnerships.

The strategy identifies a whole-of-university approach across key priorities, and creates a platform for shared accountability and collegiate collaboration, underpinned by a set of simple guiding principles. At its core, the strategy seeks to build our international reputation, brand and profile through aligned and connected strategic partnerships.

OUR STRATEGIES

Develop a pipeline of market-led offerings and meet Australia’s skill needs

We have a suite of programs that are attractive to international students in our target markets.

- 1.1 Identify key gaps in UniSQ offerings and prioritise program needs
- 1.2 Develop new programs, and refresh and adapt existing programs
- 1.3 Diversify our offering to capitalise on digital and offshore opportunities
- 1.4 Explore opportunities to develop research strength-aligned academic programs of international interest where current gaps exist
- 1.5 Ensure that our international education offerings help enable Australia’s skill needs
- 1.6 Strengthen breadth of offerings to encompass a suite of products that span all program levels

Expand our student cohorts and source countries

We produce sustainable growth by exploring diversification opportunities.

- 2.1 Sustain the growth of our South Asian market
- 2.2 Continue to establish target markets in Southeast Asia
- 2.3 Actively drive growth from the emerging market in Latin America
- 2.4 Continue to explore a foothold in Greater China as a base for potential longer-term growth
- 2.5 Continue to explore opportunities to leverage existing partnerships in all target markets

Create new opportunities for onshore and offshore growth

We produce sustainable growth in broader international markets.

- 3.1 Reimagine the opportunities in Sydney
- 3.2 Explore all opportunities to develop and grow our international education pathways
- 3.3 Explore, prioritise and develop a portfolio of TNE partnership opportunities in target markets
- 3.4 Leverage our digital and online learning heritage, to harness post-Covid-19 opportunities in international distance learning
- 3.5 Explore and assess offshore campus opportunities

Foster high-quality partnerships for research and institutional cooperation

We have a pipeline of research capability that enhances our global reputation.

- 4.1 Reactivate international partners for research training, Research Giants Program & Eminent Visiting Scholars
- 4.2 Explore development of dual degrees and cotuelles with priority partners
- 4.3 Expansion of John Deere partnership for research training and student exchange
- 4.4 Broaden existing collaborative relationships in connected research flagships
- 4.5 Explore international industry funding around research training in key areas of research strength
- 4.6 Explore past student sponsorship relationships and investigate emerging opportunities
- 4.7 Investigate multi-lateral, multi-discipline HDR funding models

Maintain quality and standards to ensure sustainable competitiveness

We maintain sustainable competitiveness by ensuring academic quality.

- 5.1 Collaborate on joint UniSQI, faculty, school & portfolio plans
- 5.2 Consider the development of joint KPIs with Academic Division
- 5.3 Review Agent performance and revise formal processes and systems
- 5.4 Focus on maintaining a DHA Visa Framework rating between 1.0 and 1.5
- 5.5 Monitor UniSQ Sydney performance in accordance with regulatory and compliance requirements
- 5.6 Establish rigorous TNE partnership management protocols, policies and procedures

Place students and their experience at the centre of what we do

We maintain our reputation as a study destination of choice by ensuring a positive experience for all international students.

- 6.1 Help international students build genuine connections with our local communities
- 6.2 Focus on creating a strong sense of belonging in Australia
- 6.3 Champion social cohesion Enrich student experiences off campus, including internships, employer networks and graduate opportunities
- 6.4 Support and encourage alumni to become ambassadors for UniSQ, and Australia more broadly
- 6.5 Expand international mobility opportunities for domestic students and staff
- 6.6 Create opportunities for indigenous student exchange

OUR PERFORMANCE

Our success will be measured by:

- Increasing commencing international EFTSL to 1309
- Maintaining continuing international EFTSL at 62% of enrolled EFTSL



- Increasing total international EFTSL to 3445
- Increasing total international headcount to 5066
- Increasing to a higher postgraduate ratio of 39% Postgraduate, 43.5% undergraduate, and 17.5% non-award
- Maintaining a ratio of 60%/40% On Campus / Online
- Increasing enrolments in other markets to move ratio of South Asian enrolments to 50%
- Setting number of dual degree and cotuelle candidates to 15
- Increasing international student retention to 80%
- Increasing outbound student mobility to 200
- Setting staff mobility at 5%
- Securing 5 Top 300 Collaborative University Research Partnerships
- Increasing active international funding agency partnerships to 5
- Increasing \$/EFTSL to \$25,000
- Increasing international fee income to \$86M