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**Arriving into Canberra's world-class airport,
located just 10 minutes from the city centre**



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EXPLORING CANBERRA



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INDIAN OCEAN

GALLIPOLI

RESISTANCE

WESTERN FRONT

LAPAN

NEW GUINEA

SOLOMON ISLANDS

TOUGHER

NEW BRITAIN

PORT Moresby

LAKE MERRIEMAN

THE MOUNTAINS

THE GULF

THE CAPE

THE TONGAREVA

THE BATTLE OF THE CRATER

THE BATTLE OF MONTE CASERIO

THE BATTLE OF DOUAI

THE BATTLE OF ARRAS

THE BATTLE OF VERDUN

THE BATTLE OF SOMME

THE BATTLE OF PASSENDREDE

THE BATTLE OF YPRES

THE BATTLE OF Flanders

THE BATTLE OF the Somme

THE BATTLE of the Marston

THE BATTLE of Tewkesbury

THE BATTLE of Barnet

THE BATTLE of Marston

Australian War Memorial

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National Gallery of Australia

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National Museum of Australia

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Experience Lake Burley Griffin...



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Lake Burley Griffin

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Lake Burley Griffin

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Meet the locals...



Weston Park, Lake Burley Griffin

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Tidbinbilla Nature Reserve

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Tidbinbilla Nature Reserve



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Escape into nature...



Shepherd's Lookout

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Gibraltar Peak

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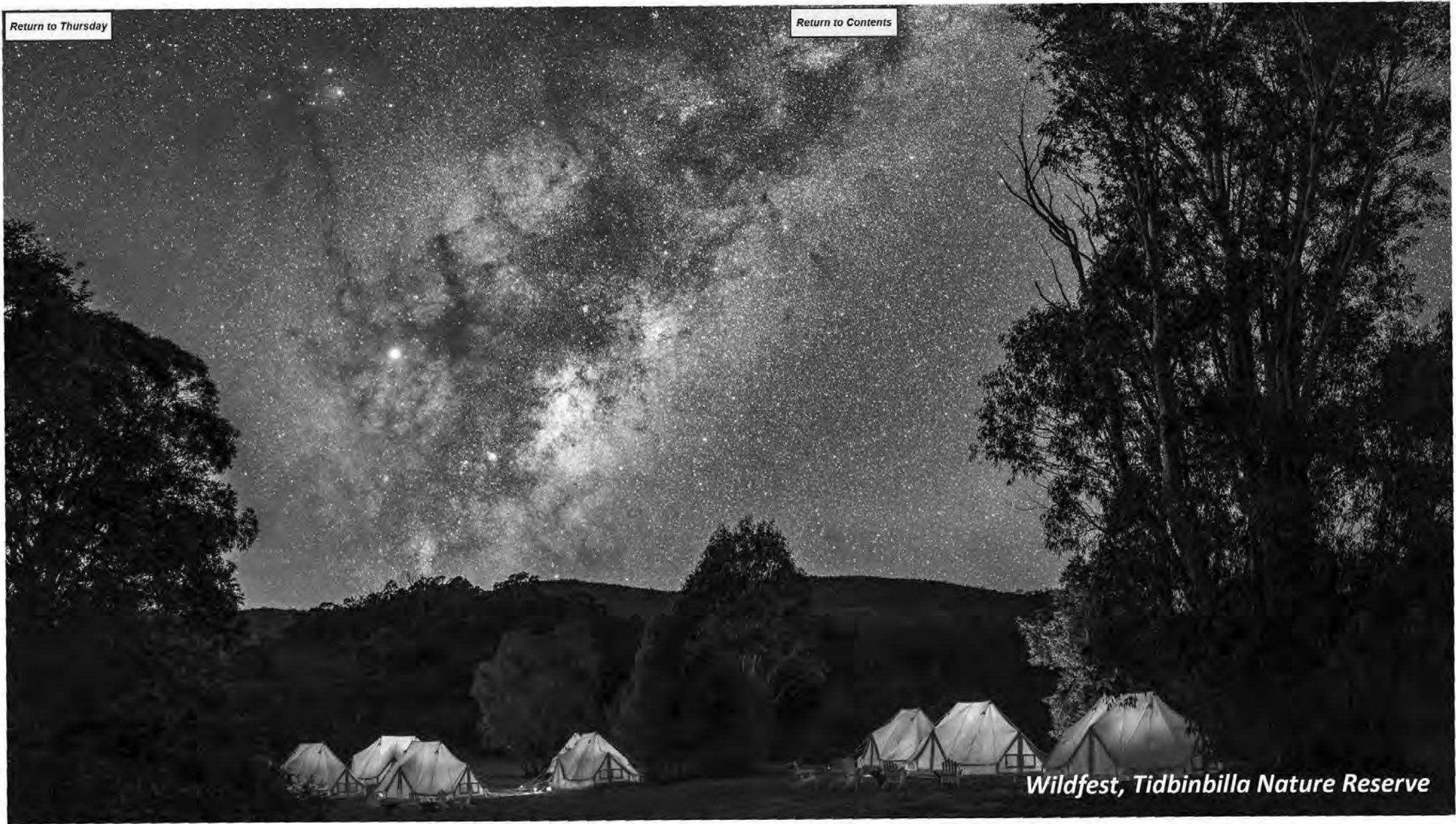
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Namadgi National Park

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Wildfest, Tidbinbilla Nature Reserve

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Discover local food and wine...



Canberra District Wine Region

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Canberra District Wine Region

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Award-winning restaurants

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Australia's best baristas

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An event for all seasons...



Floriade Festival, spring

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Floriade Festival, spring



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Enlighten Festival, autumn

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Enlighten Festival, autumn

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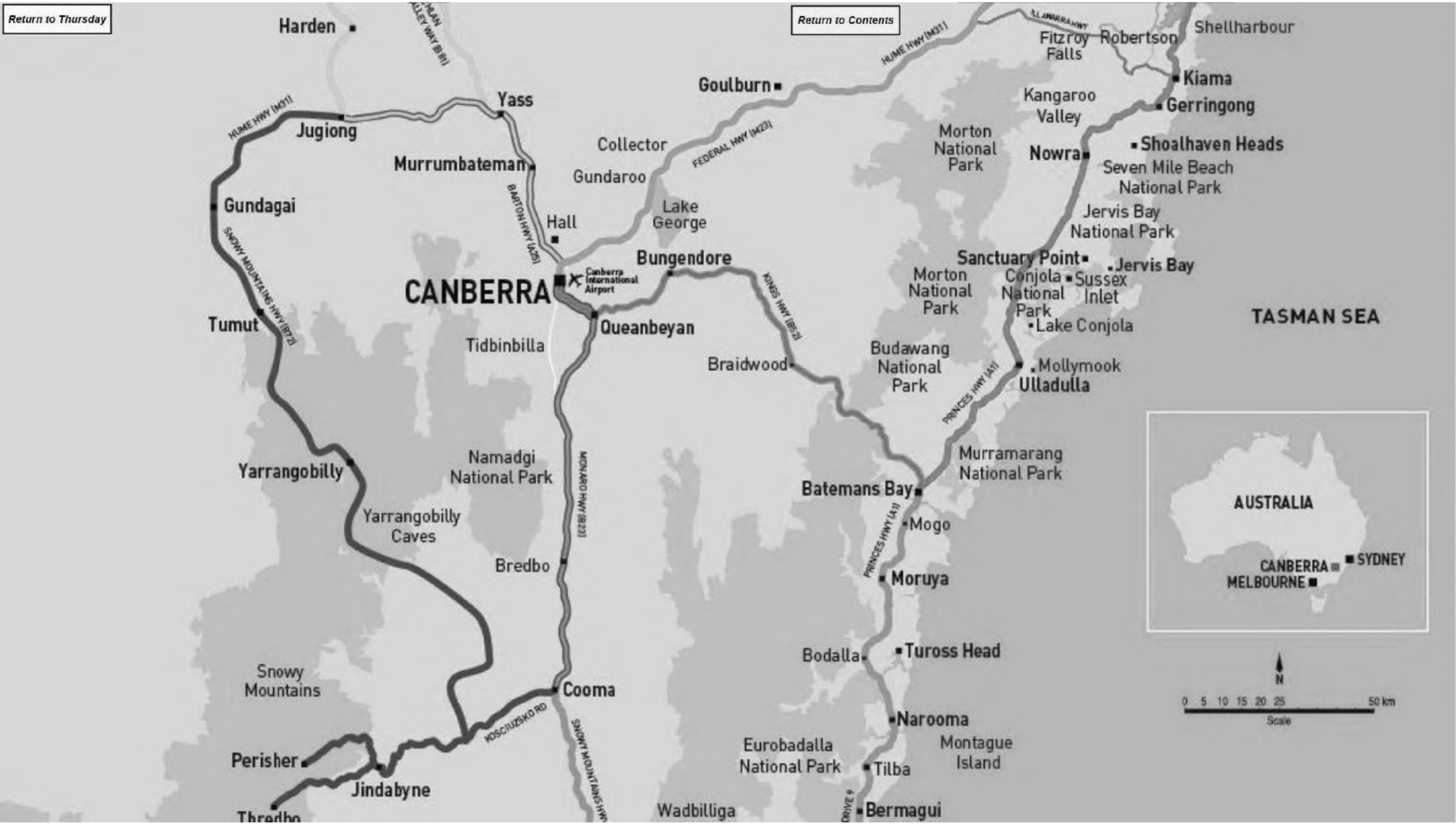
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Explore the surrounding region...



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Jervis Bay (2.5 hours drive)

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Oyster Coast (2.5 hours drive)

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Eden (3 hours drive)

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Mount Kosciuszko (2.5 hours drive)

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Thredbo Ski Resort (2.5 hours drive)



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DISCOVER CANBERRA



INDIA MISSION – SEPTEMBER 2019

BRIEFING NOTE

MEETING:	MEETING WITH EDUCATION DEPARTMENT
DATE:	Tuesday, 3 September 2019
MEETING TIME:	TBC (with post)
TRAVEL TIME:	TBC
VENUE:	Education Department, Delhi
TO BE MET BY:	TBC with post
ROLE:	Participant
MEETING PROTOCOL:	N/a
PARTICIPANTS/ATTENDEES:	<u>Education Department</u> <ul style="list-style-type: none"> • TBC <u>ACT Government</u> <ul style="list-style-type: none"> • Chief Minister • Mr Deepak-Raj Gupta MLA • Ms Kaarin Dynon • Mr Brendan Smyth • Mr Ash Balaretnaraja <u>University Delegation</u> <ul style="list-style-type: none"> • Mr Lawrence Pratchett, University of Canberra • Mr Aditya Vaddiparthi, University of Canberra • Ms Tamara Lions, University of New South Wales
ORDER OF PROCEEDINGS:	N/a
MEDIA OPPORTUNITY	N/a

Overview

This is a meeting with a Department Executive responsible for the Education Department, which carries the Indian Government's higher education portfolio. The main purpose of this meeting is to gain a better understanding of the nature of the Indian tertiary education sector, the Indian Government's proposed reforms, and the opportunities therein for Canberra, and our tertiary education institutions.

Meeting objectives.

- To learn more about the Indian Government's draft New Education Policy (NEP).
- To learn more about the state of the Indian government's Education Quality Upgradation and Inclusion Programme (EQUIP) and its desired outcomes.
- To advocate for Canberra as a place best-suited to meet the objectives of the Australian-Indian MoU for improving connections between the nations' tertiary education sectors.
- To understand opportunities for collaboration and partnership.

- To understand what, if any commercial opportunities exist for Canberra, our Higher Education or Vocational Education institutions within the significant Indian national reforms.

Key messages

- The Australian and Indian governments are committed at the highest levels to strengthen connections between their nations' respective tertiary education systems in order improve learning and research opportunities and to share best practices in education. Key to the success of our national connections are city-to city connections.
- Canberra is home to:
 - Australia's top-ranked university, the Australian National University, which is also a global top-25;
 - The University of Canberra which is one of the world's top-50 young universities, the University of Canberra;
 - The University of New South Wales, which is looking to expand its campus, and is ranked 4th in Australia is also in the world top 50 universities
 - Campuses of the Australian Catholic University, Charles Sturt University, Queensland University of Technology.
 - Over 100 vocational education providers, the flagship provider, the Canberra Institute of Technology, provided over 5.4 million hours of training last year.
 - The Australian Government's flagship research agency, the Commonwealth Scientific and Industrial Research Organisation (CSIRO).
- The concentration of tertiary education and research entities in Canberra has resulted in a thriving education and research sector in the ACT. The ACT Government and our institutions have key partnerships across agricultural technology, allied health, information and communications technology, renewable energy, and space industries.
- The high quality of Canberra's tertiary education institutions, our public administration infrastructure and our position as the National Capital, uniquely places Canberra to assist the Indian government to further its tertiary education ambitions through partnership arrangements.

Key questions

- How effective has the 2015 MoU between the Australian and Indian governments been in building the right type of relationships between Australian and Indian tertiary education and research institutions?
- What are the major barriers for student and research exchanges between India and Australia?
- How do Indians perceive studying in Australia? In Canberra? Are there any issues to address?
- What are going to be the major barriers to implementing the NEP?
- What are likely to be the major recommendations coming from the EQUIP review?
- Are there any opportunities for Australian institutions to provide assistance to Indian institutions in their efforts to achieve global rankings?

ADDITIONAL INFORMATION

- The Indian government has tried for many years to make meaningful progress towards tertiary education reform. The NEP promises to overhaul school and higher education policy

for the first time since 1992. The draft NEP is a 484 page report resulting from five years of consultations and two committees. In a system of 800 universities, 40,000 colleges and over 1.5 million schools, the NEP emphasises the need to increase flexibility, improve the quality of teachers, integrate 21st century skills and improve quality.

- In the higher education sector, the draft NEP promises to create world-class, multi-disciplinary universities and institutions across the country, recognising that the current system has too many small, specialised institutions and only five who have achieved global ranking. The report calls for increasing merit based appointments for educators and also cites inadequate regulation has allowed "fake colleges to thrive while constraining excellent, innovative ones." Central to the policy is increasing autonomy to institutions to make locally relevant decisions in relation to finances, teaching, service, equipment and research.
- Further, the policy wants to overhaul the delivery of degrees in India, increasing the flexibility afforded to students, by streamlining the process for credit recognition and transfer with a new National Higher Education Qualifications Framework (NHEQF). This would allow more three year Bachelor degrees for some disciplines and allow more institutions to deliver one year Masters Degrees, as long as the prerequisite Bachelor qualification was four years.
- The policy also recognises the need for better quality online education, with a particular focus on online teacher education. All undergraduate education would be restructured and strengthened if the NHEQF were established, a framework only available in the skills sector to date.
- As part of the internationalisation push, the policy proposes formalising recognition of qualifications with priority countries in relation to twinning and articulation programs. These are where a student may study for one year in India before completing the qualification in another country. These students are awarded a qualification from each institution, where each is only recognised in the home country. Streamlining the process would provide greater assurance to students on the value of their study.
- EQUIP is a five-year action plan prepared by the Department of Higher Education, MHRD to bridge the gap between policy and implementation in the field of higher education and accessibility. The full report is not publicly available, as it is currently under consideration by the Indian Government.

INDIA MISSION – SEPTEMBER 2019

BRIEFING NOTE

MEETING:	MEETING WITH VISTARA
DATE:	Tuesday 3 September 2019
MEETING TIME:	12.00pm – 1.00pm
TRAVEL TIME:	TBC
VENUE:	Vistara Airlines 1 Horizon Centre, 10th Floor Golf Course Road Sector 43 Gurgaon 122003
TO BE MET BY:	Rashmi Soni, VP & Head of Corporate Communications
ROLE:	Participate in discussion with Singapore Airlines
MEETING PROTOCOL:	Nil
PARTICIPANTS/ATTENDEES:	<u>Vistara Airlines</u> <ul style="list-style-type: none"> Rashmi Soni, VP & Head of Corporate Communications <u>ACT Government</u> <ul style="list-style-type: none"> Mr Brendan Smyth
ORDER OF PROCEEDINGS:	Nil
MEDIA OPPORTUNITY	Nil

Overview

- Vistara is an Indian full-service airline, based in Gurgaon, with its hub at Indira Gandhi International Airport.
- The carrier is a joint venture between Tata Sons and Singapore Airlines and commenced operations on 9 January 2015 with its inaugural flight between Delhi and Mumbai
- The airline had carried more than two million passengers by June 2016 and as of May 2019, has a 4.7% share of the domestic carrier market, making it the 6th largest domestic airline in India. The airline serves twenty-four destinations with a fleet of Airbus A320 and Boeing 737-800NG aircraft.
- On 6 August 2019, The airline launched its first international flight from Delhi to Singapore using a Boeing 737–800 NG aircraft.
- The alliance with Singapore airlines together with international connectivity to Singapore provides an opportunity to grow the Indian market further.

Meeting objectives

- Understand Vistara’s strategic alignment with Singapore Airlines and how connectivity to Canberra through Singapore can be enhanced through the Vistara alliance.
- Raise awareness of Canberra as a destination to senior Vistara employees.

Targeted Outcomes

- To gain an understanding of Vistara’s operating model and future strategy for leveraging the alliance with Singapore Airlines.

- To provide an overview of Canberra, it's economy and attractiveness as a key tourist destination in Australia.
- Opportunities to work with Vistara to raise awareness of Canberra through their connections to Singapore.

Key messages

- Canberra's potential as a global aviation hub is growing. 14 international air services land in Canberra each week via Singapore Airlines and Qatar Airways.
- As a result, Canberra is currently seeing record international visitation and spend. Visitation is being driven by people coming to the capital to holiday, visit their friends and relatives, and for education purposes.
- With significant growth in international visitation and ongoing investment in new tourism infrastructure, the ACT Government is looking for continued growth from the international airlines that connect with Canberra.
- Aviation partnerships are key to reaching identified international markets.
- International co-operative marketing campaigns have been delivered in partnership with Singapore Airlines in Singapore, Malaysia, India, Hong Kong, China and UK.
- Partnership with Tourism Australia allows VisitCanberra to amplify key messages through their programs and in-market teams.
- Spend by international visitors in Canberra increased to \$603 million for year ending March 2019.
- India is developing into one of the most important international markets for Canberra.
- It is now the fourth largest market by volume behind China, UK and USA. The Indian market provides 6.5 per cent of total international visitors to Canberra.
- Visitation from India grew by 41 percent for the year ending March 2019. The market is performing strongly across leisure, visiting friends and relatives and education.
- VisitCanberra has appointed a full time staff member that is based in Tourism Australia's Singapore office. The resource is dedicated to building and managing key relationships and promoting Canberra to Singapore, Malaysia and India.

Sensitivities/Issues

- 2.2(a)(xi)

ADDITIONAL INFORMATION

Campaign activity in India

- VisitCanberra, in partnership with Singapore Airlines, runs cooperative marketing campaigns in key markets including India to raise awareness of the destination and its key experiences.
- Vogue India:
 - In partnership with Tourism Australia and Vogue India, VisitCanberra recently hosted top Bollywood actress and first-lady of Indian cricket, Ms Anushka Sharma, for a cover shoot featuring Lake Burley Griffin and the National Gallery of Australia. This project earned significant destination coverage for Canberra across Vogue India's channels, Tourism Australia's channels, and Ms Sharma's own social channels (25.2 million reach on Instagram).

Results:

- 8-10 page cover story in Vogue print – Editorial coverage on Vogue platforms including content on social media channels
- 4.8 million combined social media reach, + 50,000 print reach

- Australia Marketplace India:
 - VisitCanberra attended Tourism Australia’s Australia Marketplace India (formerly India Travel Mission) from 8-11 August 2019 including one-on-one meetings with 90 key travel trade already actively selling Australia.

- Singapore Airlines asset promotion has included ;
 - 30 second television commercial on Krisworld inflight entertainment with a potential reach of 1.6 million passengers a month. Campaign duration: January – March 2019.
 - Double page spread in Silverkris inflight magazine with an approximate readership of 74% of passengers. Campaign duration: February 2019.
 - Silverkris online content and banner advertising with expected 290K monthly page views. Campaign duration: January – February 2019

Attachments

- [Attachment A](#)– Summary International Visitor Survey, year ending March 2019.