

AUSTRALIA ACTIONS 2019-2020 BUSINESS PLAN

AND REFLECTED IN INDIA REFERENCE GROUP REPORT

- As an outcome of the Deloitte Digital report we are developing a **digital toolkit** to provide advice and resources to Australian government agencies, Australian destination marketing organisations and education institutions on social media and digital marketing in India.
- Place India as one of the priority markets for the roll out of the ***nation brand and*** improved coordinated messaging across states and providers (building and linked to our shared creation of SIA 2.0 project)
- Develop with input from states and territories and drawing on the IES and India Reference Group reports, a **India Market Action Plan (MAP)** to provide a platform for greater collaboration, including opportunities for regular reporting and accountability on actions.
- Continue to **review and assess opportunities for skill development and training with Indian based industry partners as well as Indian states**, with the highest potential for VET collaboration, ensuring that these opportunities have a high potential for commercial activities/return.
- **Market priorities-** expanded engagement with regional Australia and Indian states, R&D collaboration and investment, edtech, skills and HRD

STATE OF THE STATES

UNPACKING THE PRIORITY IES STATES AND WHAT THIS
COULD MEAN FOR EDUCATION, TRAINING AND RESEARCH

HOW MIGHT WE BETTER PRIORITISE AND OR RESOURCE OUR COLLECTIVE EFFORTS?

STATE TO STATE



PROPOSED PRINCIPLES TO GUIDE STATE TO STATE COLLABORATION

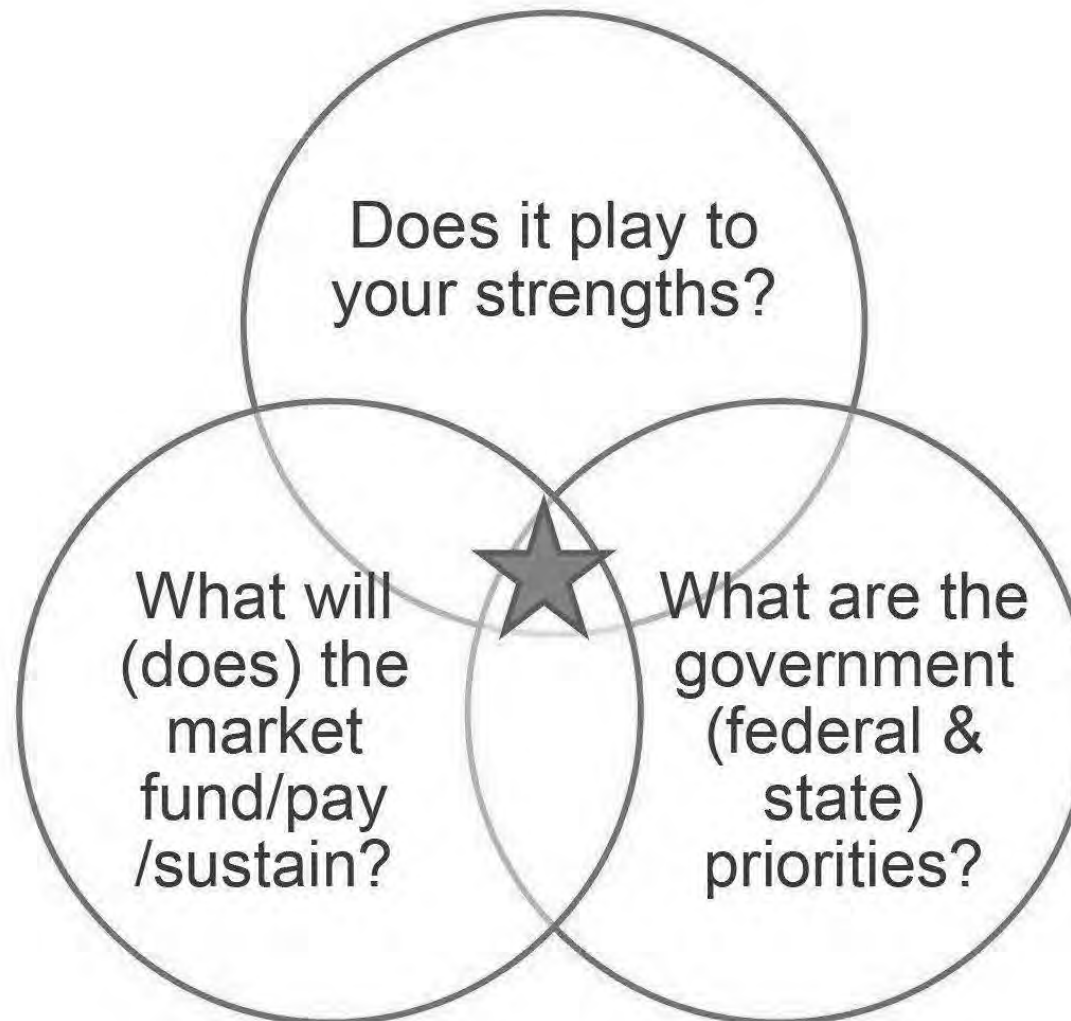
ASSESS POTENTIAL TO PARTNER FROM/WITH INDIA

Measures of state's capability and readiness to partner with Australia as it relates to education, training and research involve considering the following 6 factors -

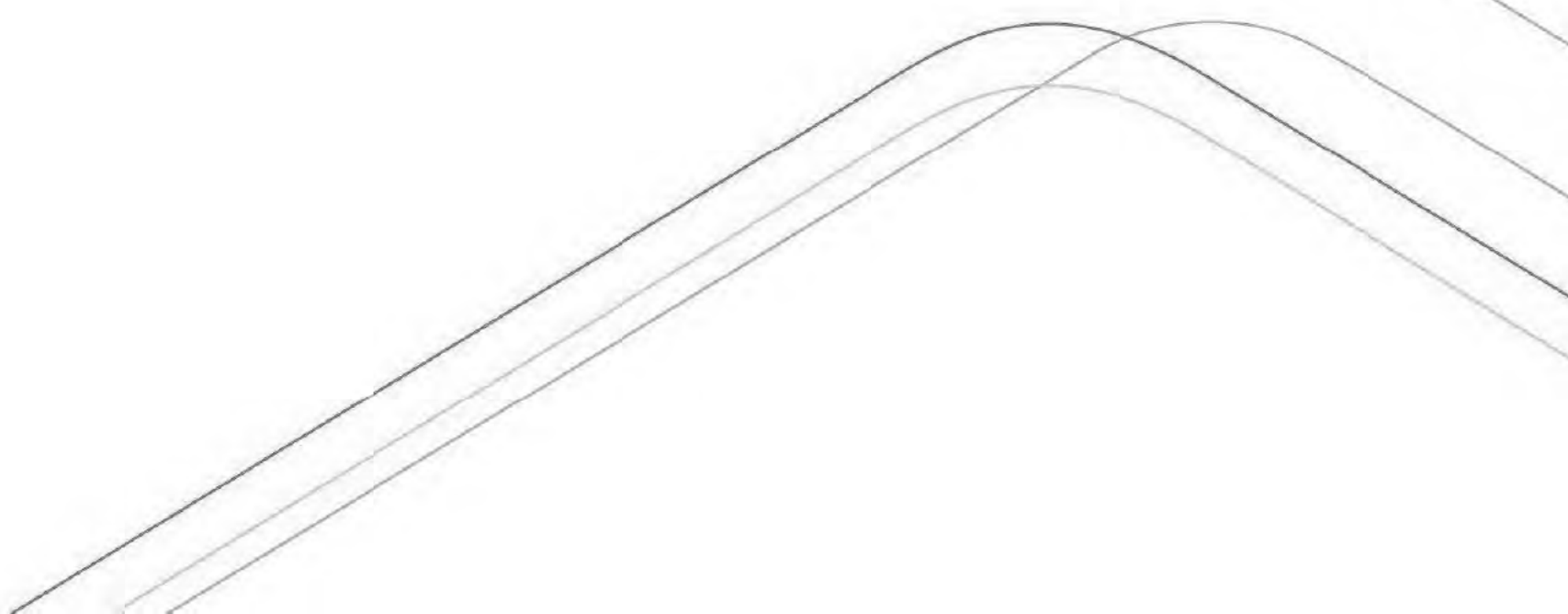
1. proactive education policies
2. funding for education
3. political leadership
4. local capacity in delivery
5. current rate/success of international partnerships
6. legal and or business barriers/enablers in each state

UNDERSTANDING THE NEED ON OUR END

AN OPPORTUNITY/ACTIVITY NEEDS TO FULFIL THREE REQUIREMENTS



BRIEF OVERVIEW OF 10 INDIAN PRIORITY STATES



MAHARASHTRA



EDUCATION (What do post see as priority)

- Highest # students trained by National Skill Development Corporation partners (2015-16)
- Indian Institute of Technology Mumbai (Institute of Eminence)



AGRIBUSINESS

- F&B products, dairy technology and services
- Waste water management



HEALTH

- Highest number of Clinical trials and clinical research



FINANCIAL SERVICES

- Mumbai financial services hub
- The top source city for Indian FDI into Australia



INFRASTRUCTURE

- \$20 billion proposed transport infrastructure and port projects



Population: 112 million \approx Philippines
Per capita Income: 2930 (2052 India)
Capital: Mumbai - wealthiest city in South Asia
Literacy Rate: 82%
Education spend: 18.2% (one of the highest)
Australian partnerships: NSW

TAMIL NADU



EDUCATION (What do post see as priority)

- Highest Gross Enrolment Ratio: 44.3 per cent
- 83 active MoU's between Australian Uni's and educational Institutions in Tamil Nadu.



AGRIBUSINESS

- strengths in fisheries, aquaculture and agri-technology.



HEALTH

- universal healthcare system and medical zones to support domestic manufacturing



INFRASTRUCTURE

- India's second largest economy
- leading manufacturing state - advanced manufacturing, urban infrastructure and water management.



ENERGY

- A leading solar and wind energy producer
- world's largest solar plant
- Plans for a high capacity transmission corridor.



Population: 72 million \approx Thailand
Per capita Income: 3047 (2052 India)
Literacy Rate: 80 %
Education spend: 14.7%

ANDHRA PRADESH



EDUCATION

- 6 new Indian Institutes of Technology planned by 2020



AGRIBUSINESS

- Newly created agritech accelerator, focused on tech-enabled smart agriculture
- Services focused on better dairy productivity, sustainable fisheries and aquaculture management



FINANCIAL SERVICES

- Key state for fintech partnerships



ENERGY

- India's highest installed solar capacity and strong potential in wind power. A state focus on innovation and technology.



HEALTH

- One of India's most expansive universal healthcare regimes and medical zones to support domestic healthcare manufacturing



RESOURCES

- Resources and energy sector matches Australian capabilities in mining, large presence of Australian mining companies



Population: 49.7 million \approx ROK
Per capita Income: 2433 (2052 India)
Literacy Rate: 67 %
Education spend: 15.3%
Australian partners: Western Australia

KARNATAKA



EDUCATION

- Host to Indian Institute of Science (Institute of Eminence)
- Training and skills development, i.e. health care



SCIENCE AND INNOVATION

- Epicentre of India's IT - IT-enabled services, pharmaceuticals and biotechnology sectors
- home of India's highly successful space program
- largest start-up ecosystem – around 5,000 start-ups



TOURISM

- connectivity to major national and international markets via air and sea.



HEALTH

- innovation ecosystem supports start-ups in biotech and healthcare.
- Relatively advanced health sector, home to public sector enterprises in health and pharmaceuticals.



RESOURCES

- Significant mineral reserves



Population: 61 million \approx Italy
Per capita Income: 3131 (2052 India)
Literacy Rate: 75 %
Education spend: 12.7%

TELANGANA



EDUCATION

- VET – skills development in mining and renewable energy technology



- Biotechnology research and development

ENERGY

- India's largest generator of solar energy, with plans for further expansion



HEALTH

- India's largest pharmaceutical cluster
- Key pharmaceutical and biotechnology hub, Genome Valley in Hyderabad dedicated to life sciences, biomedical research, training and manufacturing

SCIENCE AND INNOVATION



- Hyderabad becoming a global destination for tech business and entrepreneurs.
- State has a formal innovation policy.
- T-Hub, a state government backed start-up incubator bringing together, academics and corporates and established start-up ecosystem.
- The city's industrial, information technology and biotechnology clusters have led to a strong research and development capability
- Home to Facebook, Google, Apple and Microsoft



Population: 35.2 million \approx Canada
Per capita Income: 3094 (2052 India)
Literacy Rate: 66.5 %
Education spend: 8.1%

UTTAR PRADESH



EDUCATION

- VET – large scale demand for skilling (potentially through digital/TNE delivery)



AGRIBUSINESS

- State economy largely driven by agriculture
- Long term demand for capital investment in food processing



INFRASTRUCTURE

- ranks as India's third in terms of tourist arrivals.
- Infrastructure upgrades – moves to expand electricity coverage, curb electricity theft and reform debt-ridden state power distribution companies could be transformative.
- largest number of cities earmarked under the Smart Cities initiative (Aligarh, Kanpur, Allahabad, Lucknow, Varanasi and Agra).



Population: 223.8 million \approx Brazil
Per capita Income: 1032 (2052 India)
Literacy Rate: 67.7 %
Education spend: 16.3%

PUNJAB



EDUCATION

- Partnership opportunities for Australian VET providers, including for healthcare education.
- Punjab remains among the largest sources of Indian migrants and students in Australia, yielding strong diaspora connections.

AGRIBUSINESS



- Agricultural powerhouse
- Opportunities for conservation agriculture, food processing, dairy, logistics and warehousing, farming equipment, farm management, irrigation, post-harvest and technological applications.
- Water management – given Punjab's groundwater quality issues and irrigation network.

SPORT



- Established sporting relationships between Australian state governments and universities
- Netaji Subhas National Institute of Sports is located in Patiala.
- Punjab, Kerala, Gujarat and Rajasthan are states in which Australian state governments and universities have developed sporting relationships which could be expanded.



Population: 27.7 million \approx Nepal
Per capita Income: 2561 (2052 India)
Literacy Rate: 75.8 %
Education spend: 15.1%

WEST BENGAL



EDUCATION

- VET – skills development in mining, project management and hospitality training



AGRIBUSINESS

- A strong agricultural state, including the largest producer of rice, fish, prawns and jute and major producer of tea, potatoes and pineapples.
- Water - ACIAR has established irrigation, water and conservation agriculture projects showing good results



HEALTH

- Healthcare hub for eastern India

INFRASTRUCTURE



- Planned improvements include a new major deep sea port and freight corridors between the state and India's north-eastern and western states.
- Planned regional trade connectivity (including with Nepal, Bangladesh and Bhutan) - medium term

RESOURCES



- Regional hub for Australian engagement on mining
- India's third largest in terms of mineral production, with strong minerals processing equipment and mining industries.



Population: 90.3 million \approx Vietnam
Per capita Income: 1625 (2052 India)
Literacy Rate: 76.3%
Education spend: 16.8%

GUJARAT



EDUCATION

- Training and skills development in renewable energy, transport and urban infrastructure



RESOURCES

- A mineral rich state with large reserves of oil and gas
- Gujarat accounts for about a fifth of India's coastline and is well situated for trade routes to the Persian Gulf, Africa and South-East Asia; Gujarat is a major landing port for Australian commodities and coal in western India.



INFRASTRUCTURE

- Transport and urban infrastructure



ENERGY

- Renewable energy (solar, wind and water technologies)



SPORT

- Established sporting relationships between Australian state governments and universities



Population: 60.4 million \approx Italy
Per capita Income: 2491 (2052 India)
Literacy Rate: 78%
Education spend: 14.1%
Australian partners: NSW

THE NATIONAL CAPITAL REGION OF DELHI



EDUCATION

- Home to leading education, research and scientific institutions (Indian Institute of Technology Delhi)
- Research partnerships with industry and educational institutions.
- Education, training and skill development



AGRIBUSINESS

- Agriculture, horticulture and dairy.
- Water management



HEALTH

- Hospitals, including consultancy and fit-outs



INFRASTRUCTURE

- Road, urban infrastructure, energy, architecture and design, green building technology



SPORT

- Sport activities



SCIENCE AND INNOVATION

- ICT and IT-enabled services consulting



Population: 20 million \approx Romania
Per capita Income: 6025 (2052 India)
Literacy Rate: 80.8%
Education spend: 25%

BREAKOUT

WHAT PRACTICAL ACTIONS WILL MAKE A DIFFERENCE FOR YOUR ENGAGEMENT IN INDIA?

WHAT'S WORKED WELL IN OTHER MARKETS THAT WE MIGHT TRIAL IN INDIA?

WHAT HAVE WE LEARNT FROM PAST EFFORTS/MISTAKES?

STRATEGIC MESSAGING PROJECT: WHAT DO WE WANT TO BE KNOWN FOR?



Visionary

Research and development in Australian education providers is having a significant global impact, with global partnerships and the breaking down of disciplinary borders inspiring a new wave of international collaboration and practical, applied research in every sphere.

Australian Government
Department of Education and Skills
Australian Education International



Experience

Australia has skilled, experienced students, the most skilled in vocational and professional training, provided and governmentally accredited, as well as the expertise in supporting them and providing a rich, rewarding experience which sets them up for tomorrow.

Australian Government
Department of Education and Skills
Australian Education International



Quality

Australia is one of the world's leading providers of high quality education for international students.

Australian Government
Department of Education and Skills
Australian Education International



Environment

Australia offers a safe, welcoming, inclusive, supportive environment for international students and we believe it's one of the most inspiring places in the world to study.

Australian Government
Department of Education and Skills
Australian Education International



Employability

While academic standards in Australia are consistently high, what sets our education providers apart is their universal focus on helping students develop professionally and personally, so they're better equipped to achieve success in their careers.

Australian Government
Department of Education and Skills
Australian Education International



Diversity

International students enjoy an unrivalled range of study options in Australia, with more than 1,100 institutions and 22,000 courses to choose from, across every discipline and at every level.

Australian Government
Department of Education and Skills
Australian Education International

How do these apply and appeal in the India market?
How do they align with your marketing messages?

www.austrade.gov.au/Australian/Education/Services/strategic-messages

An industry-led government enabled nation brand is underway

The Government is committed to marketing our commercial, educational and cultural credentials.

We will develop a stronger

- nation brand that reinforces our reputation as an internationally competitive investment destination
- a great place to visit
- a quality provider of education
- a trusted exporter of premium quality goods and services.



AUSTRALIA HOLDS AN ENVIABLE PLACE IN GLOBAL RANKINGS FOR NATIONAL REPUTATION



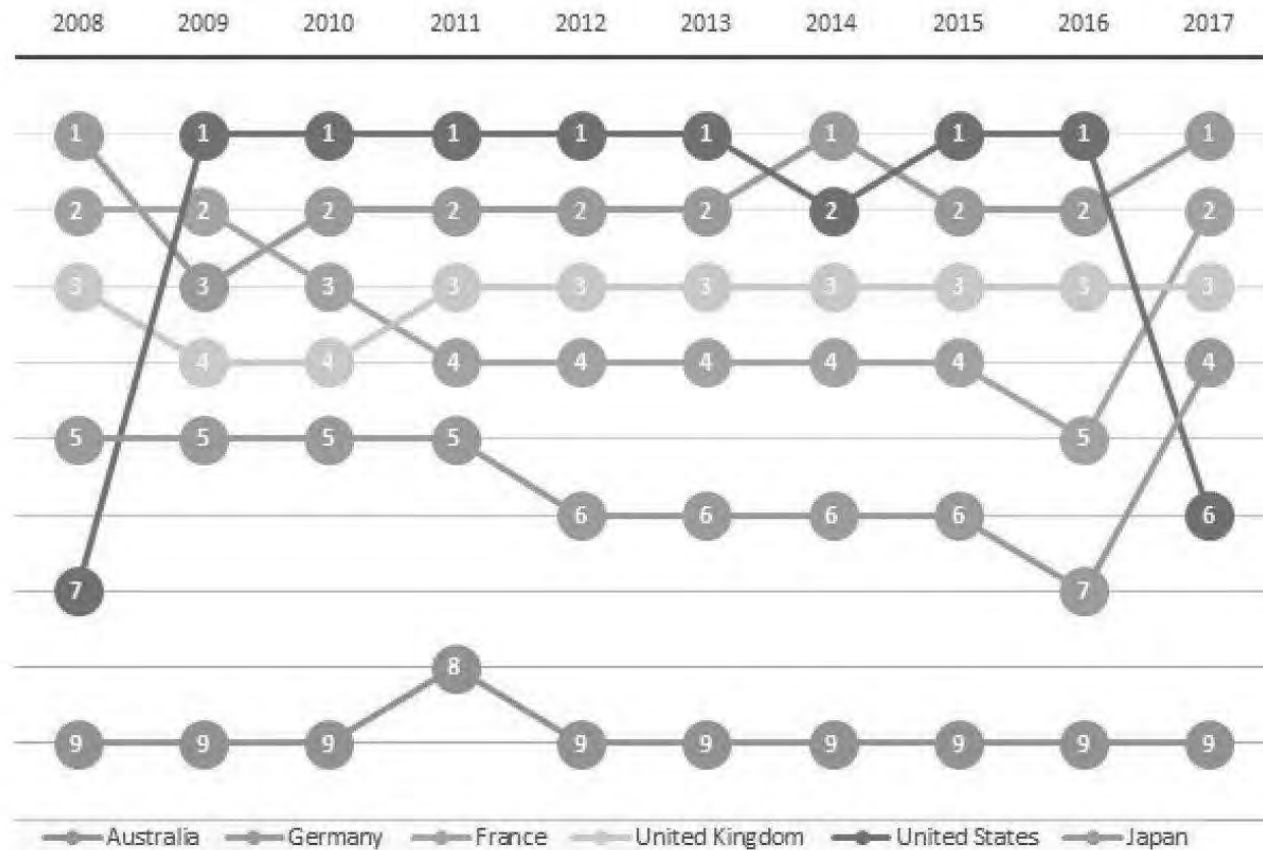
6th **Reputation Institute**
Country RepTrack © 2018

10th **Anholt-GfK**
Nation Brands Index
2018

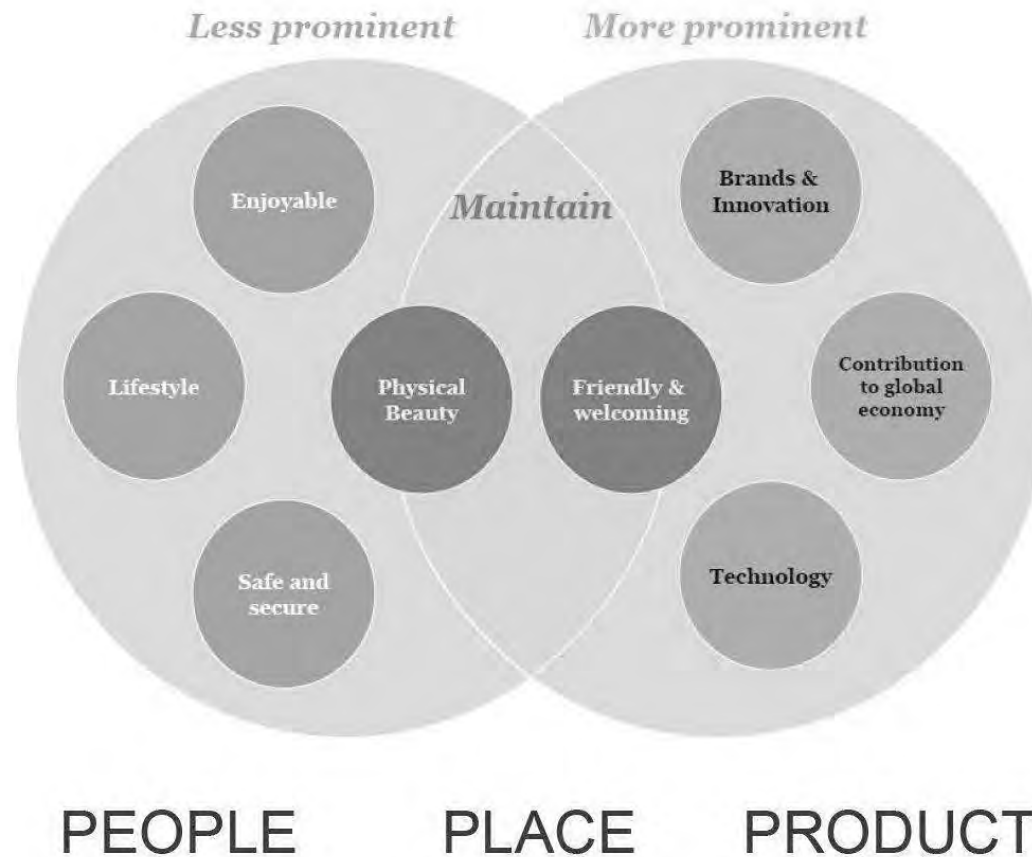
6th **Digital Country Index**
Bloom consulting 2017

10th **The Soft Power 30**
Portland Communications 2018

ANHOLT GFK NATION BRAND INDEX – REPUTATION MATTERS

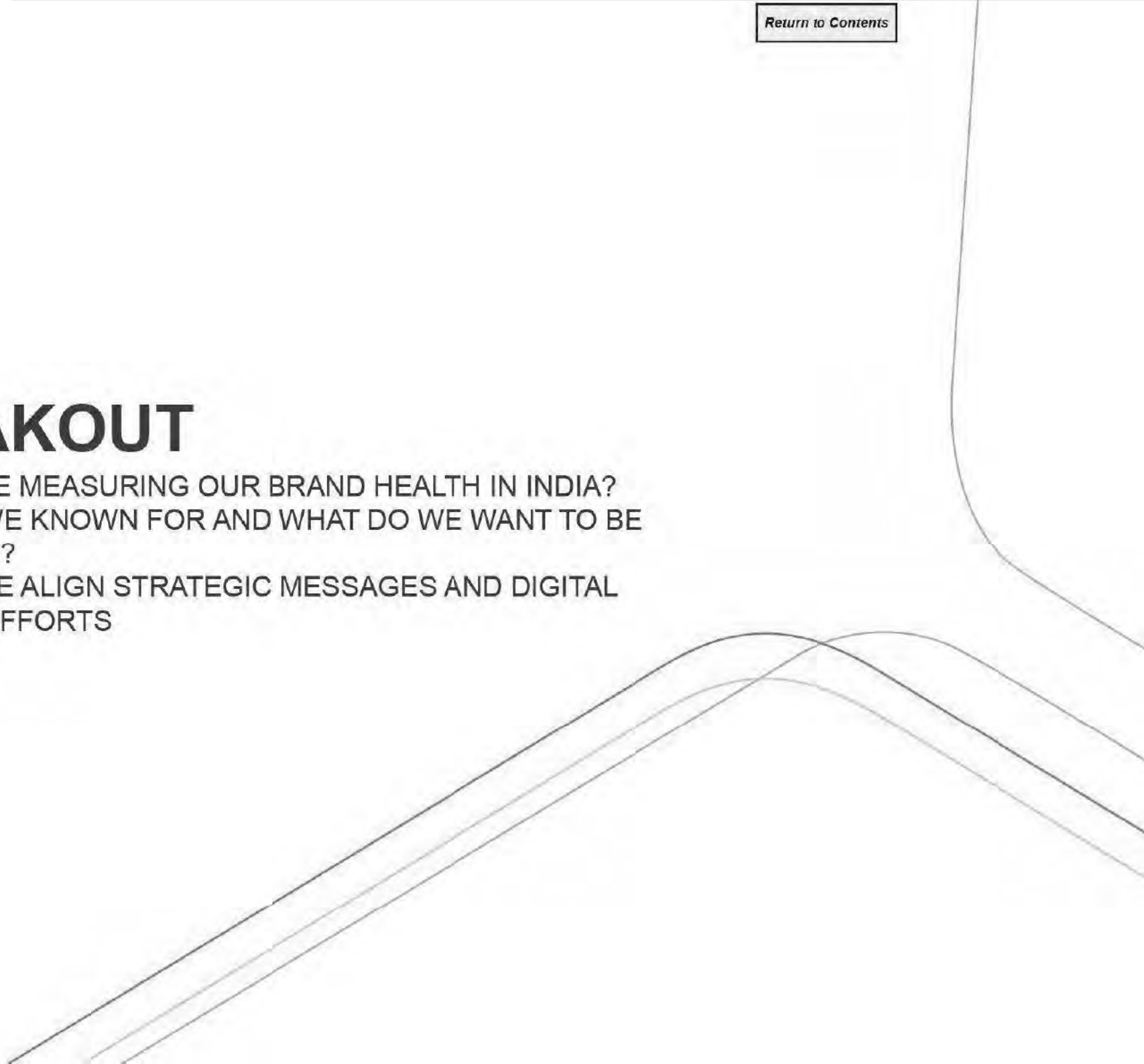


BASED ON THE INSIGHTS THUS FAR HERE ARE INDUSTRY ASPIRATIONS FOR THE BRAND

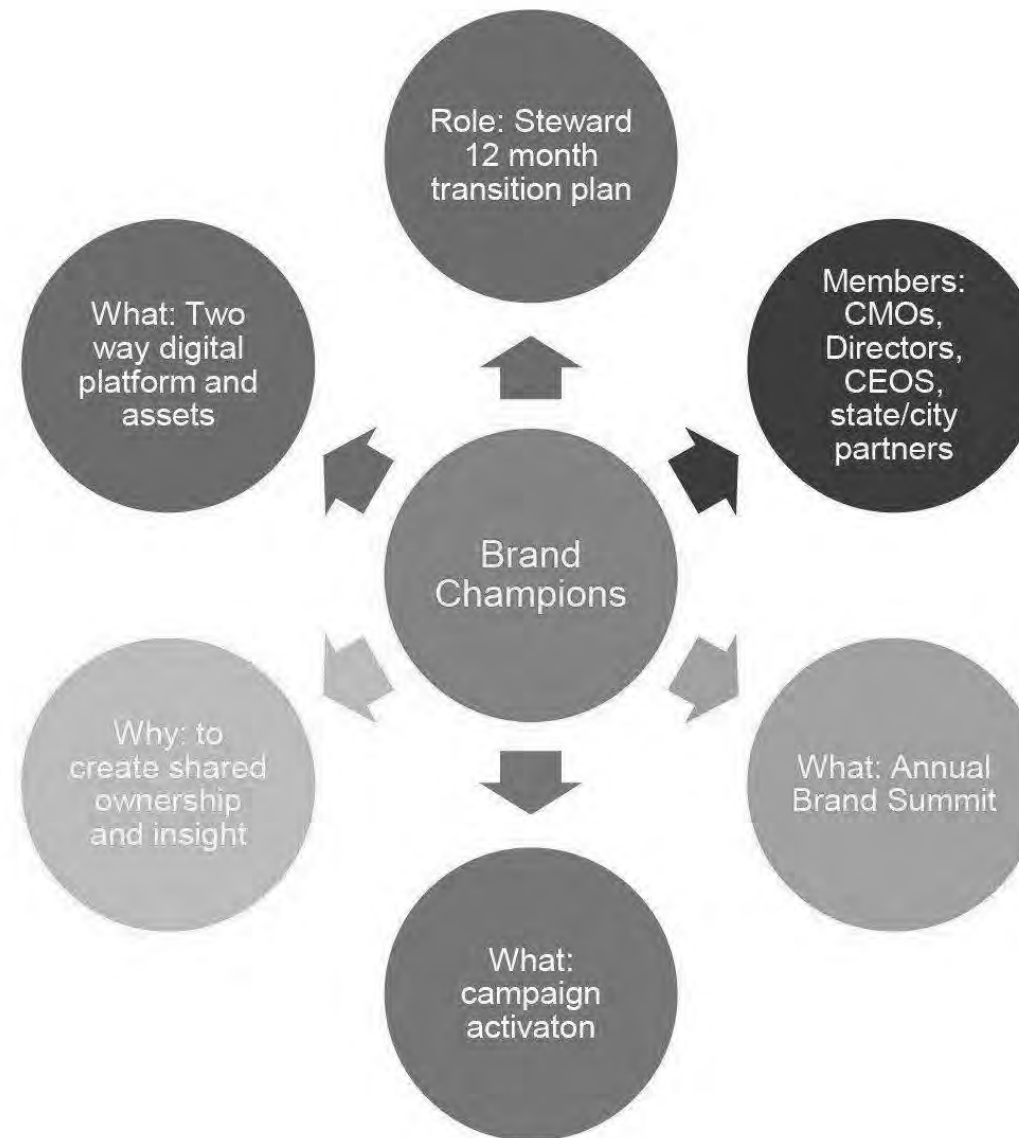


BREAKOUT

HOW ARE WE MEASURING OUR BRAND HEALTH IN INDIA?
WHAT ARE WE KNOWN FOR AND WHAT DO WE WANT TO BE KNOWN FOR?
HOW CAN WE ALIGN STRATEGIC MESSAGES AND DIGITAL CAMPAIGN EFFORTS

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BRAINSTORMING – OPTIONS FOR A BRAND CHAMPION NETWORK



THANK YOU

MEMORANDUM OF UNDERSTANDING BETWEEN
THE GOVERNMENT OF AUSTRALIA AND
THE GOVERNMENT OF THE REPUBLIC OF INDIA ON COOPERATION
IN THE FIELDS OF EDUCATION, TRAINING AND RESEARCH

The Government of Australia and the Government of India (hereinafter referred to as "the Parties"); "Recalling the Agreement on Cooperation in the field of Culture and Science between the Government of Australia and the Government Republic of India signed on 21st October 1971 and the Educational Exchange Programme between the Government of Australia and the Government of the Republic of India on Cooperation in the fields of Education and Training signed on 22 October 2003"

Have reached the following understanding:

Article 1

The Parties acknowledge their ongoing bilateral cooperation in education, training and research and mutually consent to increase cooperation across all education sectors – schools, vocational education and training (VET) and higher education including technical and professional education.

Article 2

The Parties acknowledge and confirm ongoing support for the existing formal mechanisms for engagement between Australia and India, including:

I. The Australia India Education Council

The Parties reaffirm this bi-national Council, which meets annually, as the principal body for guiding the Australia-India education, training and research cooperation agenda through the Council's agreed priority areas. These include:

- Higher education and research
- student mobility and welfare
- quality assurance and qualifications recognition
- school education and
- skills in the formal education system and through the National Skills Qualification Framework.

II. The Annual Australia-India Ministerial Dialogue on Education Cooperation

III. The Annual Australia-India Joint Working Group of Officials

IV. The Parties will re-constitute Joint Working Group to implement this Memorandum of Understanding (MoU). This will be chaired, on behalf of the Government of Australia by a representative of the Department of Education and Training, and on behalf of the Government of the Republic of India, by a representative of the Ministry of Human Resource Development along with the participation of representatives of the other agencies of the Parties as appropriate. The Joint Working Group will meet alternately in