

CASE STUDY: MONASH UNIVERSITY

Winner: Education and Training Award, 51st Australian Export Awards (2013)

For outstanding innovation and international success in the field of education and training services, expertise and curriculum including vocational training

Background

Established in 1958, Monash is the largest university in Victoria, with more than 63,000 (full time equivalent) students – 22,000 of them international.

It has five local campuses across Victoria, two international campuses in Malaysia and South Africa, centres in the People's Republic of China, Italy and India, and a unique alliance with Warwick University in the UK.

The University's international education program continues to grow and last year generated more than \$385 million in export revenue.

Over the past 25 years, Monash has taken a bold and innovative approach to its international strategy, developing a global network of campuses and strategic alliances.

Approach to business

Monash has always prided itself on being a 'world class' provider of tertiary education.

Vice-Chancellor and President, Professor Ed Byrne, says it's this commitment to quality that has seen the institution become so highly respected, and one of the Top 100 universities in the world.

"Our focus is to provide a supportive environment focussed on excellence," he says.

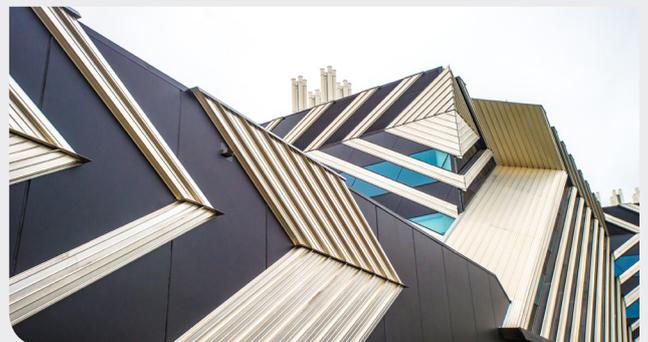
"We champion and support our students so they have a memorable university experience, both academically and socially. Monash is a friendly university – no matter which campus you attend."

Most of the university's 22,000 international students study in Australia, but there are growing numbers also attending Monash campuses in South Africa and Malaysia.



SNAPSHOT

- Established in 1958
- More than 63,000 (full time equivalent) students – including 22,000 international students from 150 countries
- Generates more than \$385 million in export revenue each year
- Winner of Governor of Victoria 2013 Export Award - Education and Training category



MONASH UNIVERSITY

“Our global footprint is the broadest of any Australian university and we will continue to engage with the world on all fronts, including research, teaching and collaborative partnerships,” says Professor Byrne.

He says he expects the influx of international students (currently around 5000 each year) to continue, with new markets always on the horizon.

“Last year we attracted around 400 students from Brazil, and we hope that will grow,” he says.

The percentage of international students versus local students is currently around 32/68, but Professor Byrne expects that to rise slightly over the next 10 years or so.

“An optimal mix for us is around 35/65. Our priority will always be the Australian market, but we are certainly keen to grow our international quota,” he says.

“We are preparing all of our students – local and international – for a world career. They are just as likely to work in Sydney as in Shanghai and we are proud of that.” – Vice-Chancellor and President, Professor Ed Byrne

International engagement

Monash University has had an international focus from the day it opened in 1958 – just when the Australian Government’s ‘Colombo Plan’ was building momentum.

The Colombo Plan was a scheme under which bilateral aid could flow to developing countries in south and south-east Asia. It included sponsoring thousands of Asian students to study or train at Australian tertiary institutions (including Monash University and the University of NSW).

“We had our first international student the year we opened, so that really set the scene for what was ahead. It allowed us to establish very strong networks in Asia, which we still enjoy today,” says Professor Byrne.

Asia is by far the greatest source of students studying at Monash.

“China is a very strong market for us, as is the whole of the Asia region. There are some students from Europe and the US, but they are mainly studying post graduate courses,” says Professor Byrne.

In the past four years, Monash University has focused its efforts on diversifying income and student source markets in new growth areas of Africa, Central Asia, Latin America and the Middle East.

Last year, Monash became the first Australian university, and only the third university worldwide, to be granted permission to establish a campus in China. Facilities opened for the first 100 students during 2013.

In India, Monash established a joint Research Academy with the Indian Institute of Technology Bombay, and now has 130 Indian PhD students who are fully sponsored by industry in areas such as advanced computation engineering, simulation and industrial engineering. And in the Middle East, the university’s education services consulting and licensing business continues to grow.

Professor Byrne says that while Australia remains quite competitive in the education sector, the international scene is becoming much tougher, leaving no room for complacency.

“I think the new visa conditions for students are working well, but we need to continue to be sensitive when it comes to the high Australian dollar and cost of living rises, particularly in Sydney and Melbourne,” he says.

“Also, in North America and the UK, the level of student accommodation on campus is much higher than here. To be competitive, we need to look at increasing our accommodation levels here.”

Winning an Australian Export Award

Professor Byrne says winning the Australian Export Award was a tremendous honour.

“We were extremely excited. This award is regarded as a very important accolade in our sector,” he says.

“It’s certainly something the University takes a great deal of pride in because we see Australia’s international appeal being a core part of the whole university system here.”

FACT

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www.monash.edu.au