

# Industry News

## Article 1: Broadway development site comes to market

### Summary:

Universities and developers are investing heavily into fringe sites in Sydney. Latest areas to be developed are:

- Broadway
- Surry Hills
- "T2" building Flinders Street Sydney City
- Chatswood

Universities and student accommodation providers and developers (both local and offshore) are expected to show keen interest in the site because the university precinct has experienced significant development in recent years with tertiary institutions investing heavily in education infrastructure and student accommodation.

### How it affects AHN:

These precincts often provide a strong sense of student culture and have everything so close by. They are surrounded by people experiencing similar situations and provide greater opportunities to socialise across cultures and get out of their own "bubble". They often have all-inclusive pricing and are extremely modern in design and living arrangements.

### Actionables:

AHN is already competing with many of these precincts across Australia and the US, however, with the development of another precinct in Sydney, we will require:

- A much heavier push in this region to ensure that hosts get through the process as fast as possible
- Students matched as efficiently as possible using the HSM2 portal
- Have strong partnerships with agents and educational institutions.
- Increase advertise near these areas to increase number of hosts near these student hubs
  - Social Media:
    - Pinpoint these suburbs with paid Facebook ads
    - Identify local community boards (online and offline) that we can advertise on
  - Newspapers:
    - Identify advertising opportunities in appropriate newspapers
  - Reactivate Sydney hosts (once hosts in portal have been finalized/archived)
  - Reach out to current educational institutions:
    - Advertise to their families to increase host numbers (newsletters, information evenings etc)
  - Shopping Centre Marketing:
    - Look into digital boards, "pop up" shop/stand to sign up hosts
    - Ads on their website, in-center ads (table tops, banners etc.)
  - Letter box drop?
    - Has this been effective in the past?
  - Host BBQ
    - Current hosts and students along with hosts in the pipeline
    - Informal meetup to encourage new hosts to take on students, take any "fear of other" away.
- No blog or pr release required.

URL: <http://www.smh.com.au/business/property/broadway-development-site-comes-to-market-20170920-gylauh.html>

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# Industry News

## Article 2: International students urged to check pay packets

### Summary:

- 49% of litigations the Fair Work Ombudsman filed in court involved a visa holder and more than a third of these involved an international student.
- Fair Work Ombudsman are reassuring international students that in line with an agreement between the agency and the Department of Immigration and Border Protection, that international students can seek our assistance without fear of their visa being cancelled, even if they've worked more hours than they should have under their visa.
- Exploitation and wage theft was common among young students in NSW

### How it affects AHN:

It affects our students and their experience here in Australia. If they feel unsupported or threatened by any employer and we are unable to provide any information, they may feel that their overall experience in Australia was negative and when they return home, or communicate with their agents or families back home the feedback may not be positive and we need to protect our brand equity.

### Actionables:

- Social Media and Blogs:
  - We are putting together Facebook posts (and considering Instagram posts) that link through to blogs letting our students know that they have rights and protections.
  - The plan is to provide information and point them to the relevant agencies
  - Facebook predominantly engages hosts and Instagram engages students, so this will need to be done in an appropriate way.
  - These posts are scheduled for the first and second week of October.
- Press release:
  - Writing a press release that discusses our position on our students working and any assistance we can provide. This is to be approved prior to sending.

### URL:

<http://www.smh.com.au/business/workplace-relations/international-students-urged-to-check-pay-packets-20170922-gymza8.html>

## Article 3: Aussie homeowners open their doors in Instant Hotel

### Summary:

There is a new reality tv show on Australians screens... and it's all about homestay!

### How it affects AHN:

- This is a great opportunity for AHN and the homestay industry. Whilst it's more about the high end housing, it's really highlighting that homestay exists

### Actionables:

The actionables from this article are a national and will be actioned by the AHN Head Office:

- Look into social media engagement and spread the word that homestay isn't scary and has some great benefits.
- Use the increased social media awareness of homestay to boost awareness of AHN.

URL: <https://thewest.com.au/entertainment/tv/aussie-homeowners-open-their-doors-in-instant-hotel-ng-b88651600z>

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# INDUSTRY NEWS

## Article 4: Australia's international student intake hits record high

### Summary:

- Australia's international student intake has hit a record high, according to new figures from the Australian Bureau of Statistics (ABS).
- more than 550,000 students from over 190 different nations arrived in the country.
- Schools in NSW and Victoria have been the most popular destination
- This trend is driving revenue for many cash-strapped schools, with students paying fees of up to \$14,000 to study in public schools.

### How it affects AHN:

- This is great news for AHN – at a local level, when signing up schools, this can be used as a selling tool for schools that don't have a big international student population. Talk about the revenue boost schools receive from these students alongside the benefits to their current students (exposure to different cultures etc).

### Actionables:

The actionables from this article are a regional based recommendation.

- When meeting with Education Providers who have low numbers of international students, use this as a selling tool. Talk about the increased revenue for the school alongside the non-tangible benefits.

URL: <http://www.educatoronline.com.au/news/australias-international-student-intake-hits-record-high-243386.aspx>

## Article 5: Homestay families sought for developing artists

### Summary:

NAISDA Dance College is appealing to Central Coast families to participate in the NAISDA Homestay Program, where they will have an opportunity to host a NAISDA student (known as a Developing Artist) and welcome them into their home while they study at the College in 2018.

### How it affects AHN:

- This is great news for AHN – at a local level, it is a great opportunity for AHN to branch out into new products. \
- If you have a national sports team, dance/drama school etc, this is a great opportunity to offer them AHN partnership.

### Actionables:

The actionables from this article are a regional based recommendation.

- Look into new opportunities in your regions on top of typical education providers. This could be sports institutes and teams, this could be academies of dance etc. It may even be events based (like the Commonwealth Games)
- Once you have identified these partnerships, please reach out to AHN Head Office if you need new products or collateral created for you.

URL: <https://coastcommunitynews.com.au/central-coast/news/2017/11/homestay-families-sought-for-developing-artists/>

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# INDUSTRY NEWS

## Article 6: Brisbane education industry unfazed by bad Chinese press

### Summary:

- Despite reports indicating Chinese students are turning their back on studying in Australia, Lord Mayor Graham Quirk says Brisbane has nothing to be concerned about.
- Concerns were raised in Chinese media that the nation's students were questioning the value of overseas education, particularly in Australia, as studying abroad did not guarantee a good job for the student once they returned home.
- Seeing growth in the China, India, Brazil and Columbian markets for students coming to Brisbane

### How it affects AHN:

- We need to consider that there may be a slight impact on student numbers coming to Australia from China and may need to analyse our own data to determine if we have seen a reduction in our own numbers in this market.
- We need to look at our own data to determine if we are noticing the same trends from India, Brazil and India that the rest of the international student industry is seeing and if not, we must determine how we can increase our share in this market.

### Actionables:

With the increasing markets in India, Brazil and Columbia there may be a need to identify and connect with agents and educational institutions in these countries alongside China to increase our share of this market.

- Advertising in these countries via educational institutions
- Utilising paid Google advertise to agencies/students
- Attending conferences in these countries

URL: <http://www.smh.com.au/national/education/brisbane-education-industry-unfazed-by-bad-chinese-press-20170922-p4yw21.html>

## Article 7: International students, backpackers suffer widespread exploitation

### Summary:

- Since the 7-Eleven migrant worker scandal broke in 2015, there has been a regular flow of stories emerging about the systemic abuse of Australia's various migrant worker programs and visa system.
- The most damning assessments from the Committee were regarding Australia's Working Holiday Maker and student visa holders, who were "consistently reported to suffer widespread exploitation in the Australian workforce".

### How it affects AHN:

- We don't want our students breaking the rules of their visas, nor do we want them being stressed or overworked.
- We want the Word of Mouth (WOM) that they spread to their friends and family overseas to be positive, and if they are being impacted by unfair and illegal work practices, this is likely to create a negative view of Australia as a whole – including AHN.

### Actionables:

- We have used content and materials provided by the Fair Work Ombudsman on our website and our social media. We have included it in the newsletter to our Hosts and encouraged them to discuss work with their Students.

URL <https://www.macrobusiness.com.au/2017/11/international-students-backpackers-suffer-widespread-exploitation/>

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