



# Partnering with Agents for International Student Growth

15 December 2021

# WELCOME & INTRODUCTION



## Melanie Duncan

**Student Life Network Convenor, *International Education Association of Australia (IEAA)***

Melanie has worked in higher education for over 20 years.

She has extensive experience in international admissions, policy development and implementation within the ESOS/TEQSA framework, leading international-specific campuses for both universities and third-party providers, and student wellbeing service delivery.

Melanie is also a life member of ISANA: International Education Association.

# BARRIERS FOR STUDENTS



## Top 7 Challenges For International Students Who Study In Australia

1. Language barriers
2. Cultural differences
3. Making new friends
4. Education expectations
5. Financial difficulties
6. Getting a job
7. Individual problems (loneliness, homesickness, fitting in, etc.)

**Source:** PFEC Global Education & Migration Services

# YOUR PRESENTER



## David Bycroft

*Founder and Director, MyStay International (MSI) / Australian Homestay Network (AHN)*

David commenced work in international education industry in 1999.

He is the founder of the Australian Homestay Network (est. 2007) and MyStay International (est. 2015).

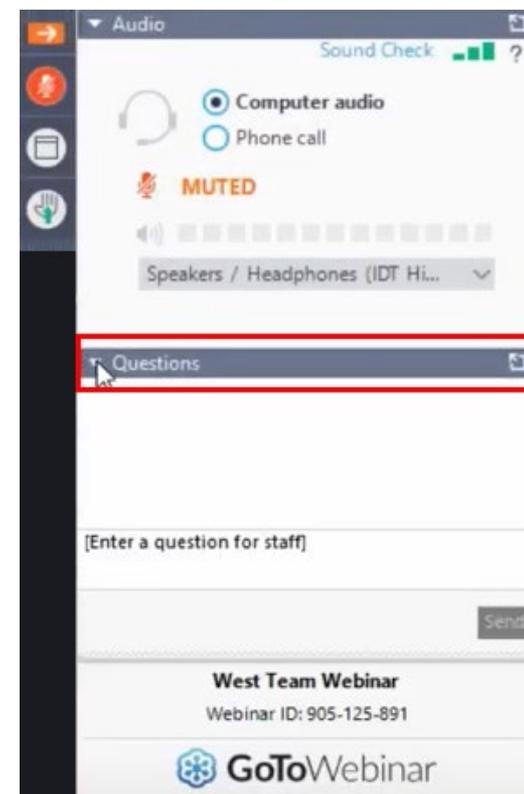
Key contributor to government and industry reviews regarding international student welfare and accommodation.

David is also a successful business developer, assisting global companies grow their international student business and opening doors for new opportunities.

# HOUSEKEEPING



- Over 75 participants from 16 countries registered for this webinar
- A recording of the webinar will be emailed to you
- All attendees are muted
- Please submit any questions via the Questions tab on the GoTo control panel
- If we don't get time to answer all questions received, we will send a copy of the question and our written answer to all attendees
- Any confidential questions can be emailed direct to [david@mystayinternational.com](mailto:david@mystayinternational.com)



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# THE OPPORTUNITY

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**The Virtual Homestay ENGLISH (VHE) initiative will help agents:**

1. Build business by connecting with more potential customers much earlier than normal – **creating a pipeline**
2. Gain stronger referrals from customers attracted to a low-cost online English transition program – **building potential client numbers**
3. Achieve better results for new clients – **improving agent success ranking**
4. The larger volume of students will lead to stronger connections with education providers – **expanding course options for your clients**

# BUILDING A SALES PIPELINE



Using a low-cost, easy to deliver online program to attract large numbers of future strong prospects

## KEY ACTIVITIES

Attract new enquiries through the offering of Virtual Homestay ENGLISH (VHE) as a low-cost support program **to move targets to Stage 1**

Agent helps build the student's dream and vision **to move targets from Stage 1 to Stage 2**

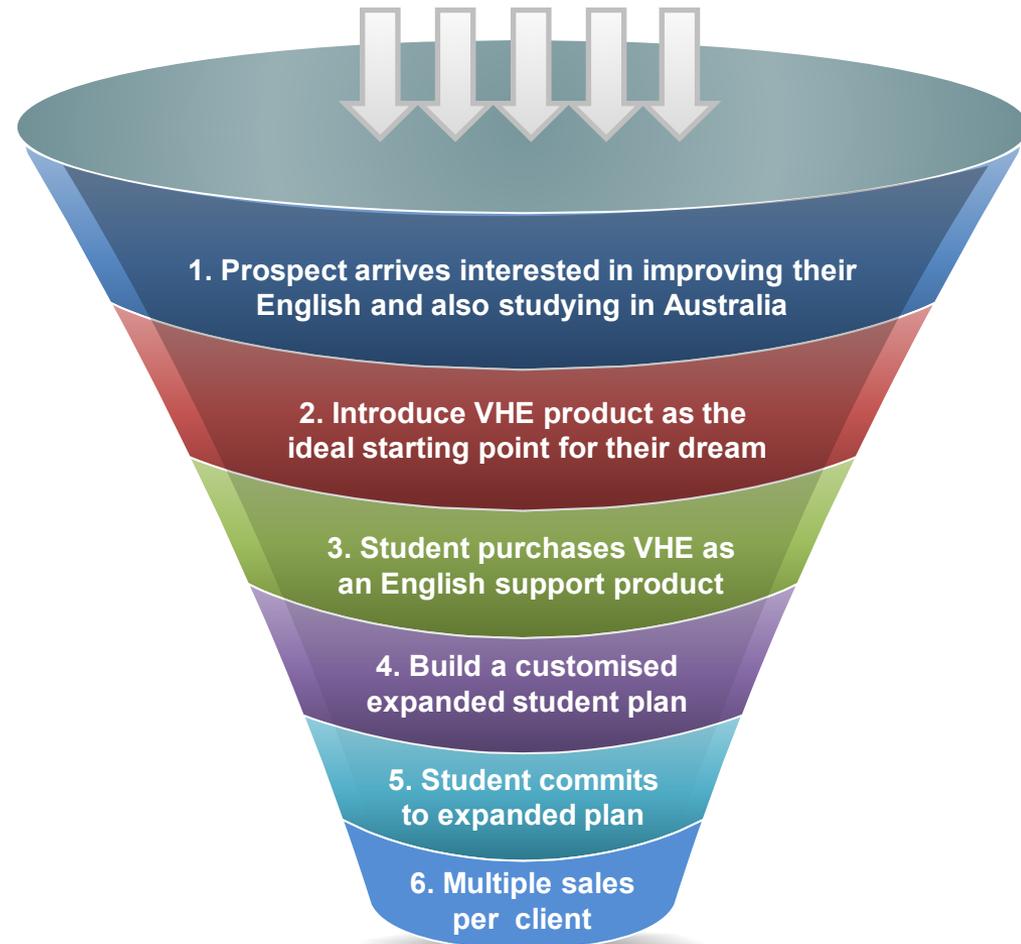
Convert the enquiry to VHE **to move targets from Stage 2 to Stage 3**

Monitor each individual student on VHE **to move targets from Stage 3 to Stage 4**

Plan the next stages relevant to that student **to move targets from Stage 4 to Stage 5**

Engage with student regarding the timing of the stages for their international education experience **to move targets from Stage 5 to Stage 6**

**Complete sales process and deliver entire package**



# PROGRAM OVERVIEW



**Affordable one-on-one online English from just \$25 AUD per hour**

**Virtual Homestay ENGLISH (VHE)** is an online, face-to-face English program is designed to fast-track students' conversational English skills.

**Students are able to:**

- **Improve** their conversational English in a friendly, supportive environment
- **Connect** with Australia from the comfort of their own home
- **Build** a local contact and appropriate culture and network support
- **Learn** from a trained local host mentor with real-life skills
- **Gain** confidence for their overseas study journey

# TARGET MARKET



Virtual Homestay ENGLISH is ideal for future and current international students who:

- Need to improve their English to enable their study overseas
- Require support to become “English ready” for successful admission in the future
- Are undecided about the best Australian city for their long-term overseas studies and want to ‘try’ before making a final decision on location

# CONNECT TO AUSTRALIA



## HOSTS IN ALL OF AUSTRALIA'S CAPITAL CITIES AND KEY STUDENT DESTINATIONS

**Adelaide | Brisbane | Canberra | Darwin | Hobart |  
Melbourne | Perth | Sydney**

Bundaberg  
Bendigo  
Cairns  
Coffs Harbour

Gold Coast  
Newcastle  
Lismore  
Rockhampton

Sunshine Coast  
Toowoomba  
Townsville  
Wollongong

# BENEFITS FOR STUDENTS



**Local trained Host Mentor** – Communicating with someone every day, combined with online tools and support programs, helps students fast-track their English

**Introduction to Australia** – The host mentor will provide local knowledge of their city so students can experience what it would be like to live and study in their chosen destination

**Preparation for studying in Australia** – Students gain an edge in their English language skills and can begin their studies with an understanding of Australian English

**New connections** – Students establish links in the city where their university/school of choice is located through their host mentor

**Potential accommodation solution** for the future – Students have the opportunity to stay with someone they know

# INCLUSIONS



- One-on-One lessons with a specially trained English-speaking host mentor (minimum 28 hours over 4 weeks)
- Access to the certified Reallyenglish online platform (16 weeks)
- Structured content to improve students' core English language abilities including speaking, pronunciation, listening, reading, grammar and vocabulary
- Cultural immersion
- Opportunity to extend the program with the same host mentor
- Certificate of Completion

## OPTIONAL ADD-ON

- KAPLAN 'KITE' English test to determine your ability, monitor your progress and pinpoint areas for improvement

# PRICING



Package	Duration	Cost
Starter Package	4 Weeks (minimum 28 hours)	\$700 AUD
Extension Package	2 Weeks (minimum 14 hours)	\$350 AUD
Optional Kaplan 'KITE' English Testing	As Requested	\$90 AUD (per test)

**Starter Package Program Fee \$100 (retained by agent as commission)**

Includes host matching, program administration, system support & supplier costs

# QUESTIONS

# Partnering with Agents for International Student Growth



brought to you by



**AHN**  
Australian Homestay  
Network

**Please visit the  
Virtual Homestay ENGLISH website for  
full program details and to submit  
student applications**

<https://mystayenglish.com>

**For more information, contact**

**David Bycroft**

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