



Australian Government  
Australian Trade and Investment Commission



EVENT PARTICIPATION OPPORTUNITY  
**AUSTRALIA FUTURE UNLIMITED:  
AUSTRALIAN UNIVERSITY FAIR FOR  
INTERNATIONAL SCHOOLS PHILIPPINES 2017**  
MANILA AND CEBU, PHILIPPINES  
7 AND 13 MARCH 2017

**Access the high value international student market in the Philippines and profile your university to prestigious international schools.**

#### **About this event**

The Future Unlimited: Australian University Fair for International Schools 2017, is an annual event inviting students and parents from major international schools in the Philippines, offering the International Baccalaureate (IB) Diploma and the International General Certificate of Secondary Education (IGCSE), to meet with Australian universities.

Students from the following schools will be invited to attend the fair:

- International School Manila
- Australian United International School
- Beacon Academy
- Brent International School
- British School Manila
- Chinese International School Manila
- Reedley International School
- Southville International School.

The fair will feature a student counselling session and parents' night. The Cebu leg will feature a visit and counselling session at the Cebu International

School, with students from different levels attending.

#### **Why you should participate**

- Access high value international school students and their parents
- Establish relationships with school officials at key international schools in the market
- Highlight your university through an Australian Government organised activity.

#### **Important information**

**Date:** 7 and 13 March 2017

**Location:** Manila and Cebu, Philippines

**Apply by:** 7 February 2017

#### **Who should attend?**

Australian providers of:

- Higher education

Apply now at  
[www.austrade.gov.au/ausunifairphilippines2017](http://www.austrade.gov.au/ausunifairphilippines2017)

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## Market insights

- International schools offering the IB diploma are a key market segment for Australian education. The diploma and the IGCSE are internationally recognised for university admission.
- International school students have the financial capacity, academic capability and interest to study in high-ranking international universities. There are currently 13 international schools in the Philippines with approximately 2,000 students.
- Australia remains the preferred international study destination for Filipino students, with over 10,243 student enrolments (YTD September 2016), and continued growth over the past five years, countries such as the US, the UK and Canada are aggressively pursuing student recruitment from IB schools.

## Market Information Package (MIP)

Visit the [Philippines education market profile](#) for more insights, news, opportunities and detailed student data.

The MIP is Austrade's online market intelligence service for the Australian international education sector. Information on how to subscribe is available on the [Austrade website](#).

## Event program

Below is a brief overview of the program. A detailed version will be provided in the Event Participation Kit.

Date	Location	Activity
7 March 2017	Manila	Market briefing
	International School Manila	Australian University Fair - sessions with parents, students and counsellors
13 March 2017	Cebu International School	Australian University Fair - sessions with parents, students and counsellors

## Your participation options

You can choose the level of participation that suits your marketing needs and budget.

Options	Total cost	Direct costs	Austrade service fee
<b>Option 1</b> <b>Manila and Cebu</b>	A\$750 <i>* Package costs are on a per institution basis. Additional representatives to be charged additional nominal cost.</i>	A\$200 includes: <ul style="list-style-type: none"> <li>• Marketing costs including printed materials and social media competition to promote the event</li> <li>• Design and printing of Australian participants' guide</li> <li>• Communication and coordination cost</li> <li>• Transport to and from the venue</li> <li>• Catering costs during official functions.</li> </ul>	A\$550 (2 hours @ A\$275 per hour) includes: <ul style="list-style-type: none"> <li>• Project management of university fairs including liaison with participating international schools and logistics</li> <li>• In-market industry briefing</li> <li>• Coordination of Australian fair guide to promote participants' capabilities</li> <li>• Coordination of marketing campaign prior to the event (includes direct marketing to international schools and influencers to generate stand traffic)</li> <li>• Post-event follow up with international schools.</li> </ul>

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Options	Total cost	Direct costs	Austrade service fee
<b>Option 2</b>  <b>Manila only</b>	A\$405  <i>* Package costs are on a per institution basis. Additional representatives to be charged additional nominal cost.</i>	A\$130 includes: <ul style="list-style-type: none"> <li>• Marketing costs including printed materials and social media competition to promote the event</li> <li>• Design and printing of Australian participants' guide</li> <li>• Communication and coordination cost</li> <li>• Transport to and from the venue</li> <li>• Catering costs during official functions.</li> </ul>	A\$275 (1 hour @ A\$275 per hour) includes: <ul style="list-style-type: none"> <li>• Project management of university fairs including liaison with participating international schools and assistance with logistics</li> <li>• In-market industry briefing</li> <li>• Coordination of Australian fair guide to promote participants' capabilities</li> <li>• Coordination of marketing campaign prior to the event (includes direct marketing to international schools and influencers to generate stand traffic)</li> <li>• Post-event follow up with international schools.</li> </ul>
<b>Option 3</b>  <b>Cebu only</b>	A\$385  <i>* Package costs are on a per institution basis. Additional representatives to be charged additional nominal cost.</i>	A\$110 includes: <ul style="list-style-type: none"> <li>• Marketing costs including printed materials and social media competition to promote the event</li> <li>• Design and printing of Australian participants' guide</li> <li>• Communication and coordination cost</li> <li>• Transport to and from the venue</li> <li>• Catering costs during official functions.</li> </ul>	A\$275 (1 hour @ A\$275 per hour) includes: <ul style="list-style-type: none"> <li>• Project management of university fairs including liaison with participating international schools and assistance with logistics</li> <li>• In-market industry briefing</li> <li>• Coordination of Australian fair guide to promote participants' capabilities</li> <li>• Coordination of marketing campaign prior to the event (includes direct marketing to international schools and influencers to generate stand traffic)</li> <li>• Post-event follow up with international schools.</li> </ul>

**FULL PAYMENT:** Payment of the full amount must be paid by the date specified in the invoice.

- Please refer to the event [Terms & Conditions](#) for further detail. Non-payment of the deposit or full payment by the applied deadline will result in the forfeit of your reserved place on the event.
- In reference to the event Terms & Conditions the Withdrawal Period is 30 days.
- Additional terms and conditions may also apply. Please refer to the event Terms & Conditions.
- The direct stand cost and Austrade service fee form part of the total package and you cannot purchase one without the other.
- You may also be eligible to claim some of your marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information visit [www.austrade.gov.au](http://www.austrade.gov.au) or call 13 28 78.

**Note:** A minimum of 20 registrations is required to proceed. Should registrations fall below this number, we will advise if the event will proceed on the same scale.

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## Apply online before 7 February 2017

Apply online at [www.austrade.gov.au/ausunifairphilippines2017](http://www.austrade.gov.au/ausunifairphilippines2017) and our country and industry specialists will review your application. If your application is successful, we will send you an Event Participation Kit to give you all the information you need to prepare. In order to provide the highest level of service to delegates, places are strictly limited.

If you are considering attending this event, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at [www.smartraveller.gov.au](http://www.smartraveller.gov.au). Travel advice is updated regularly on this site.

Your institution may need to be CRICOS-registered before you can participate in this exhibition. To determine your requirements, please visit [cricos.education.gov.au](http://cricos.education.gov.au) or contact [Tina Sendin](#).

Please note that Austrade will work only with clients that maintain appropriate business ethics and demonstrate a commitment to legal obligations, including anti-bribery laws, both in Australia and overseas.

### Key Austrade contacts

If you would like to discuss participating in this event, please contact:

#### **Tina Sendin**

Business Development Manager

Austrade Manila

T +63 2 902 5520

E [Tina.Sendin@austrade.gov.au](mailto:Tina.Sendin@austrade.gov.au)

### Other events of interest

For more information about upcoming Austrade education events please visit the [Education Events Homepage](#).

### Future Unlimited brand

The Future Unlimited brand has been created for organisations whose core business is Australian education and training or the international marketing and promotion thereof. It is a marketing tool to raise the profile of and increase the preference for Australian education.

For further information on how to use the brand, visit [www.austrade.gov.au/FutureUnlimited](http://www.austrade.gov.au/FutureUnlimited).