Chinese Overseas Study Trend Report Released by MOE

Ministry of Education released a comprehensive report on overseas study trend of Chinese students. From 1978 to 2015, a total of 4.04 million Chinese students chose to study overseas, and majority were self-funded. There is an increase of 19.06% per year since then and it is predicted that the trend will continue. In 2015, a total of 520,000 Chinese students went to overseas to study at their preferred destination country, topped by US (37.3%), UK (25.1%), Australia (14.2%) and Canada (12.7%).

It is confirmed that Chinese students have contributed to the further growth of “international mobility” globally, where China has achieved an average growth rate by 17.5% whereas 5.4% globally. There is also consistency with preferred top 10 destination countries between Chinese students and globally.

A trend summary was provided as below:

- “Go younger” – more Chinese families start to send their children to overseas education as early as junior high school.
- There is growth in both private and public schools (school sector)
- Choices are made more rationally than before when students start to take more factors into consideration, rather than just following others. The most considered factors are ranking of disciplines (rather than general ranking), employability and affordability.
- Overseas education has become more affordable by more middle class families.
- More “after-sale” services are required through professional agents to provide students support when they are in country such as consulting how to look for part-time job, how to improve social skills.

CSTVE Visit FedUni China Office

China Society of Technical and Vocational Education (CSTVE) has paid an official visit to FedUni China Office in Beijing on August 23. The visiting group was formed by Ms Pan Ming, Vice Secretary-General, Ms Wang Wenjing, Director of Training Department and Ms Qu Kejia, Program Coordinator from Division of International and Partnership.

The meeting was to discuss a forthcoming teacher’s training program for Beijing Chaoyang Education Bureau, one of the largest educational districts in Beijing, following a successful delivery of such training by FedTAFE early this year. CSTVE would like to engage FedUni for more professional development (training) programs either in China or Australia.

FedUni signed MOU with CSTVE in 2015. Under this partnership, FedUni and CSTVE have jointly conducted a few successful activities in Beijing, including a VET Roundtable together with senior managers from Austrade and local VET institutions in July 2015 and delivery of training to local VET teachers in April 2016. CSTVE found the partnership with FedUni is rewarding and therefore keen to expand projects of collaboration in the future.

CSTVE paid an official visit to FedUni campuses in Ballarat in 2014 and it provided an opportunity for them to learn about the University facilities and services we can provide. Since then, the relationship has grown strongly through training projects.

CSTVE is a national social academic organization under the administration and guidance of Ministry of Education and Ministry of Civil Affairs of China. It is responsible for organizing and developing academic and professional development activities for Chinese vocational and training professionals and promote the reform and development of VET education in China that Chinese government highlight as national strategy from 2010 - 2020.
HUST Staff Successful PD Program at FoST

In this August, Hebei University of Science and Technology (HUST) sent a group of six academic staff to attend a tailor-made four-week professional development program at Faculty of Science and Technology (FoST). The group was led by Professor Cui Jiansheng, the Dean of Faculty of Environmental Engineering and joined by five other key academic staff who will closely work with FoST staff on joint delivery of Bachelor of Environment Science program in Shijiazhuang. The objectives of the program were to share FedUni teaching and learning resources and environment to meet government quality assurance requirements of a joint delivery program in both countries.

HUST group found the visit productive and rewarding. Professor Cui said “we were impressed with resources FedUni Moddle platform provides to students and pleased to know that students of our joint program at HUST campus will have access to them. This visit has given us an opportunity to understand more of FedUni teaching and measurements you have put into to ensure quality at joint delivery programs.”

One of the highlights during the stay is the “dumpling” night when more than 300 dumplings were hand-made by these visiting scholars to share with FedUni staff at their “temporary home” at FedLiving! In addition to work, the group enjoyed their experience of genuine Australian lifestyle in Ballarat and Gippsland. The living “back to nature has given us a relaxing break from noisy and busy city life in Shijiazhuang. It is like a holiday with learning rewards” Prof Li Shuangjiang, Head of School of Environment Science said excitingly.

FedUni as one of the “Rising Stars”, the Most Liked Post

The University’s social media official accounts and Chinese language website have enjoyed the highlight at this month’s promotions that the University has been internationally recognized as one of 20 global universities in The Times’ Class of 2030 Rising Stars, as well as the winning of five-star ratings by “Good University Guide” in the last 8 consecutive years.

The promotions have gained the most “thumb ups” of the month by audience and followers at social media accounts. Some of partner institutions have also reposted.

Chinese people and society are in general ranking-conscious. Ranking and recognition of a university are critical factors when students and their families choose their education experience.

Experience of “Open Day” Shared in China

Promotions of the University's Open Day were planned in this month to share different experience at Australian campuses. What draw eyeballs to the event are hands-on experience at the “Try a Trade Alley” and “try your own” activities offered at Mt Helen and Camp Street, such as race car simulator, VO2 max testing, biomechanics and fitness testing and visual and performing arts demonstrations and galleries.
Education Forum For Asia Visit FedUni Beijing office

On Tuesday August 30, Education Forum for Asia (EFA) paid an official visit to FedUni Beijing Office. The visit was to discuss an opportunity to engage FedUni to join a Chinese international VET network initiated by EFA and three other leading institutions in China. In addition, they would also like to invite FedUni to participate EFA annual conference in November 2016 to be one of the three leading international universities in vocational education and training sector they invited this year.

In the last twelve months, FedUni and EFA have been discussing opportunities to work together to promote and deliver FedUni consulting and capacity building services to Chinese VET institutions and local industry. As a government think tank and high profile education promotion facilitator in China, EFA has great passion to encourage international educational services and cooperation among its extensive network of educational organisations in China and in Asia.

At EFA annual conference in 2014 and 2015, FedUni Vice Chancellor Professor David Battersby and Deputy Vice-Chancellor Academic Professor Andy Smith were respectively invited as keynote speakers to introduce Australian VET system and strengths of dual-sector University as FedUni.

North China University of Technology Visit FedUni

On Monday August 1, a delegation from North China University of Technology (NCUT) from Beijing conducted a visit to the University to seek for cooperation. The delegation was led by Professor Shen Zhili, Vice-President of NCUT and joined by Professor Dong Huining, Associate Dean of College of Humanities and Law. The intention of the visit was to discuss possible collaborations between the two universities.

Professor Shen shared with FedUni international education environment and government polity in China, and enthusiasm of NCUT to explore a close partnership with Australia. Professor Willis introduced FedUni China activities and areas of possible areas of collaborations with NCUT. The discussions then focused on articulation of NCUT programs to FedUni in business, IT, applied science and technology, NCUT professional development
China Team Meet with Chongqing Government Sponsored Students

FedUni China team, Tessa Mao and Rachel Wang, paid a visit to the University’s VET partner, Chongqing Wuyi College at the explicitly hot days when temperature went up to 45 degrees in Chongqing. The visit was to meet with student candidates who are selected to participate in the local government sponsored study program at FedUni in 2017.

The students have completed their diploma of automotive technology program at Wuyi College and are currently studying intensive English to prepare themselves for English competence test IELTS. They are extremely enthusiastic with the Australian study plan therefore work very hard to improve their English skills with the hope to meet English entry requirements of FedUni. We look forward to seeing some of the students in Ballarat in the near future.

FedUni has signed an engagement contract to deliver a 12-month study program to a group of Wuyi College students to improve their work and communication skills before they return to China to work in the local well-known car manufacturer ChangAn Group.

Chinese Education Agency EIC Bought By International Investors

The words were spread well and quickly in the industry in China that a private equity-led group of investors has bought Education International Corporate (EIC) for a reported figure close to $700 million. It is one the most successful stories how an education agency grow from a small labour-intensive service business to a large and possibly financial investment acquisition. This does not surprise many experienced industrial players since it exactly coincides with the trend of continuous growth of Chinese international student market in the last 20 years. EIC has obviously gained the best opportunity of development with an ambitious plan during this period of growth.

EIC is one of the largest education agencies in China, claiming a 13% of market share of outbound Chinese student business. In 2014, EIC sent about 18,500 Chinese students overseas to study. Since its establishment in 2000 in Guangzhou, EIC claim that it has recruited 200,000 students for overseas education providers and 45% enrolled at one of the world’s top 50 ranked higher education institutions. Now it operates in 43 countries and has over 30 branch offices and English preparation and testing centres across China.

FedUni works with EIC for recruiting students from China to Australia. China Team often participates its fairs and activities during peak recruitment season and have built close connections with some of its branch offices.
Chongqing Normal University Student Share Growth Experience at FedUni

The first 2+2 project student Kong, Hao-Yu from Chongqing Normal University has written a long letter to his school mates in Chongqing to share his personal and academic growth in FedUni in the last six months. Hao-Yu has completed the first two years of CNU program and will study two years in FedUni until he is awarded Bachelor degree of Mathematics by both universities.

In this letter, he shared how he went through fear, concern, and aloneness when he arrived in Ballarat in early 2016. He went through how to adapt to Australian life such as left-lane driving, early shut-down of shops, and how to manage time and own finances. “As a young man of 19 years old who never left home and went overseas, it was a huge challenge for me” he wrote. But he grew out of the phase and adapted successfully to the new life, in his words “as long as you have a will”.

He also introduced Australia university teaching and learning environment, how the score was marked and differences in learning and teaching in Australia from China. He recommends that, to succeed in the hurdles of studying environment change, students have to take an active approach in learning than passively at home. Learning in English environment was difficult for him at the beginning but his hard work in actively assisting assistance from dictionary and learning tools, and practice has paid off at the end of the semester. He achieved 3 High Distinctions and 1 Distinction for his four subjects in the first semester!

The International Director of CNU visited FedUni lately to express interest in expanding partnership with FedUni. During the meeting with Professor Mike Willis, PVC International & Partnership and Tessa Mao, Professor Guan comment that Ballarat is good location to concentrate on study for students, therefore, he is going to encourage more students to choose the pathway both universities have established. CNU has signed an articulation program with FedUni at mathematics and IT disciplines.

The below is a snapshot of Haoyu’s sincere letter in Chinese. A well-written piece indeed!