

# AIEC 2010 Review



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Association of Australia

# AIEC 2010 in summary

International education in Australia is suffering major difficulties and facing many challenges. This year's AIEC was a landmark, maybe a breakthrough conference in terms of ideas and alliances for the future. It will go down as one of the most important conferences we have ever held.

The conference theme, **Engaging for the Future**, was a strategic attempt by the international education sector to reach out beyond its own boundaries; to engage with crucial groups such as governments, business, multi-cultural and human rights groups, the media, students and philanthropic bodies to more successfully position international education for the future.

As Stephen Connelly commented in the Opening Plenary:

**"Our current major challenge is to convince Canberra that we have a problem and the benefits of international education are too great to allow this great enterprise to suffer."**

The 2010 conference was especially important because it came at a time when it was more necessary than ever to explain the importance of what we do.

We know that Australia's standing in the world is strongly shaped by education. We know that we have major contributions to make in bringing talent to Australia. As Austrade's chief economist Tim Harcourt pointed out to delegates, half of Australia's exporters and two-thirds of Australia's entrepreneurs were born overseas.

The conference sessions enabled us to assess and evaluate opportunities for engagement with like-minded groups and people of good will across the whole spectrum of Australian society who, like us, see the benefit and importance of international education. These groups have expressed a desire to work with us to clearly articulate this to governments, Federal, State and local, and to the Australian community.

We need alliances with governments, for whom the revenue from international education is critical to economic prosperity. We need to work with business and industry, who need access to skilled graduates, domestic and international, schooled in internationalised classrooms and ready to connect us with the rest of the world.

We need to work with human rights and philanthropic groups for the wellbeing of international students and for the inclusiveness of our Australian society.

It is incumbent on us to look forward, to find solutions, to identify what is in need of urgent attention, and which important matters require long term strategy and investment of resources.

We were fortunate at AIEC 2010 to have had so many quality speakers whose insights are helping us work through these problems. Particular praise and attention were given by delegates to the session involving Simon Anholt; the two facilitated dialogues, *Speaking the Truth to Power: Influencing Political Agendas and Australia's Public Diplomacy: Lessons Concerning "Soft Power"*; the Jenny Brockie plenary, *A Diverse Australia: Multiculturalism, Racism and International Education*; and the Chris Richardson session, *Views From a Leading Economist: Engaging the "Big End of Town"*.

The analyses of our presenters back our call to the Commonwealth Government to support international education and ensure sustainable prosperity for this industry which provides over 125,000 jobs for Australians and brings more than \$18 billion of export revenue to Australia each year.

It is not possible for our political leaders to continue to deny the effect of government policy changes on the viability of our industry. Moreover, international education is enmeshed into the wider economy. If our sector is suffering then the economic well-being of all Australians will suffer.

Media coverage of the conference and the issues addressed was substantial, prominent and positive. Political interest too was high. In addition to Bruce Baird, Senator Brett Mason, the Shadow Minister for Education, attended for the major plenary sessions on the Wednesday. Political contacts have been made within and outside government and will be actively pursued.

The conference succeeded in building up momentum for advocacy across many fronts. We will be taking the messages from AIEC 2010 and putting them to government to inform both politicians and policy makers of the economic peril we face unless international education is nurtured.

At the same time individual industry members will use the lessons from AIEC 2010 to continue and to strengthen their advocacy, including at the local political constituency level, on behalf of this vital educational activity.

Developing our reputation in education and welcoming international students are exactly what is needed to ensure Australia has a prosperous future in the 21st century.



**Anthony Pollock**  
Chief Executive & Managing Director  
IDP Education Pty Ltd

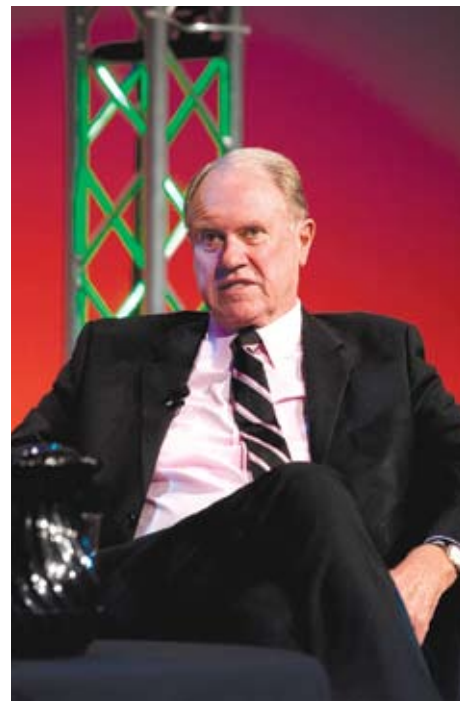


**Stephen Connelly**  
President  
International Education Association  
of Australia

## Conference Report

# AIEC 2010 gets the highest ever 'excellent' rating

This year's conference attracted a near-record audience of over 1,250 including 150 international delegates from 34 countries.



Delegates were treated to four days of learning, discussion, ideas sharing and networking. IDP and co-convenors IEAA put on a stimulating program of workshops, panel discussions, roundtables and sessions that challenged and stretched delegates from across all international education sectors. More than 160 speakers presented close to 80 sessions and workshops in a packed conference program.

### Delegates who completed the post conference survey gave the conference the highest ever 'Excellent' rating of 31%.

While attendance was slightly down on last year's record high of 1,333, representation from key institutions was strong, with schools, VET and English language sectors recording higher than normal representation. Delegate feedback indicated 90% rated their overall satisfaction of the conference as excellent or good; 66% indicated they were likely to attend next year's AIEC in Adelaide.

The conference dinner at Luna Park was voted a standout success. People enjoyed the opportunity to mix in a relaxed environment, eat on demand and enjoy the rides. 62% of survey respondents rated the event "Excellent", well ahead of the previous most popular dinner at Sea World on the Gold Coast in 2005.

**"Simon Anholt was excellent. The theme of National branding is so important in our industry and timeliness was perfect".**

**"I enjoyed most sessions at this conference. I really think this is a successful conference if it's not epic for our industry. All sessions involving how we as an industry can work together to lobby our government and also the opening and closing key note speakers".**

**"Loved Tim Gard finishing off the Conference on a light note. I really appreciate the panels eg. The one on discrimination and the one facilitated by Jenny Brockie (Bruce Baird was part of that panel). And talking to the big end of town. Always appreciate the big picture economist/demographic session.**

**Pity members of the Government weren't present to respond".**

Delegates embraced technology wholeheartedly. There was a great Twitter stream happening in the Jenny Brockie session with audience members using their iPhones, Blackberries and iPads to tweet and engage in a dynamic Twitter discussion on the hot topics under debate.

So let's keep the dialogue going. The discussion on the AIEC LinkedIn page is ongoing – If you have not already joined, then join up, keep in touch and ensure the collaboration and idea-sharing are ongoing. Since the conference, more people have joined the group and it is encouraging that many are using the forum to comment on industry events.

That is what the conference is about: **bringing people together.**

# Keynote Speakers



▲ Libby Lee-Hammond emphasised the need for technology in the classroom

## Welcome plenary

### Professor Sugata Mitra and Associate Professor Libby Lee-Hammond

Two inspirational speakers gave insights into their work with early childhood education, education in remote areas and the need to include modern technology in the classroom.

Professor Mitra, education and technology specialist from Newcastle University UK, addressed the delegates via a pre-recorded video. He outlined the urgent need for children to have access to computers “in an open and free environment”.

He outlined his “Hole in wall” experiment, undertaken in the slums of India, where disadvantaged children were given access to computers. To everyone’s surprise they quickly learned to use them without any adult help.

Association Professor Libby Lee-Hammond, early childhood researcher of Murdoch University, WA, continued the theme of Professor Mitra on the advantages of technology and its varied uses in the classroom.

She described her own work with remote Australian indigenous communities and the success of different methods of teaching using new technology.

As an unexpected result of the plenary collaboration, Professor Mitra and Professor Lee-Hammond have developed a new project based on Professor Mitra’s previous work. Utilising “Skype” technology they are providing students in remote Australian areas with weekly, hour long tutoring sessions with a retired teacher. It is hoped that this lasting, personal relationship will enable the students to engage in learning.



▲ Simon Anholt asked “what’s Australia for?”

## Opening plenary

### Simon Anholt

Simon Anholt is an independent policy advisor, author and researcher. He talked about the ideas of perceptions and the need for an excellent international reputation, highlighting the duty of governments “to pass down the good reputation of their country.”

Anholt defined the term he coined “nation brand”, which categorises the way different nations compete over image. He criticised the prejudice involved with this and questioned the idea of “national branding”, commonly utilised by governments, a compulsion to transform a country’s culture into a “shiny commercial product”. “Why do governments continue to do this?”

AIEC delegates were fortunate to be among the first to hear the world’s perceptions surrounding Australia, compiled from Anholt’s 2010 survey, which asked citizens to rank countries based on a range of different criteria. The data revealed the following results in terms of Australia: 9th most admired country; 10th exports; 5th governance; 13th culture; 2nd people, 6th tourism; 7th investment and integration.

**Anholt argued that improving a nation’s image comes not from telling the world how cool you are but from action and proving your relevancy to economic and diplomatic partners. In other words, what’s Australia for?**

Education as catalyst for positive change was a recurring theme and Anholt suggested that Australia be proactive and become the first country to teach anthropology from a young age. This he believed would help break down racial barriers and make youngsters genuinely want to learn and be curious about other cultures rather than being forced to tolerate them.



▲ Tim Gard likes to give away freebies (free Bs!)

## Closing plenary

### Tim Gard

Tim Gard’s hilarious closing plenary presentation highlighted his comic vision and how this helps to see the humour in bizarre or stressful situations. Most of the audience certainly identified with his experiences in international travel, like being allocated the middle seat on a long flight at the back of the plane next to the toilets, and made notes on his tips on how to get upgraded to first class. (tip: be *really* nice to the flight attendants.) His other tips were on making sure you don’t lose your luggage (a rubber chicken with its feet sticking out of the case, or a *huge* sign on the side saying “Stop! this is not your bag”), or offering to pay with a card with the printed words “This is a major credit card” with “Some other form of identification” on the other side, had everybody laughing.

Tim never travels without his ‘props’, which include his very own policy manual – an official looking book with such gems as “**Example: Policy 2000.2 - Hotel Reservations.** If I request and reserve a non-smoking room at any hotel and that property then gives my non-smoking room away to another guest(s) prior to my arrival, then said hotel is required by law to upgrade me to a non-smoking suite at no additional cost to me. No exceptions.” Tim assured us that this actually works... and even has some blank pages in his manual to quickly hand-write new policies on the fly.





## A delightful location for the conference dinner



Luna Park – what a fabulous setting: the giant Ferris Wheel framed by the span of the famous bridge, magnificent views across Sydney harbour, city lights glittering on the water and, after a week of rainy weather, a warm and balmy evening. The perfect venue for the AIEC 2010 conference dinner.



IDP, the dinner sponsor, had waved a magic wand so for one memorable evening delegates could enjoy being a child again. Entering through the iconic laughing mouth, crowds followed the winding blue path and delighted in fairground rides – screamed on the Wild Mouse, released their hidden demon driver on the Dodgem Cars and laughed on the Tango Train.



Australia's only authentic 1930s fun house, Coney House, was rebranded the IDP Fun House for the night. It was choc-a-bloc with retro fairground attractions, like the wonky walk, giant slides, and the Joy Wheel.

An AIEC conference dinner wouldn't be the same without dancing: and a great evening ended with dancing till midnight in the Crystal Palace.

# Conference Program Highlights

This year's theme was **Engaging for the Future** and many critical issues emerged identifying the importance of engaging with the broader community and maintaining engagement and connection. We can only touch on the outcomes that emerged from a rich and diverse program, but we hope they can be catalysts for ongoing discussion and negotiation.

Copies of most of the presentations made during the conference program can be accessed at [www.aiec.idp.com](http://www.aiec.idp.com)



## Welcoming students

Australia has suffered a blow to its reputation as a welcoming destination for international students over the last year or so. We need to reclaim our good character and not only open the door for students seeking a first-class education; we need to put down the welcome mat as well. There were several sessions in the program that looked at how we can do this.

### More than just a roof over my head

Ainslie Moore from Universities Australia presented an overview of research conducted with 36 Australian universities into the provision of accommodation for international students.

Universities Australia has a ten point action plan to address accommodation issues, including cooperation with governments, local authorities and housing industry representatives to ensure the availability of sufficient affordable and secure accommodation for all students including international students upon arrival. This would involve considering innovative finance mechanisms to assist both the students and the construction arrangements, such as a fund akin to the Education Investment Fund to support this at appropriately sustainable levels.

## Student Welcome 2010 at Melbourne Airport

In 2010 the Student Welcome Desk program provided a welcome service at Melbourne Airport for six weeks during the peak intake periods of international students before Semester 1 and 2 commencement.

The initiative by the Office of Knowledge Capital in conjunction with the City of Melbourne, with support from twenty sponsoring organisations was intended to enhance Melbourne and Victoria's reputation. .

An important part of the project was to provide volunteer opportunities and social inclusion for international students currently studying in Victoria. Of the 210 volunteers 90% assisting students were international students themselves. Volunteers distributed 17,000 welcome kits at Melbourne Airport with contents addressing the welfare and well-being of newly arriving students.

There are plans to continue the student welcome desk initiative in 2011.

## Student safety

**Think before: a student safety initiative – how attacks on international students inspired a grassroots response.**

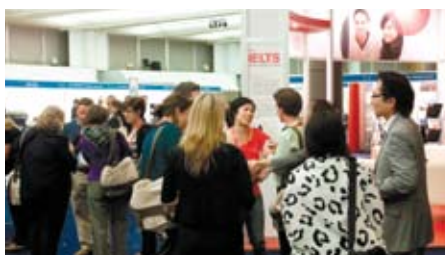
Attacks on Indian students and workers in Melbourne and Sydney in 2009, prompted the Victorian Police to consider how safety measures could be implemented for foreign students. It was suggested that SMS and social networking sites would be more effective in reaching foreign students.

This resulted in a nationwide campaign where an animated character "George" was created, who became active on both English and foreign language social network sites – students were encouraged to become George's friend.

One of the most important initiatives was to promote **Think Before** on Facebook and in pre-departure information, orientation and newsletters for foreign students to get information to the right people at the right times.



**think** before



### Visa regulations

The changes in the Skills Occupation List have caused uncertainty for international students;

#### The Role of Skilled Migration in Meeting Australia's Future Workforce Needs

Robyn Shreeve from Skills Australia led a session on how we can best ensure Australia has the workforce capability required for a productive, sustainable and inclusive future.

Australia currently has an ageing workforce with many "baby boomers" approaching retirement. Skilled migration plays a significant role in supplementing the supply of qualifications, and if domestic supply remains at current levels, these deficits may be made up through Australia's skilled migrant intake.

The current capacity of our tertiary education system will need to increase by 3% p.a, with workforce participation rising from 65% to 69% to deliver the qualifications and skills Australia requires.

Skills Australia has found the labour market is effective in meeting skills needs but there are particular 'specialised' occupations where intervention is required. A common planning framework and an ongoing collaborative effort is needed involving Skills Australia, the Department of Education, Employment and Workplace Relations, the states and territories, industry, education providers and Industry Skills Councils.

#### International trends in Student Visa Grants

The session compared student visa grants across the Main English Speaking Destinations from the top five source countries as well as visa policy and processing parameters.

Australia is the only country where the student visa policy requirements vary by nationality of the applicant and by sector. The minimum qualifying requirements, though perceived to be onerous and time consuming are comparable with most countries with the exception of the funding requirement for living costs during the study period.

Change of course onshore and work rights of dependents are more generous in Australia compared to other destinations. However, the Australian Student Visa Application Fee is more expensive and average processing time is also longer when compared with other MESDs. Further, the strong Australian dollar coupled with slower visa processing and higher visa costs could reduce the number of student visa applications to Australia.

Australia operates a large and comprehensive and sophisticated student visa program and is constantly evolving in an attempt to further streamline policy and procedures, attract genuine students and reduce visa fraud and non-compliance.

### Migration

#### Study-Migration Pathways for international students in Australia.

This session provided a comparative overview of the current pathways for skilled migration for international graduates in the Main English Speaking Study Destinations.

While all five destinations provide pathways for qualified international graduates to acquire post study work experience, achieving permanent residency is a two-step process – international graduates need to first become skilled workers and then transition to skilled migrants.

From July 2001 the three year professional experience eligibility criteria was waived and international students in Australia are able to qualify for permanent residency by completing an approved qualification. However, as a result of the subsequent General Skilled Migration (GSM) reforms international students continue to have the opportunity to get permanent residence in Australia only if they have the necessary qualifications, skills, work experience and English language proficiency required by an Australian employer willing to sponsor them.

Though the recent GSM overhaul in Australia decoupled the education-migration nexus and removed perverse incentives in the study-migration pathway, the migration policy framework is comparable to that of other countries. All countries are striving to attract the 'best and brightest' through recruitment strategies which target the right segments of students, nurture them through the course to provide a good experience and facilitate graduate outcomes.

### Technology/connectivity

#### Working in the 21st century environment to get the Australian message across.

The Indian student protest against violence in 2009 sparked widespread media coverage on Indian cable networks, but it was not through Indian correspondents in Australia; the stories were recorded on mobile phones and sent by students to Indian media outlets.

According to Indian journalist Neena Bhandari, each outlets gave its own version of events and many played up the racist card.

Greater communication with overseas students would be achieved by finding out what mobile phone providers and handsets



are being used and the social networks they subscribe to in order to reach more students in this fast-growing form of viral media.

### The future

#### Futurecasting International Students: AIEC 2010 research summary.

A year can be a long time in international education, so what's changed?

In August 2010, IDP conducted an online survey of 3,139 current and potential international students. Results were presented during the *Futurecasting International Students* session at the conference.

Key findings from the study included:

#### Australia's continual strengths:

- Drivers of choice remain consistent with the 2009 study with employment prospects, affordability and recognition cited within the top five variables.
- Reputation, recognition, rankings, employment, safety, affordability remain lexicons of choice.
- Very high and consistent satisfaction for overall study experience, teaching facilities and quality of course content.

#### Significant impacts:

- Visa access, pathways, accommodation options, lifestyle, safety and residency continuing to dominate perceptions of Australia.
- 61% of existing students and 48% of prospective students strongly agreed that the costs of education in Australia have increased in the past year.

- Over one third of students acknowledged that finding full-time employment in Australia would prove very difficult.
- Very high satisfaction for safety in the community although indications are this has fallen since last year.
- 43.6% indicated changes to the Skilled Migration Programme have disadvantaged their chances of obtaining PR; 24.2% question whether Australia is the right place to study.
- Students perceive their parents concerns focus on affordability, passing exams, employment and safety.

### Internationalisation

#### Engaging academic staff in internationalisation: perspectives from the UK and Australia

Professor Elspeth Jones (Leeds Metropolitan University, UK) and Associate Professor Betty Leask (Australian Learning and Teaching Council) provided perspectives on engaging academic staff in curriculum internationalisation. Professor Jones reported on the impact of short-term (3-4 weeks) international volunteering on staff from Leeds Metropolitan University.

Over a five year period staff had volunteered in 17 countries and reported having developed a range of skills including flexibility and open-mindedness and a greater understanding of the needs of international students and those from different ethnic and cultural backgrounds as well as having gained inspiration for student projects, internships and research projects.

Associate Professor Leask reported on some of the key findings to date of an Australian Learning and Teaching Council funded National Teaching Fellowship focused on internationalisation of the curriculum in action. Key to the program were well designed, communicated, managed and supported institutional policy, school-based leaders, experts and enthusiasts, recognition and reward for effort in internationalisation of the curriculum through promotion structures and a strong team culture within a program team.

#### Reconceptualising the *international* in international higher education: moving towards cosmopolitan outcomes

Dr. Sarah Richardson, Senior Research fellow at the Australian Council for Education Research (ACER) reported on key findings of the most recent collection of the Australian Survey of Student Engagement (AUSSE) data on engagement of international and domestic students in international and intercultural activities.

Dr Richardson highlighted only half of the students recount regular conversations with students who are different to themselves in terms of religion or ethnicity – with the likelihood of doing so actually diminishing as the length of time spent at university increases. Despite the presence of international students in Australasian universities, this suggests that many students do not engage with the most fundamental aspects of internationalisation; further data from the AUSSE indicates that they do not feel that their institutions encourage them to do so either. Dr Richardson's presentation raises important questions about how this issue might be addressed in different institutions.

# 2010 IEAA Awards



▲ Eileen Tyson (Executive Director, Client Relations ETS, sponsor of Leadership Award 2010) and Rod Jones (CEO Navitas) 2010 winner of the Excellence in Leadership Award.



▲ David Harrington (Managing Director, Hobsons Asia Pacific, Sponsor of Best Practice/Innovation Award 2010) and Bill Spurr (Chair Education Adelaide), representatives for the Student and Community Support Program – Study Adelaide team, 2010 winner of the Best Practice/Innovation Award.



▲ David Harrington (Managing Director, Hobsons Asia Pacific, Sponsor of Best Practice/Innovation Award 2010) and Laurie Ransom (General Manager Academic Skills Unit the University of Melbourne), representatives for the Diagnostic English Language Assessment (DELA)-University of Melbourne team, 2010 winner of the Best Practice/Innovation Award.



▲ Helen Cook, IEAA, Professor Robert Stable, Vice-Chancellor and President, Bond University, Professor Ray Gordon Director MyBondMBA Bond University (Best practice/innovation in international education), David Harrington and Stephen Connelly

The 2010 IEAA Awards for International Education seek to recognise good practice and celebrate the outstanding contribution of individuals and teams to Australia's reputation for quality and innovation in international education.

The IEAA Awards offer the opportunity to showcase initiatives from higher education, vocational education and training, English language, schools and pathway programs. The awards are targeted at individuals and work teams or projects rather than institutions.

## Outstanding Leadership in International Education

This award recognises a professional colleague who has at least 10 years experience, an appreciable portion of which has been in policy making positions in organisations or institutions with a significant role in international education.

**Winner:** Rod Jones, CEO Navitas

## Best practice/innovation in international education

This award recognises the work of an individual or team that has contributed to international education through a groundbreaking development in a area including, but not restricted to, international development, internationalisation of the curriculum, marketing and communication, support

programs for international students, pathway initiatives, mobility program or social inclusion activities.

**Winner 1:**  
**Diagnostic English Language Assessment (DELA)**  
**University of Melbourne**

**Nominees:** Laurie Ransom General Manager Academic Skills Unit the University of Melbourne, Professor Pip Pattison Pro-Vice Chancellor (Learning and Teaching) the University of Melbourne, Professor Geoff Stevens President Academic Board the University of Melbourne, Kellie Frost Language Testing Research Centre the University of Melbourne

**Winner 2:**  
**Student and Community Support Program**  
**Study Adelaide**

**Nominees:** Bill Spurr Chair Education Adelaide, Mark Osborne Public Relations Manager Education Adelaide, Tejinder (TJ) Malhi Student and Community Support Program Manager, Education Adelaide

**Winner 3:**  
**My Bond MBA - Bond University**

**Nominees:** Professor Ray Gordon Director MyBondMBA Bond University, Anita Unwin Program Advisor MyBondMBA Bond University, Dr Kenichi Ohmae President and CEO of Business Breakthrough Inc Japan and Professor of Global Strategy School of Business Bond University, Kazushi Wakabayashi Program Leader MyBondMBA Business Breakthrough Inc, Japan.

# The exhibition hall: a great social hub

The exhibition space was sold out in the exhibition hall and suppliers of goods and services to the industry were on hand to discuss their range of services and opportunities for partnership with delegates. The space, which was used for morning and afternoon tea, lunch and the Welcome Reception on Tuesday night, was a great social hub and fully utilised by the many delegates who used the AIEC for networking purposes.



# IDP and IEAA thank the following organisations for their sponsorship and support of the AIEC 2010.

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The Australian International Education Conference 2010 was co-hosted by IDP Education Pty Ltd and the International Education Association of Australia (IEAA) and supported by a joint IDP/IEAA conference management committee

**Helen Cook:** Vice President IEAA and Associate Director, Client Relations, ETS TOEFL

**Stephen Connelly:** President IEAA and Deputy Vice-Chancellor (International & Development) RMIT University

**Tim Dodd:** Manager, Communications & Corporate Affairs, IDP Education Pty Ltd

**Louise Goold:** Director, Murray-Goold International

**Associate Professor Betty Leask:** Dean Teaching & Learning, Division of Business, University of South Australia

**Poh Lee:** Manager, Client Relations, IDP Education Pty Ltd

**Julian Longbottom:** Director Global Marketing & Research, IDP Education Pty Ltd

**Dennis Murray:** Executive Director, IEAA

**Davina Park:** Conference Manager, IDP Education Pty Ltd

**Matt Wingrave:** General Manager, The Epic Team Pty Limited

Our sincere thanks and appreciation to the 160 speakers who presented close to 80 sessions and workshops in a packed conference program, to the chairs who kept the sessions on track and to our volunteers who brightened the conference both with their vibrant orange tee-shirts and happy dispositions.



**For further information regarding opportunities to participate in the Australian International Conference as a sponsor or exhibitor in Adelaide, 11-14 October 2011 contact:**

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# aiec

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education conference**

**11-14 October 2011**

Adelaide Convention Centre, Adelaide, South Australia



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