

## Our Clients

A sample of current and past clients includes:

### Language

don Quijote, Spain  
Language Specialists International, England  
The London School of English  
London School of English International  
The New England School of English, USA  
SIS International College, Australia  
Insearch Institute of Languages, University of Technology, Sydney

### Hospitality and Tourism

French in Normandy, France (Language and Hospitality)  
Stenden Rangsit University, Thailand

### Creative Arts and Design

Accademia Europea di Firenze, Italy (Language and Creative Arts)  
JMC Academy, Australia  
North Oxfordshire School of Art and Design, England  
Photography Studies College, Australia  
The Computer Graphics College, Australia

### Higher Education

Australian National University  
CHN University, Netherlands  
Flinders University of South Australia  
The Hague University of Professional Education, Netherlands  
The Geneva Business Institute, Switzerland  
The Hanze University Groningen, Netherlands  
The Scholar Ship, Global  
The University of Portsmouth, England  
The University of Winchester, England  
The University of New England, Australia  
The University of Wollongong, Australia

### Vocational

Northern Melbourne Institute of TAFE, Australia

### Schools

Mater Christi College, Australia

### Development Consulting

Cinop, Netherlands  
iE&D Consulting, Netherlands  
Mentor International, Thailand

### Government

Enterprise Ireland

### Research

Euclid International Research and Consulting, UK



### A network of associates

IVE is part of a world-wide network of consulting partners, each offering various specialisations and regional expertise in international education, including: student recruitment; project management; aid-funded development; print management and materials distribution; delivery of market intelligence; market entry strategy development and implementation.

### Countries we work in

Cambodia, China, Hong Kong, Indonesia, Japan, Laos, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam

Tailored market entry strategies

Over 20 years experience in the international education sector

Broad agent network

Collaboration with other consulting firms

Efficiency and quality control

Time-saving and cost-effective strategy



### International Vision Education

Level 2, 423 Bourke Street, Melbourne  
Victoria 3000 Australia

Ph: +61 3 9917 2820  
Fax: +61 3 8648 5934

Email: [info@ive.com.au](mailto:info@ive.com.au)

[www.ive.com.au](http://www.ive.com.au)



International student recruitment and  
project management strategies for a global  
education environment

## Who we are

### A global context

International Vision Education is the perfect model of a small company that operates within a truly global context. It is an Australia-based consulting firm, but its core clientele are educational institutions in North America, Australia, the United Kingdom and Europe. IVE works for these clients to generate recruitment channels and transnational education opportunities in East Asia. On a daily basis it provides links between individuals and organisations across four continents.

### East Asia specialists

International Vision Education provides specialised marketing and transnational project management services for educational institutions seeking to penetrate the Northeast and Southeast Asian markets. Individual strategies are managed primarily by IVE's Managing Director, Peter Gainey. IVE works in collaboration with a set of consulting firms across the globe, each with expertise in the full range of education sectors and substantial background in the management and promotion of international education agendas.

### Services:

- market entry strategy development;
- long-term marketing strategy implementation, involving frequent visits to the markets;
- business plan development for off-shore campuses and joint venture projects;
- international education program management;
- internationalisation process reviews and audits;
- international project feasibility studies;
- staff development training;
- recruitment agency relationship management;
- participation in aid-funded development projects;
- management of the design, printing and translation of all international marketing materials.

Visit our website  
[www.ive.com.au](http://www.ive.com.au)

IVE has long-term clients in the United States (ESL), the United Kingdom (ESL and HE), France (language and VET), Italy (language) and Australia (VET and HE). It also regularly undertakes shorter term consultancies for the VET, HE, Language and Schools sectors.



### Managing Director

Peter Gainey has a Masters degree in International Education and over 20 years experience in the field.

### This includes:

- seven years as director of International Office Japan for three Australian Universities;
- two years heading up the Australian National University's Asia Regional Office in Bangkok;
- one year as a consultant to the Australian HE, TAFE and ELICOS sectors in Vietnam, and
- ten years as the managing director of International Vision Education.

### Case Study: CHN Thailand project

In 2005, IVE worked together with CHN University, Netherlands, and Rangsit University in Thailand to determine industry and market demand for a joint Thai-Dutch International Hotel Management degree, to be delivered in Thailand. IVE subsequently collaborated with CHN to develop the business and marketing plans for the venture, which had its first intake in 2006.

## Recruitment Strategies

### An outsourcing model

To enhance student recruitment performance, individual strategies focus on developing recruitment networks across the East Asia region that feed into client institutions. Two key sources of students are education agents and institutional alliances with junior colleges, specialist colleges, universities and secondary schools. Various other activities form the strategy, such as student fairs, seminars, workshops and advertising campaigns.

The success of this approach to international education marketing - i.e. why it is viable to outsource - is in IVE's fundamental strength of having access to a remarkably broad range of institutional and agency contacts across the region, built up over ten years running education promotional offices across East Asia and another ten years of consulting in the region.

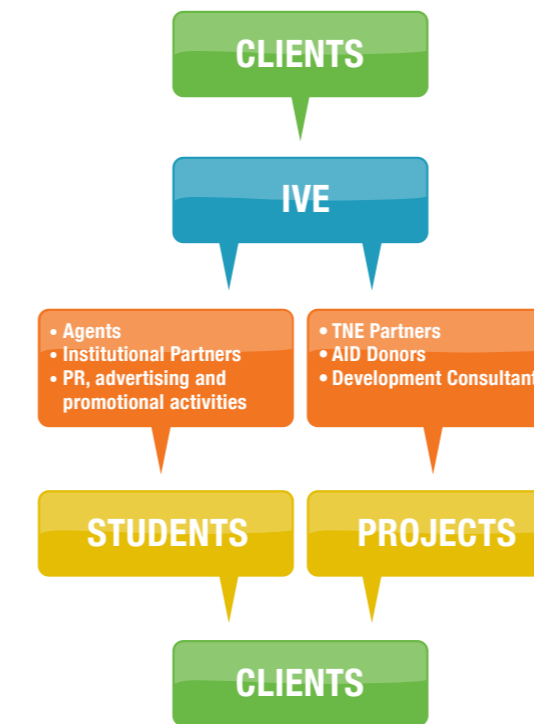
In markets where personal connections are paramount, using a consultant who can assist an institution to circumvent years of relationship-building makes sound business sense and helps realise a much faster turnaround on investment.

### Indonesia office

IVE operates a representative office in Jakarta, Indonesia, in partnership with Sydney-based Edex Services, under the Offshore Education Services (OES) brand. The office acts as a representative office, developing recruitment channels for institutional clients in this very large but under-served market.

This strategic location also enables us to track TNE and development project opportunities locally and facilitate the use of local consultants from within Indonesia and through the wider East Asia region. The Jakarta office can also serve as a project base and facilitation centre in Indonesia.

For more details about international partnership opportunities see  
[www.londonschool.com](http://www.londonschool.com)



### Partnership: London School of English International

The London School of English is the oldest accredited English language school in the world, established in 1912. IVE's Managing Director, Peter Gainey, is also a director of London School of English International, a company created to set up branch campuses and franchises around the world. In 2005, the first full franchise operation was established in Daegu, South Korea.

## Transnational Education & Development Projects

IVE has the capability to deliver consulting services in the following transnational education project-related areas:

### Project assessment

Determining if a proposed transnational educational project is viable, sustainable and will satisfy the needs of its host country.

### Partner identification

Assisting funding agencies and education project investors to find the most suitable local partner/s to implement the project.

### Feasibility studies & market research

Identifying market opportunities and determining local demand for specific disciplines and skills outcomes from the proposed training.

### Business plan preparation

Preparing business plans, or contributing to/advising on business plan development.

### International education program management

Offered as an umbrella program management service or stand-alone services, including:

- quality control,
- internationalisation,
- acquisition of staff,
- curriculum development,
- staff development training,
- project marketing.



### Case Study: Syiah Kuala University

### Project:

Upgrade and internationalize the International Law program at Syiah Kuala University. This includes increasing international linkages, updating curriculum and phasing in new English-taught subjects, and improving the English proficiency of staff and students.



Location:  
Aceh, Indonesia

### Summary:

IVE was contracted by a Dutch project management team to coordinate the most intensive element of the project, which is to provide English training to students planning to undertake the International Law program in English. IVE also coordinated intensive pre-departure English training for lecturers being sent abroad to undertake Masters programs in International Law. IVE acts as an interface between the Dutch project management team, the Aceh partners and the ESL training companies that are contracted to deliver the training, onsite and offsite.