### IEAA TRANSNATIONAL EDUCATION FORUM 2019

Thursday 1 – Friday 2 August 2019

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| 9.00am| WELCOME                                                                 | • Hon Phil Honeywood  
Chief Executive Officer, IEAA |
| 9.15am| THE IA-CEPA AND IMPLICATIONS FOR TNE WITH INDONESIA                    | • Elizabeth Campbell-Dorning  
Counsellor (Education and Science), Australian Embassy in Jakarta  
• Janelle Chapman  
Executive Director, TAFE Queensland International  
• Tim Gilbert  
International Business Development Manager, Melbourne Polytechnic  
• Professor Andrew MacIntyre  
Senior Pro Vice-Chancellor (Southeast Asia Partnerships), Monash University  
• Tim Martin  
Trade and Investment Commissioner (Jakarta), Austrade |

This panel will offer insights to policy, regulatory, trade and commercial considerations for delivery of transnational education in Indonesia. This includes models of engagement and actions the Australian Government is taking to enhance the operating environment. It will be followed by a number of case studies from institutional representatives outlining their current and future TNE engagement in Indonesia.
11.00am

MALAYSIAN-BRITISH DUAL DEGREES: EMERGENT TRANSNATIONALISM IN SOUTH EAST ASIA (SEA)

- Cheng Mien Wee
  Executive Director, Sunway College

SEA’s cross-border higher education reforms have materialised twinning programs, dual degrees and branch-campuses. Studies have focused on technical and rational aspects of collaborative programs and state regulations. Little is known about social histories and cultural orientations. Some describe SEA’s cross-border programs as ‘international’ or ‘transnational’ forms of higher education. But, many parts of SEA are former European colonies. This raises the question about who and what culture SEA’s higher education programs reflect. This presentation will address these questions through the Malaysian-British dual degree programs in Malaysia.

Interviews with curriculum workers at Malaysian private universities reveal a ‘hybrid’ space, conflicted by the dichotomies of ‘local-foreign’, ‘national-global’, and ‘public-private’ ways of doing higher education. This hybrid cultural formation – linked with movement of people, knowledge and capital – indicates an emergent ‘transnationalism’. This knowledge about Malaysia’s cross-border reforms suggests new ways of conceptualising and culturing SEA’s cross-border higher education in globalising times.

11.40am

VIRTUAL STUDENT COLLABORATION IN PATHWAYS

- Rachel Chamberlain
  Manager, Learning and Teaching Development, Monash College

- Mia Olerhead
  Discipline Co-ordinator and Teacher (Humanities), Monash College

This presentation reports on an emerging initiative which seeks to create opportunities within the curriculum for students to engage in transnational collaborative learning and teaching activities. The pilot project has sought to reimagine traditional in-class discussions and group work tasks as learning and teaching activities no longer confined to one location. Through the use of available technology, students and teachers have been able to trial class debates and collaborative group work projects involving students from both Melbourne and Kuala Lumpur.

While the pilot project is still in its early stages, the benefits for students, staff and the program more broadly are clear. This presentation will share the perspectives of teachers, students and overseas providers on the benefits and challenges of the project and will discuss the implications for future practice.
12.20pm  TRANSFORMATIVE GLOBAL EXPERIENCES FOR TNE STUDENTS AT SCALE

- **Sam Baillie**  
  Associate Director, Global Entities and Experiences, RMIT University

- **Kate Rintoul**  
  Manager, Global Experiences, RMIT University

Are we really equipping our transnational students with the skills and competencies to succeed in the 21st century? How do transnational education providers meet the ever more pressing challenge of getting our students ready for the globalised world of work?

RMIT launched an innovative series of Global Leadership Programs (GLP) in 2018 to give transnational education students an opportunity to access transformative global experience overseas, on-campus and online. With a focus on building cultural intelligence and leadership skills, the programs are delivered in collaboration with Common Purpose at RMIT’s transnational education locations in Asia and online. The session will share how RMIT created 929 new global experiences for their transnational students in less than one year.

1.00pm  LUNCH

1.40pm  ESTABLISHING TRANSNATIONAL MICROCAMPUSES ACROSS ASIA: THE UNIVERSITY OF ARIZONA STORY

- **Hillary Vance**  
  Director, Southeast Asia Programs, University of Arizona (Cambodia)

The effectiveness of transnational higher education requires appropriate contextualisation and avoiding a one size fits all model. The University of Arizona has launched three microcampuses across Asia: Qingdao, China; Phnom Penh, Cambodia; and Jakarta, Indonesia.

This presentation explores the implementation of these programs and the research that has been conducted based on the students, faculty and administrators at the UA microcampuses in Asia.

2.30pm  AFTERNOON TEA
### WHERE TO NEXT WITH MICRO-CREDENTIALS: HOW AND WHY?

* Professor Beverley Oliver  
  Professor Emerita, Deakin University

In a climate where tertiary institutions and policy makers are increasingly focused on employability, micro credentials (stand-alone or as value add to a degree) can be a key channel to enhance industry aligned, experiential learning and employability.

This presentation canvasses recent developments and trends related to new and emerging micro-credentials and examines some of the major developments in detail, including the emergence of lower-priced MOOC-based degrees intended for on- and offshore online learners. It will also include recommendations as to what is required to make micro-credentials work for learners (pre-and post-Bachelor), employers and providers.

### DIVORCING YOUR PARTNER AND MAKING A CLEAN EXIT

* Peter Harris  
  Deputy Convener, Transnational Education Network, IEAA;  
  Chief Business Development Officer, UTS Insearch

* Dr Fion Lim  
  Educational Quality Coordinator, Victoria University

* Matthew Taverner  
  Director International Engagement, Flinders University

You can’t expect a partnership to last forever, but when it’s time to call it quits, how do you work your way through the divorce without having to go through WWIII?

In this workshop, we will share ideas and experiences in navigating the many legal and regulatory issues, communications and risk management, academic governance and teach out planning, as well as financial and commercial considerations when exiting a TNE partnership.

### NETWORKING DRINKS

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<td>PERSPECTIVES FROM THE UK: GOVERNMENT STRATEGY, POLICY AND POLITICS AND TNE 4.0</td>
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|         | • Aisling Conboy  
|         |     Higher Education Specialist, Department for International Trade, UK Government |
|         | • Eduardo Ramos  
|         |     Head of TNE, Universities UK International |
|         | • Dr Esther Wilkinson  
|         |     Head of international, JISC |
|         | The UK is at the heart of major political change, and with no end in sight in the short term, the UK TNE sector is responding with a shifting landscape, particularly in response to Brexit. This video presentation brings together experts from the Department of International Trade, Universities UK International and JISC, to provide an overview of the UK Government’s new international education strategy: ‘Global Potential, Global Growth’, and its implications for institutions not just in the UK but across the globe. This presentation will also touch on the increasingly critical role that new technologies will play in future models of TNE. |
| 9.30am  | ASQA UPDATE                                   |
|         | • Jane Connellan  
|         |     Manager, Regulatory Operations Projects |
| 10.10am | TEQSA UPDATE                                  |
|         | • Anthony McClaran  
|         |     Chief Executive, Australian Tertiary Education Quality Standards Agency (TEQSA) |
| 10.50am | MORNING TEA                                   |
SHAPING AUSTRALIA’S FUTURE TNE STRATEGY: ALIGNING GOVERNMENT, INSTITUTIONAL AND REGIONAL PRIORITIES FOR FUTURE GROWTH

- **Rebecca Hall (Moderator)**
  Global Education Lead, Austrade

- **Jen Bahen**
  Director for International Education, TAFE Directors Australia (TDA)

- **Steve Berridge**
  Vice President, Future Students & International, Victoria University

- **Neil Fitzroy**
  Regional Director, Oceania, Navitas

- **Anthony McClaran**
  Chief Executive, TEQSA

- **Jeffrey Smart**
  Director and co-Founder, The Lygon Group

There is much debate in the global education sector regarding diversity, sustainability and innovative delivery models in transnational education. Australian education institutions are refocussing on how TNE can and should be nurtured to meet ever-changing and increasing demand from students, governments, markets and industry, both locally and internationally.

This panel session will discuss issues such as:

- How can we maintain Australia’s current reputation as a source of quality TNE, particularly within the Asian region?
- What leadership and support can we expect from government and regulators in terms of direction and policy setting?
- What could emerge as potential game changers in terms of models, delivery and market specific opportunities?

12.20pm  LUNCH
EMERGING MARKETS: INDIA, SRI LANKA, PHILIPPINES AND MYANMAR

- Peter Coleman
  Trade Commissioner, Mumbai

- Taliesin Raeburn
  Trade Commissioner, Singapore; ASEAN Education Lead

India, Sri Lanka, Myanmar and the Philippines are experiencing strong growth in TNE. In this session our Trade Commissioners in Mumbai and Singapore will provide a snapshot via video presentations of the following in each of the markets:

- Regulatory environment and host government support
- Established models of TNE collaboration
- Opportunities for new models / types of engagement
- Market demand for TNE.

ENHANCE THE UK TNE STUDENT EXPERIENCE: A CASE STUDY FROM DUBAI AND SINGAPORE

- Fabrizio Trifiro
  QA Manager, International / TNE, Quality Assurance Agency (via Zoom)

- Michelle Yam
  Chief Registrar, Private Education Regulation Division, SkillsFuture Singapore (SSG)

This session will report the findings of a pilot exercise carried out jointly by the UK Quality Assurance Agency for Higher Education (QAA), the Knowledge and Human Development Authority (KHDA) of Dubai and the Committee for Private Education (CPE) in Singapore.

This joint project is an example of innovative practice in cross-border cooperation between quality assurance agencies to improve the efficacy of their efforts to ensuring that TNE students get a quality and relevant education. It shows the potential of using similar instruments more systematically to inform a better understanding of the challenges facing TNE students in different operating environments and inform risk based and targeted quality assurance activity.

AFTERNOON TEA
**3.00pm**  
**BRANDING, IDENTITY AND MARKETING IN TNE**

- **Tim Bowden**  
  Senior Consultant, AeroPM Management Consulting

- **Jenny McHendrie**  
  Group Manager, Audience Marketing, Strategic Marketing and Communications, Monash University

- **Hillary Vance**  
  Director, Southeast Asia Programs, University of Arizona (Cambodia)

- **Cheng Mien Wee**  
  Director, Pre-University Studies, Sunway College

TNE operations delivered in partnership with providers are often characterised by the dilemmas of balancing multiple identities and brands, fostering a sense of belonging to the home vs the host institution, and ensuring alignment with brand propositions, communications and processes.

This workshop will explore the following areas:

- Fostering student belonging and community through brand and identity
- Partner support and tools
- Balancing multiple brands
- Best practice in communication and processes
- The provider perspective

**4.00pm**  
**CLOSING REMARKS**

**4.15pm**  
**CLOSE**