

Problem

Covid-19 global travel restrictions have discouraged international students from applying to study in Australia.

Client



Client need

Client is a Registered Training Organisation wanting to create a workaround that will motivate students to enrol and still adhere to the rules of Regulators

Commitment

To ensure that Client's solution could create a workaround and meet regulations set by governing bodies.

Collaborate with all relevant stakeholders and overcome the current challenges.

Role

Project Lead and Chief Designer

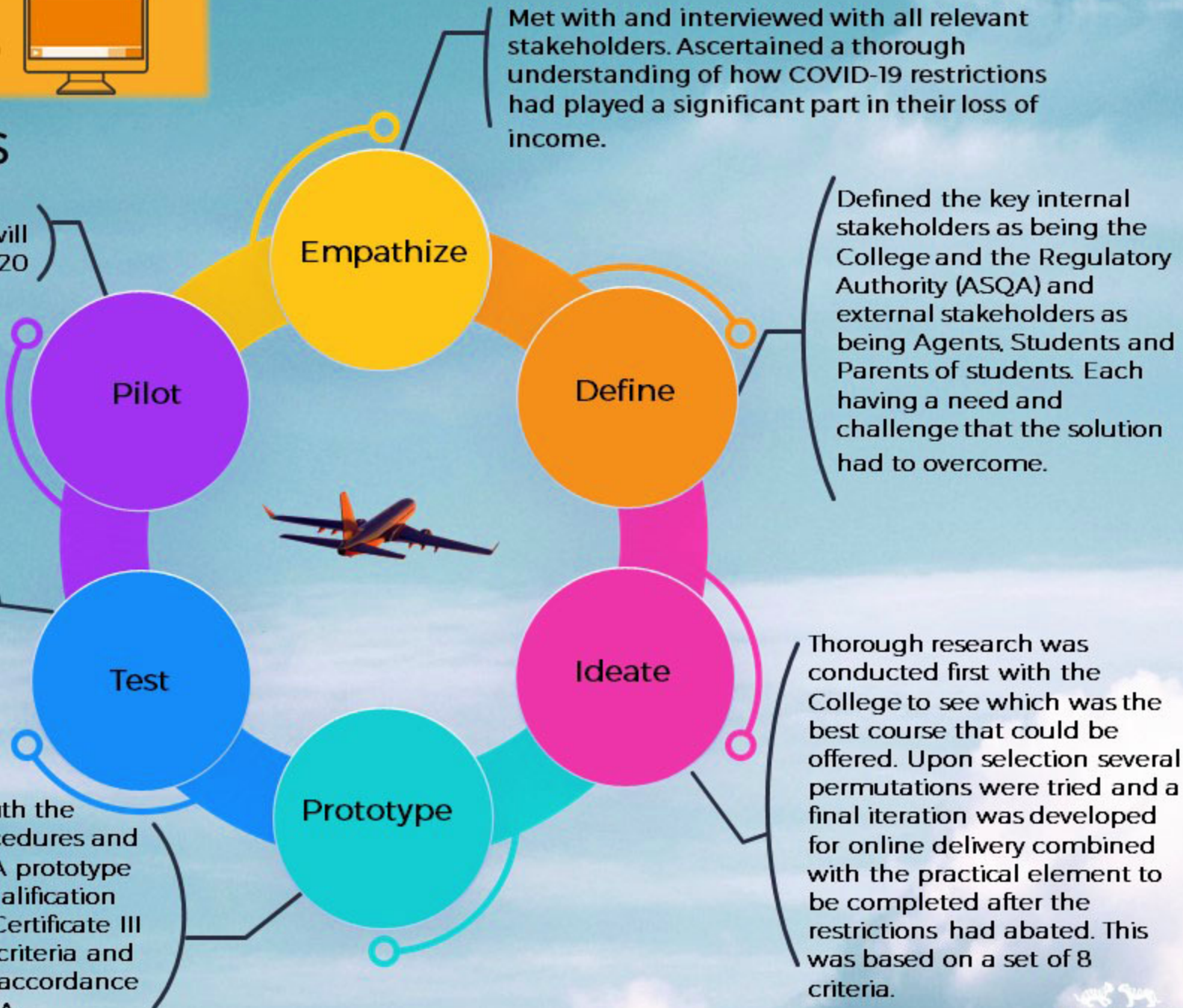


The Process

First full pilot campaign will be launched June 2020

To proceed to test. Contact was initiated with the local agent in India to conduct a closed group test. This resulted in a high success rate subsequently a full digital campaign has been launched to the Agents data base of potential students.

With further consultation with the regulatory authority on procedures and compliance requirements. A prototype was chosen with an AQF qualification course for Support Care at Certificate III level. The course met the 8 criteria and adjustments were made in accordance with regulations set by ASQA.





Empathize

Outcome of meetings, A-Grade quantified their goals and challenges:

- Motivate international students with a viable offer during the current travel restrictions
- To show the regulator that the mode and volume of delivery will still meet with the current compliance requirements
- To offer an attractive remuneration to Agents to motivate EDM's to their data base of potential students

Define

Met with A-Grade's International Marketing Manager to define the target personas and established their primary need and challenge in the current crisis.

The Student that's wants to study in Australia and gain a potential for PR.

The Parent that wants to finance their child to study in Australia safely and securely.

The Agent that needs a clear and feasible method to promote to their student data base.

Ideate

In several discussions, skype sessions and WhatsApp conversations I spoke with the A-Grade team in Australia and the Liaison Officer in India. Over iterations we set up 8 criteria for the course potential, content and delivery options, a course was found to have all the right elements. Subsequent iterations with the Director of Studies made adjustments to the order of units and still met all the requirements of the regulatory authorities.

Prototype

Criteria for course choice

1

Course theory that can be completed online and practicum completed in Australia

2

Recognised by Australian Qualifications Framework

3

The course should have a high potential for employment

4

The course offered potential for PR (permanent residency)

5

The course had potential for a pathway to higher Education

6

The course would need to be at 50% cheaper than taking the full course in Australia to attract students

7

The college would offer support with placement for students practicum

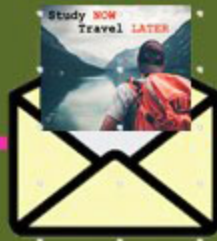
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No more fees to be paid in Australia except for personal expenses

The prototype yielded the best course option as **CHC33015 Certificate III in individual support**. It met all the criteria and was on the scope of clients register to deliver.

Further conversations with the International Marketing Manager created an offer document to go to the students as an EDM via the Agent's list.

Student database



Agent sends offer via EDM



Student Journey

Students, Parents, Agent and Local Rep discuss options



Local Rep conducts group Interviews



College conducts orientation



Course & Trainer Orientation



Login



Student Enrols



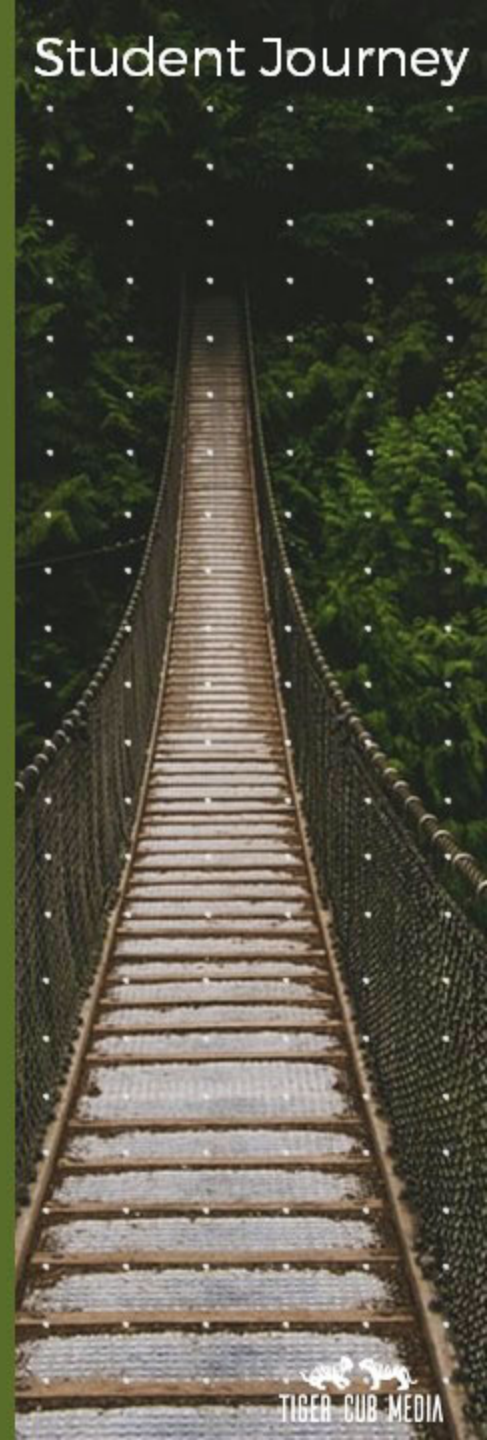
Begin Studying



Restriction lifted



Complete Practical in Australia



Test

Pilot

A more robust EDM campaign has been planned for mid-2020 along with a digital marketing campaign which Agents have now agreed to pay for.

In the initial test, I spoke with the liaison in India and together we developed an initial strategy for his Agency contact to uptake the offer.

As an additional benefit through consultation with A-Grade the Liaison officer setup a serviced office facility with an Australian Name which acted as the point of contact for not only the Students but also the Parents so that gave it a legitimacy.

An initial package was sent to potential students. Out of the 20 students the following were the results:

- 1 x rejection
- 5 x requesting telephone appointments
- 12 x booked for face to face appointments
- 2 x no reply as yet

