SCHEDULE 5: AUSTRALIAN AND GLOBAL CONNECTIONS
(Incorporating previous Schedules 3.6: International Education and
2.5: Charles Darwin University Symposia)

1. Governance Structure

The proposed governance structure is as follows:

**Northern Territory Government**

- NTG Team Leader
  - Brian O’Gallagher
- Director, Asian Relations
  - Quentin Kilian
- NTG Asian Relations Division
- Phil Blumberg
  - DEET
- Mary Cunningham
  - DBERD
- Tourism NT
  - Member TBA

**Charles Darwin University**

- CDU Team
  - Director, DVC
  - Manager
  - Janet Russell
2. Context & Issues

Context

As world communities become more integrated through trade, investment and global communications then technological innovation and migration, and partnerships across the regions, both domestically and internationally, become imperative to the economic and social development of the Northern Territory.

The Schedule will develop strategies to ensure the Northern Territory is well placed to access Australian and global opportunities. This will include bringing others to experience ‘The Territory’, via both physical and virtual interactions, and ensuring that Territorians have access to the world, so as to enrich our learning’s, experiences and integrate with the world community.

Issues

Some of the issues that are proposed to be addressed by this schedule include, but are not limited to:

- Promotion of training and research opportunities at CDU for business and industry.
- Develop international training programs such as a Bridging Program for Nurses.
- Development of cultural links with the Asean region.
- Ensuring that the CDU Symposia series approaches topics relative to the NT’s Australian and global interaction.
- Extending research opportunities into the fields of sustainable resource management, tourism and student recruitment.
- Enabling local businesses to access relevant research for international marketing and business venture through the extension of the NTG’s Trade Support Scheme (TSS).
- Strengthening CDU’s relationship with regional Governments (particulary ASEAN region) and organisations such as AusAID, Asian Development Bank (ADB), ASEAN Secretariat, and so on.
- Harnessing and cooperating on international trade activities.
- Working with the relevant NTG agencies and private sector organisations, such as the Chamber of Commerce NT (CCNT) to highlight and promote opportunities in skilled migration.

1 Examples of such as set out in the CDU Capability document
2 This is a follow on to the recently completed Nursing Training Program for Indonesian nurses.
3 CDU and ACL will deliver training to cabin crews of a Chinese airline commencing in 2007.
4 This is to be achieved in collaboration with Bob Wasson, Rachael Shanahan and others arranging the Symposia series.
5 This will be achieved by the NTG promoting CDU at appropriate opportunities with officers from these organisations and the NTG supporting CDU in appropriate bid tenders with these organisations.
6 This will be achieved through cooperative efforts on activities such as international trade missions where cross-promotion will be encouraged.
7 Especially maintaining the relationship with Mary Cunningham and the Business & Skilled Migration Division of the NTG as a legacy continuation from the original Schedule 3.6.
8 This will include activities related to training, skilling of the workforce and trade in services.
• Strengthening of relationships with international educational facilities, particularly those of our near neighbours, including BIMP-EAGA region.
• Establishing or strengthening links with NT based community groups to ensure support and encouragement for international students

3. Shared Strategic Priorities

The parties to this schedule have identified a number of shared strategic priorities, but note that these will grow as the tasks, outcomes and challenges of this schedule change over the proposed 5 year plan.

In the first year the partners have identified and agreed to focus on the following key areas and activities to best share resources:
• Identification of target markets for both international education and international trade links, and through this identifying where shared regions exist and therefore, where resources could be shared and results multiplied.
• Combined or cross promotion of trade missions to markets of common interest. In addition to fostering investment attraction and skilled worker migration, the combined promotion of the NT and CDU during overseas trade and education missions will directly seek to contribute to an increase in enrolments of international students at the University, both via external and local enrolment types.
• Identifying deficiencies in the Territory’s approach to it’s ‘Global Connections’ as relative to other states in Australia and regional neighbours, and through this research, enabling changes to its approach and a great use of shared resources.
• Active joint promotion and development of activities in areas including, but not limited to –
  o Teaching and Learning, including the development of a long term strategy for Study North Australia consortium to promote Darwin as an ‘Education Destination’;
  o Trade Development, involving joint activities on such things as international trade fairs and promotions;
  o Trade in Services, which covers activities and exports of educational training, knowledge transfer, nursing and vocational training, study exchanges, etc.
  o Tourism research which can be made available, at an agreed cost, to NT tourism operators seeking to expand their knowledge and reach of the global markets;
  o Cultural and Sporting links, covering interaction with our region in fields such as sports science, consulting, languages and music; and
  o Information Technology (IT), which will include the development of shared resources and promotion for the CDU on the existing BIMP-EAGA Business Portal, engagement with both NTG and private sector IT representative organisations and the further development of IT related activities and resources within the region.
• Utilising existing NTG structures such as the Asian Engagement Group to publicise and engage with agencies in a coordinated effort of
resource sharing across the NTG in relation to all international activities.

- Maximising the benefits of international and domestic promotional activities by cross promoting through actions such as the distribution of each others’ printed material at every available opportunity.
- Assessing collaborative opportunities under current and future Free Trade Agreements (FTA’s) between Australia and other countries. This would include market visits by either or both parties to assess, lobby and participate in new market opportunities where they are identified.
- Identification and exploitation of available Australian Government funding programs and activities, including assistance to explore and participate in AusAID funding for international research projects.
- Symposia topics will be approved by the Peak Group. Topics will have the:
  o ability to attract the local community to visit the Casuarina and Alice Springs campuses and actively participate in the Symposia;
  o increase the University’s profile amongst Territorians so that CDU is the University of choice for students and parents; and
  o increase the University’s national and international profile as a University of choice for students, parents and researchers.

4. Resources

As a part of the shared strategic priorities the partners will also consider the development and requirement of both physical and fiscal resources, particularly for promotional activities and Government to Government relationship building.

These will also be pertinent to the potential growth in international students and will include:

- learning space,
- teaching staff,
- pastoral care,
- learning environment,
- visa / travel support,
- mentoring,
- links to community groups.

5. Goals

Year 1

- Establish the schedule
- Development of actions and outcomes for years 2 to 5.
- Agree on key priorities for the development of the 5 year plan
- Improve the exchange of information
- Improve collaboration in the areas of mutual interest
Explore and propose Symposia series opportunities.
Run two successful Symposia where the discussion and outcomes of Symposia influence:
  - policy decisions by Government, resulting in social and economic benefits, services and programs; and
  - how the community and private sector interact with the University.
Co-badging of activities, particularly international missions and promotional activities
See Year 1 action plan

6. Strategies

- Projects will flow from development of strategic priorities.
- Short to medium term projects include ongoing development and collaboration on
  - Training
  - BIMP EAGA Business Portal
  - Trade Development (including Trade in Services)
  - Cultural Development
  - Community groups will be engaged to assist in the growth, promotion and fostering of relationships with international students.
- Projects and strategies will be re-evaluated at the end of Year one.
- Other projects will be initiated to strengthen the partnership between CDU and the NTG as opportunities present through a greater exchange of information and heightened identification of shared priorities including shared markets.

7. Year One Action Plan:

In order to focus efforts in the first year towards the achievement of tangible outcomes, the following four actions will take priority in Year One of the Schedule’s operation:

1. Development of the 'NT Education Destination' website. The website will include relevant links, for example to the DEET schools website, and will be housed on the NTG web portal. The target audience for the website will be interstate and overseas potential students and families of students. The main objective of the website will be to promote the Territory and CDU as a place to study, work (through skilled migration visas) and invest in. Web content will be provided by relevant NTG Agencies (ie, Department of the Chief Minister, Tourism NT, Department of Employment, Education and Training, and the Department of Business, Economic and Regional Development) and CDU.

2. Development of a shared presentation to be delivered to industry and business groups during trade and study delegations locally and overseas that will promote both the NT and CDU together as a shared package (ie,
promoting the NT as an integrated study, work and investment destination).

3. CDU and NTG Schedule Leaders to exchange an outline of respective geographic target markets and why these markets are targeted so that shared priorities can be identified in terms of education, research and sharing resources.

4. Both CDU and the NTG will work together to promote the NT and CDU as an education, work and investment destination during overseas trade missions that have mutually shared priorities for the two organisations. (An example of this is the Vietnam joint trade and study mission by the Chief Minister and the Vice Chancellor in mid September 2007.)

8. **KPIs**

- KPIs will be derived from the agreed projects

**Year One:**

- Completion of shared presentations and delivery to number of delegations
- Completion of website
- An increase in international enrolments at CDU derived from mutually recognised target markets that have been the focus of joint promotion activities by CDU and the NTG.

- *It should be noted that there will be many intangible results against which KPI’s will not be relevant, such as in the areas of relationship building with regional Governments, education providers and NGO’s.*