



仲量聯行

OPPORTUNITIES FOR
AUSTRALIAN HIGHER EDUCATION
IN CHINA



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OPPORTUNITIES FOR
AUSTRALIAN HIGHER EDUCATION
IN CHINA

In 2013 the total education sector in China was
\$222 billion AUD

2013 the total Australian Education Sector cost
\$15 billion AUD

In China the online education sector in 2013 cost
\$18 billion AUD

(Source: Research In China)

200 million Chinese receiving
Financial and Professional Training

will increase to **350 million** by 2020

(sources: 'State Council Decision about facilitating the development of modern vocational education' issued on 2nd May 2014)



“Seek Truth, Foster Originality and Live Up to the Name of Teacher”
Motto of East China Normal University

“There is, on average, a greater appreciation for the work that a teacher is doing here, than we are used to.”

Jeff Lehman Vice Chancellor NYU Shanghai

1966-1976 Cultural Revolution



University Students

1960 960,000

1965 674,400

1970 48,000

2014 24,000,000

Massification

1998-1999

47%

increase in

student enrolments



Graduate Unemployment



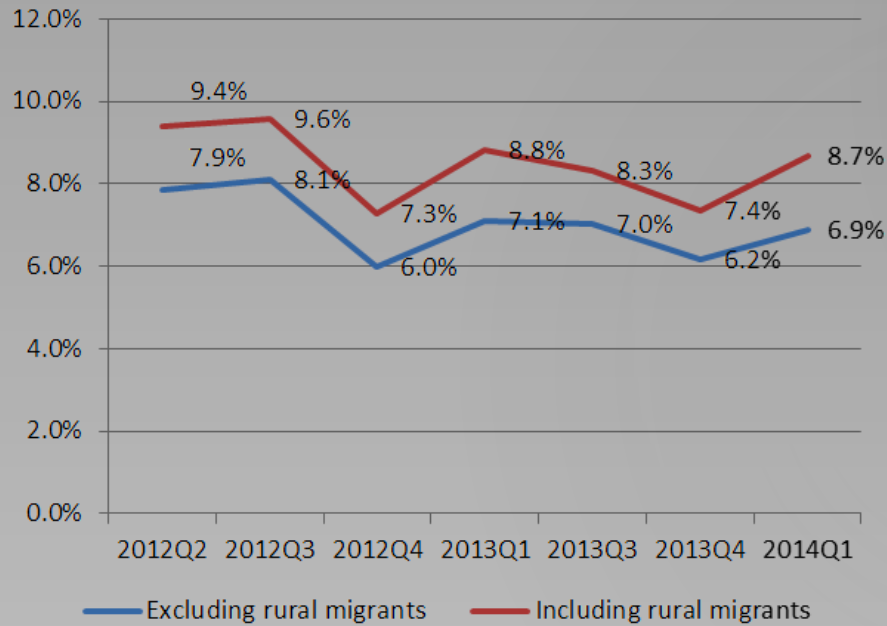
7.26 million university graduates in 2014

1~2.3 million unemployed 6 months after graduation

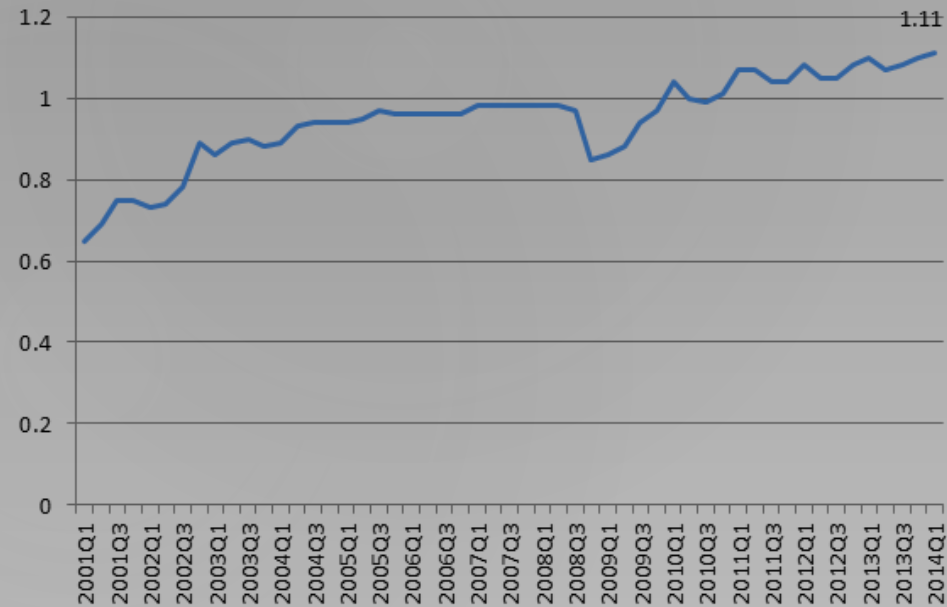
Joseph Cheng, professor of political science at City University of Hong Kong

The Unemployment/ Labour Shortage Conundrum

Unemployment



Job Offers



Source: Statistics on job placement services in China (<http://www.chinajob.gov.cn/>) and CEIC Database

The New York Times

FRIDAY-SUNDAY, AUGUST 29-30, 2015



Economy of China riddled with 'zombies'

CHANGZHI, CHINA

Beijing's policy of keeping dying factories on life support may hurt growth

BY MICHAEL SCHUMAN

Mr. Miao loses money on each ton of cement his company produces. But stopping production is not an option.

When the plant opened in 2011 to supply the real estate and infrastructure industries in this northern Chinese city, the company raised most of the initial money from banks. Now, Mr. Miao, the factory's general director, needs to keep churning out cement simply so the company can pay the interest on its loans.

It will be tough for the business, Locheong Zhuoyun Cement Plant, to get out of the hole. Customers and investments are drying up, and the company is borrowing even more money to stay afloat.

"If we ceased production, the losses would be crushing," Mr. Miao said, as he chain-smoked in the company's quiet, spartan office. "We are working for the bank."

Changzhi and its environs are littered with half-dead cement factories and silent, mothballed plants, an eerie backdrop to the struggling Chinese economy.

Like many industrial cities across China, Changzhi, which expanded aggressively during the country's long investment boom, has too many factories and too little demand. That excess capacity, many economists indicate, will have to be eliminated for the Chinese economy to return to healthy growth.

But rather than shut down, Locheong Zhuoyun and other Changzhi companies are limping along in a kind of march of the undead.

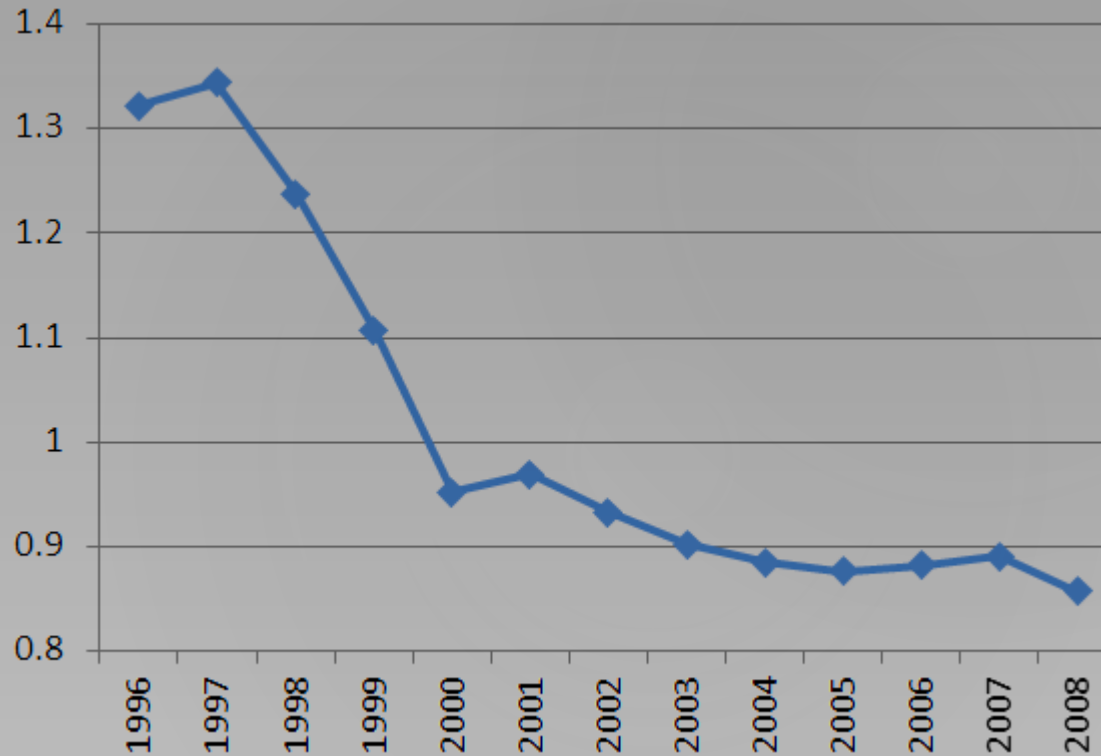
To protect jobs and plants, the government and its state-owned banks sometimes keep money-losing busi-

CHINA, PAGE 10



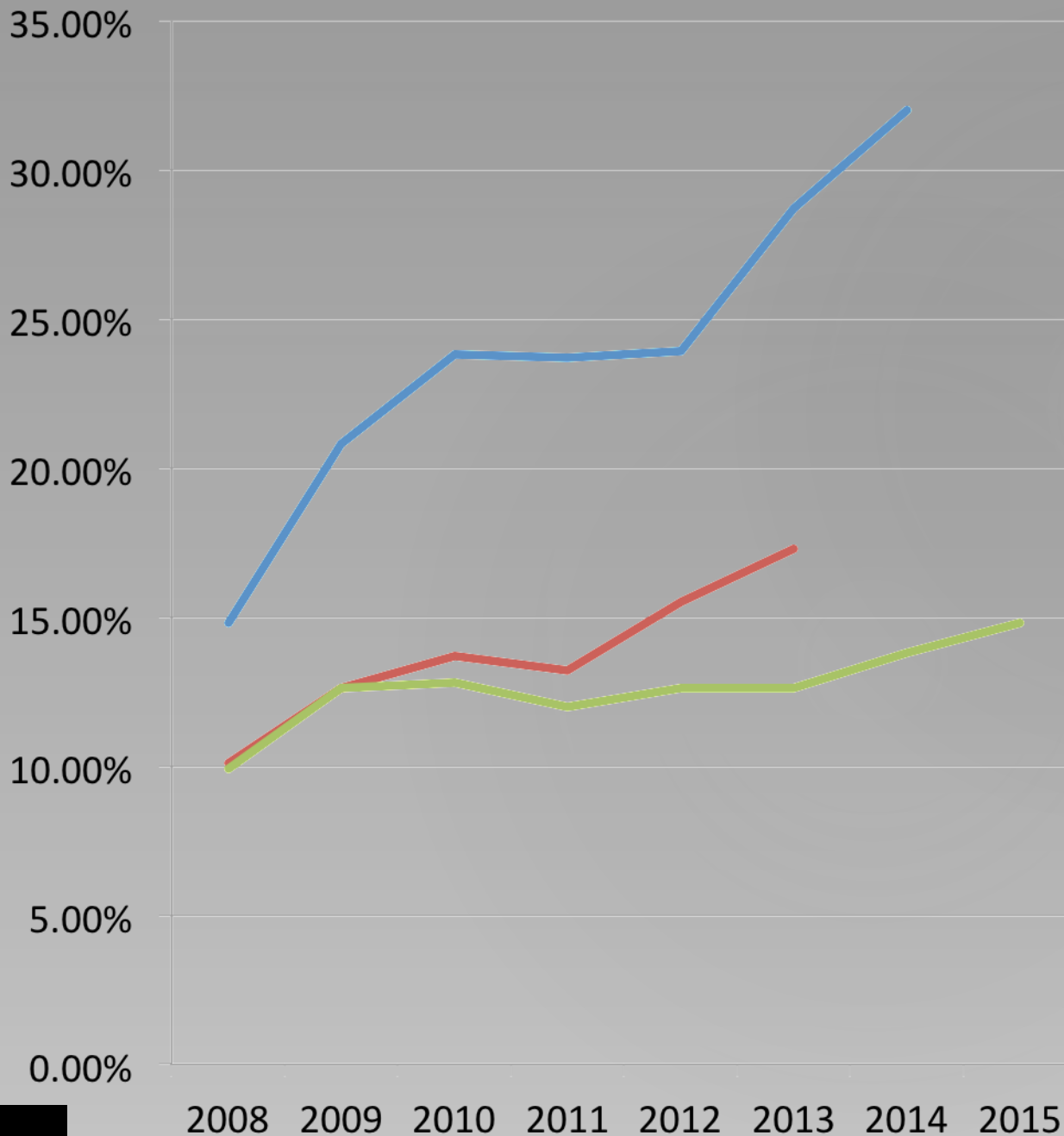
PHOTOGRAPHS BY MICHAEL SCHUMAN FOR THE NEW YORK TIMES
A failed cement plant outside Changzhi, China, that failed. Over 560 workers have been jobless for the past 18 months. Top, halted production two years ago, leaving most of its employees to fend for themselves.

Increased Productivity Reduces Matching Efficiency





Australian
Unemployment
Union



— Proportion of Bachelor degree graduates seeking full time work

— Proportion of Postgraduates seeking full time work (total)

— National Underemployment + Underemployment rate

SOURCE

Graduate Careers Australia and Australian Bureau of Statistics

Convert 600
Universities
to
Polytechnics

The background of the slide features the national flags of China and the United Kingdom. The Chinese flag, with its red field and five golden stars, is on the left. The Union Jack, the national flag of the United Kingdom, is on the right. The text is overlaid on the Chinese flag portion.

Free Trade
Agreement
17th June 2015



Australian Education
trade with China
is double the value of
copper exports

CHAFTA

Free Trade Agreement

- Higher education qualifications recognition in both countries
- Enhanced mobility of students, researchers and academics at school, tertiary and research levels.
- Facilitate student and teacher exchanges
- Increase marketing and recruitment for Australian education providers in China.
- China's participation in the New Colombo Plan from 2015 is supporting a greater two-way flow of students.
- Australian undergraduates are encouraged to undertake study and internships in China

News ▶ Culture

University of Sydney to accept Chinese gaokao results

Staff Reporter | 2012-02-27 | 12:04 (GMT+8)

Unique Areas of Specialism



Joint Venture Royal District Nursing Services
Zhongshan College, Jiangsu





1st Graduation Class 2015



MONASH University



Joint Venture South East University Monash Suzhou

TAFE



International Training
Provider of the Year
2012

Case Study

JUILLIARD
is the most
famous and
influential arts
conservatory
in the world.



Juilliard Admissions 2014-15

Number of Applicants	5,062
% of Students Accepted	8.6%
Department: Music, Dance, Drama	670 + 99 + 68 = 855
Undergrad/ Graduate enrollment	515 (60%) /360 (40%)
% of International Students	28% (44 nations)

Board Initiated Strategy



In 2011, the Board of Trustees of The Juilliard School enacted a policy that Juilliard should develop ways to offer its expertise in other parts of the world, on a general premise that the best higher education institutions of today should reach out to key global areas and address important educational needs.

Uncompromising Principles

Key Policy Guidelines

- Meet Educational needs discovered by field and market research
- Preserve and enhance Juilliard's name by offering only authentic educational experiences abroad
- Preserve the Juilliard experience in New York
- Walk away from programs that would pose a risk to Juilliard's reputation

Existing Relationships

Juilliard and China



Yo-Yo Ma



Shenyang



Ying Fang



Wang Jian

Alumni

The over 300 Chinese graduates from Juilliard are active artists working in China and around the world as soloists, members of professional ensembles, and teachers.

Clear Strategic Planning and Implementation

- Identify excellent partners and build trust
- High Quality Communication
- Understand the Market
- Adapt to the Market while keeping the education authentic
- Build a robust financial model



Juilliard met its partners through trusted connections. Juilliard and its partners visited numerous institutions and cities numerous times over the past 4 years

Clear Strategic Planning and Implementation

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Juilliard invested in high quality protocol and communication experts, trusted and used by both parties

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Juilliard undertook a 12 month feasibility study which helped Juilliard understand which programs would appeal to Chinese students, families and professional fields who would provide employment for graduates

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Juilliard shaped the program based on its market research. It became obvious that a US accredited Juilliard degree was essential to appeal to Chinese students

Clear Strategic Planning and Implementation

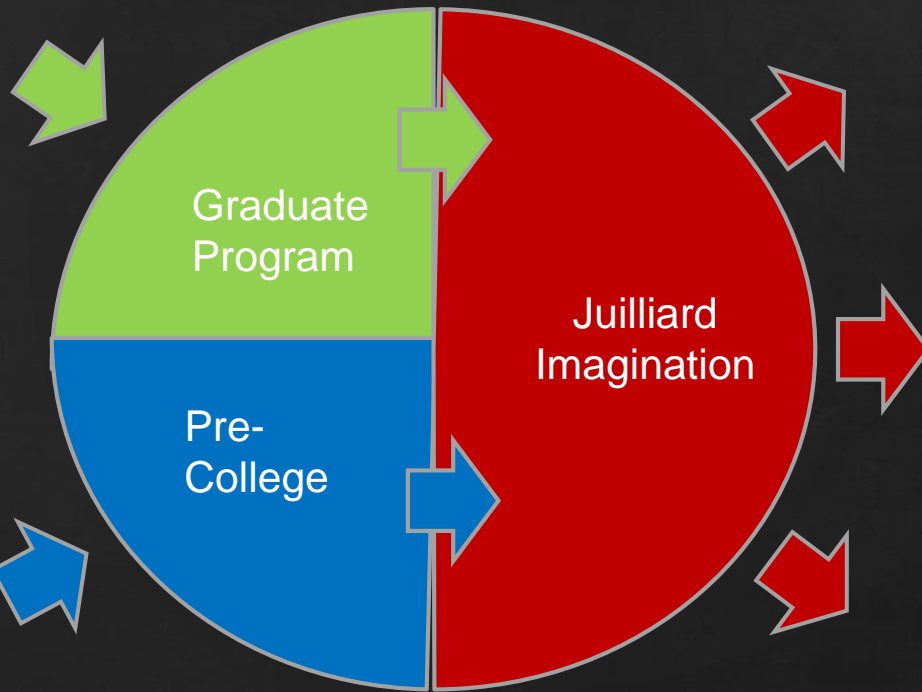
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Juilliard hired international tax experts to prepare financial plans that incorporate all possible costs and levies.

Elite Academic Programs and Community Participation

2 year degree
granting program
for graduates
wishing to join
professional
orchestras



A Saturday
program for
highly talented
young musicians
10-18

A public portal for
experiencing the
performing arts
comprising
performances and
exhibits using
interactive
technology

China to Invest \$97 Billion AUD to Improve Internet in Rural Areas

China today said it would invest **\$97 billion** AUD to increase Internet speeds and expand broadband access in rural areas by this year, as the country strives to boost growth by unleashing the potential of its more than **648 million** web users.

According to guidelines issued by the Chinese central cabinet, China plans to spend more than 430 billion yuan (\$97 billion

AUD) in 2015 and more than 700 billion yuan (**\$152**

billion AUD) total in 2016 and 2017 on Internet infrastructure. The guidelines said China will accelerate building of high-speed broadband networks and improve Internet access in more than 14,000 villages by the end of 2015.

Source: Xinhua News Agency



Thank you



仲量聯行

1. **International/dual curriculum** schools establishment.
2. Vocational **Education/Training/Qualification** (ETQ) for **Financial & Professional** services (FPS)
3. **Education Technology**, specialized in online education and 'future/smart classroom'.
4. **Higher Education reform** for transforming around 600 common universities to applied universities for more vocationally focuses.
5. Expansion of **Liberal Arts** programs.

Why is it a Priority?

- Int./dual curriculum schools growth of 25% **1,500 schools by 2020.**
- Largest global market for FPS training. **200m** students
- Online education expected to reach **\$27bn by 2017.**

Size of Market

- Total education sector market size was worth **\$163bn in 2013**
(Source: Research In China)
- **\$13bn** for online education in 2013 (iResearch)

New Focus on Vocational Education

China will educate **38.3 million** students in middle and higher vocational education, and provide continued education to **350 million** students **by 2020** through the reform of vocational education (sources: 'State Council Decision about facilitating the development of modern vocational education' issued on 2nd May 2014)

Cultural Revolution

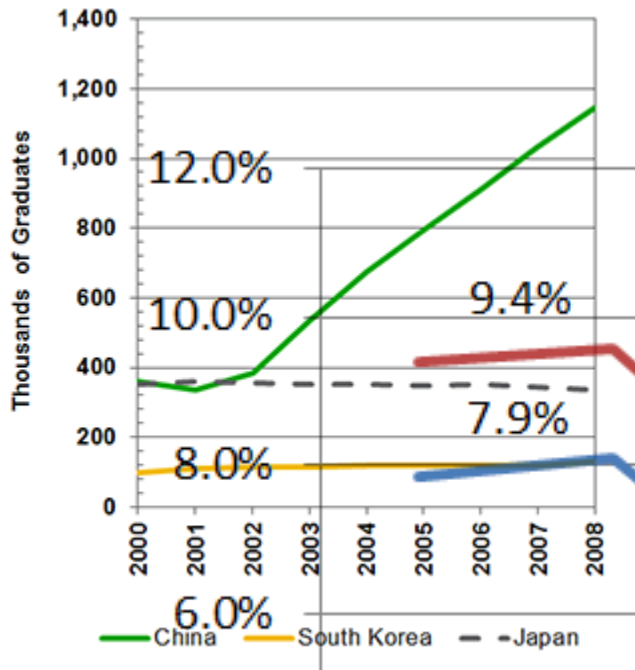




Priorities of Education

“Modernization, Globalization, the Future.”

Deng Xiaoping, 1978



high school graduates for

6.5 million university positions

~22% graduate unemployment

6.4 million skilled worker shortage

— Excluding rural migrants — Including rural migrants

“Students will be expected to increasingly get involved with research across disciplines and engage in entrepreneurial activities and training to give themselves and the broader economy a greater chance of success on graduation”

Shanghai Ranking-Academic Ranking of World Universities, 2013

LIBERAL ARTS

The Seven Taboos of Document No. 9

- Western Constitutional Democracy
- Human Rights
- Freedom of the Press
- Civil Society
- Communist Party Mistakes
- Disclosure of Officials Personal Assets
- Censorship of the Internet

Antigone



Civil Disobedience

Citizenship

Natural law vs. tyranny

2020

Developing the Knowledge
Culture











Thank you.



Industry and University Partnership

Tsinghua Holdings Co.

