

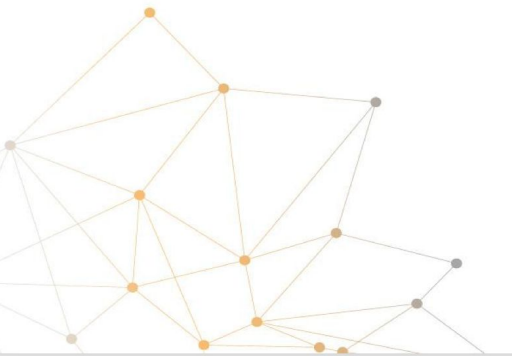


Maximising success: exploring the
dynamics of a great
University/Agent partnership

British Council East Asia Agent Conference

26 February 2024

- I. A (very) brief history
- II. Assessing the status quo
 - i. the view from institutions (via in-country staff)
 - ii. the view from agents
- III. Current challenges
- IV. Keys to maximising success in 2024 and beyond





A (very) brief history

2002

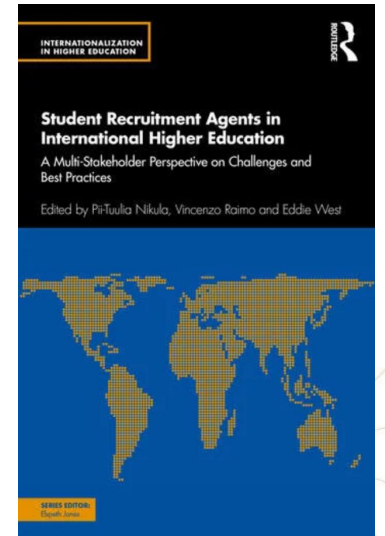
"Education UK: Developing the UK's International Agent Network. Promotions and Partnerships (ECS)." - Jean Krasocki

2012

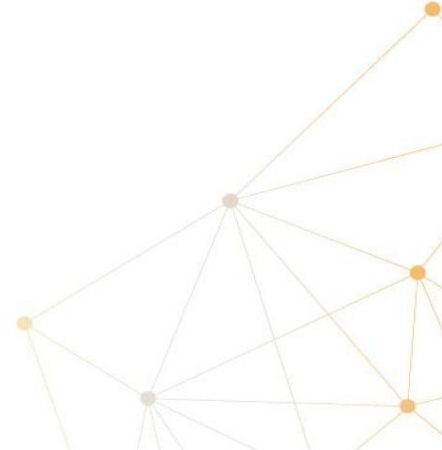
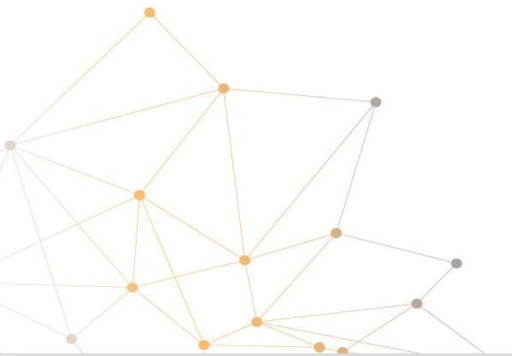
"International student recruitment & the power of agents" – a PIE blog – Vincenzo Raimo

2022

"The Agent Quality Framework" – British Council & BUIA



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How Grok in-country staff in SEA and China perceive their agent partners

"My institution's recruitment from education agents was satisfactory in the past (e.g. 2022/2023) recruitment cycle."

SEA



China



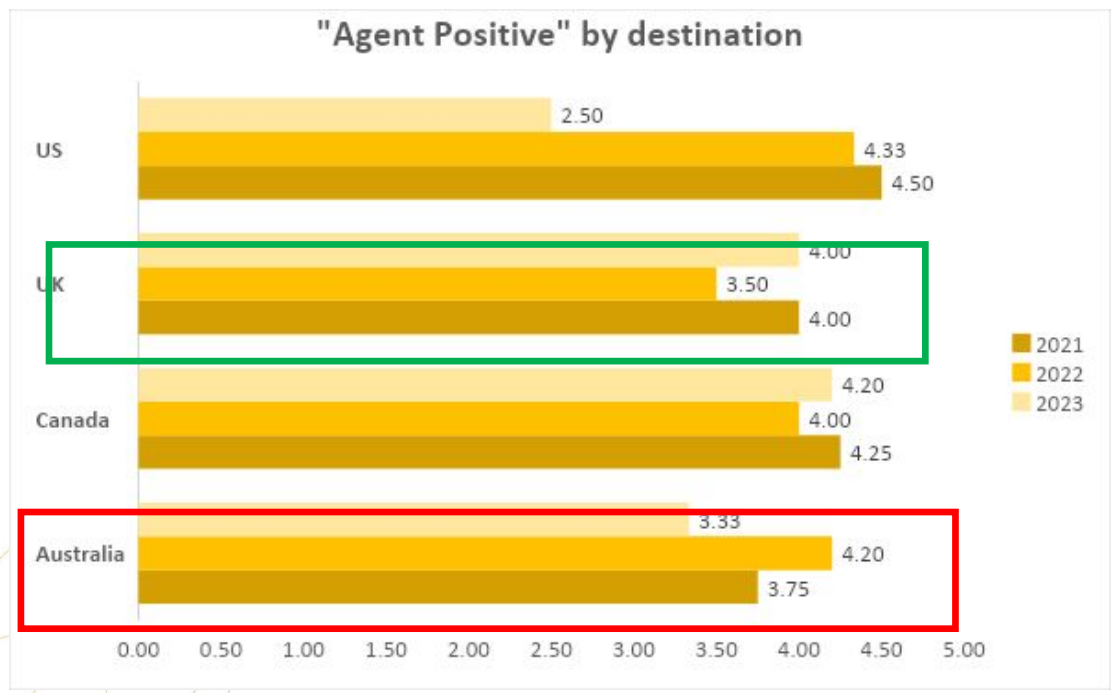
*Note on the scoring scale: Strong disagree (1), Disagree (2), Neither agree or disagree (3), Agree (4), Strong agree (5)

Note on sample size: collected on average 55 surveys per year

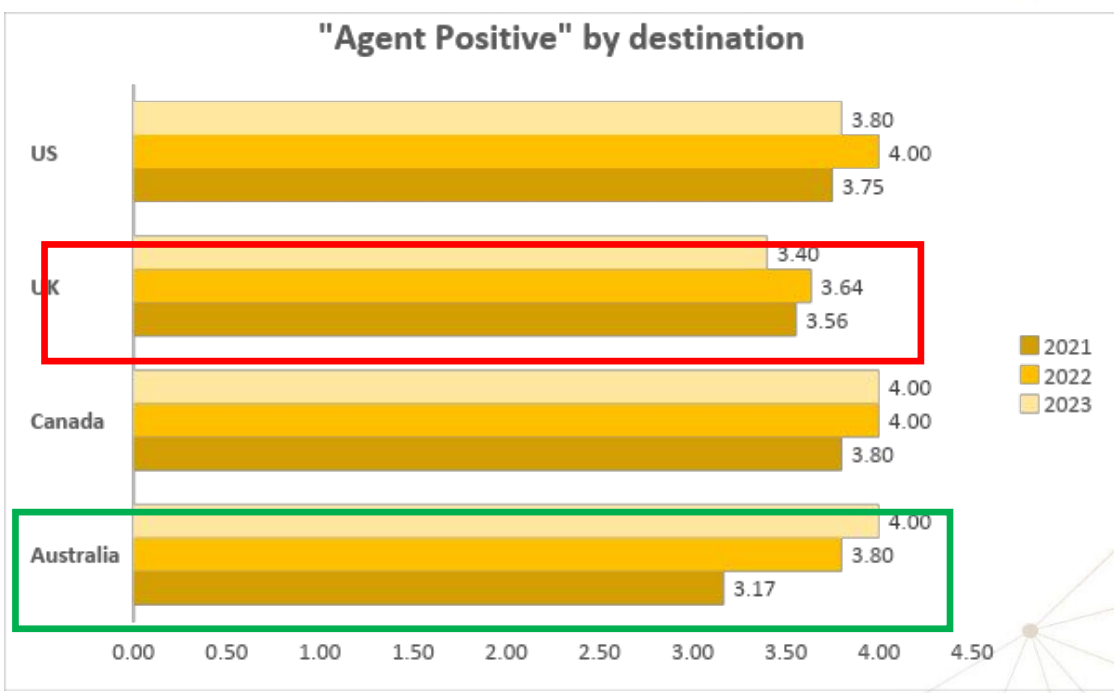
How in-country staff in SEA and China perceive their agent partners

"I feel positive about continuing the investment in the agent channel in the following (e.g. 2023/2024) recruitment cycle."

SEA



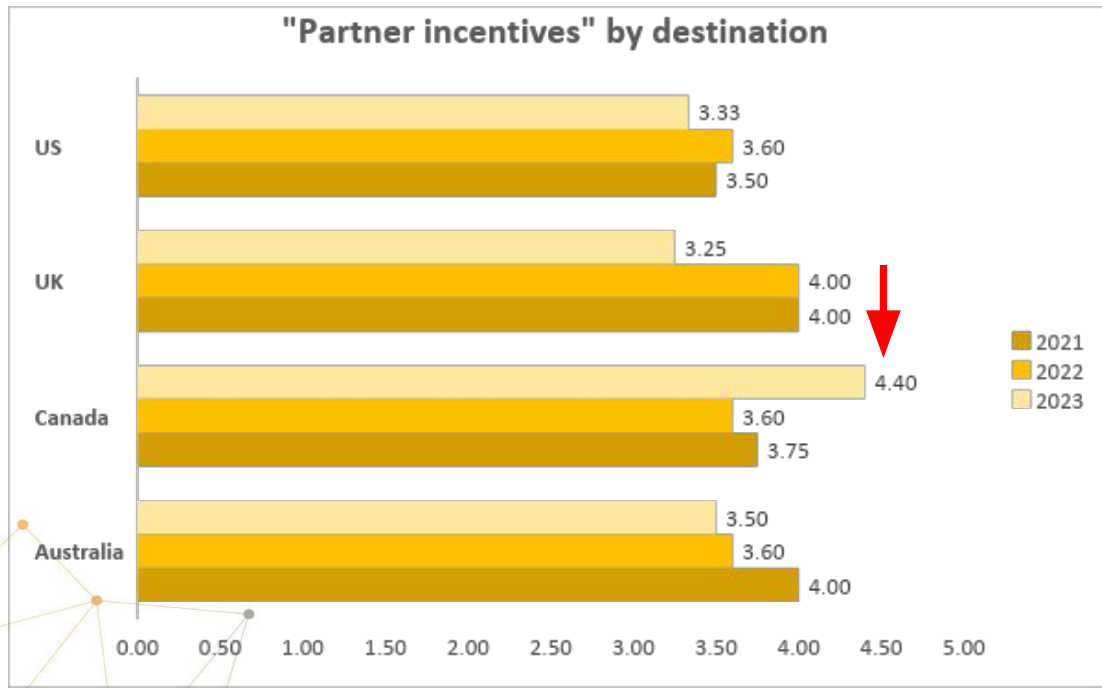
China



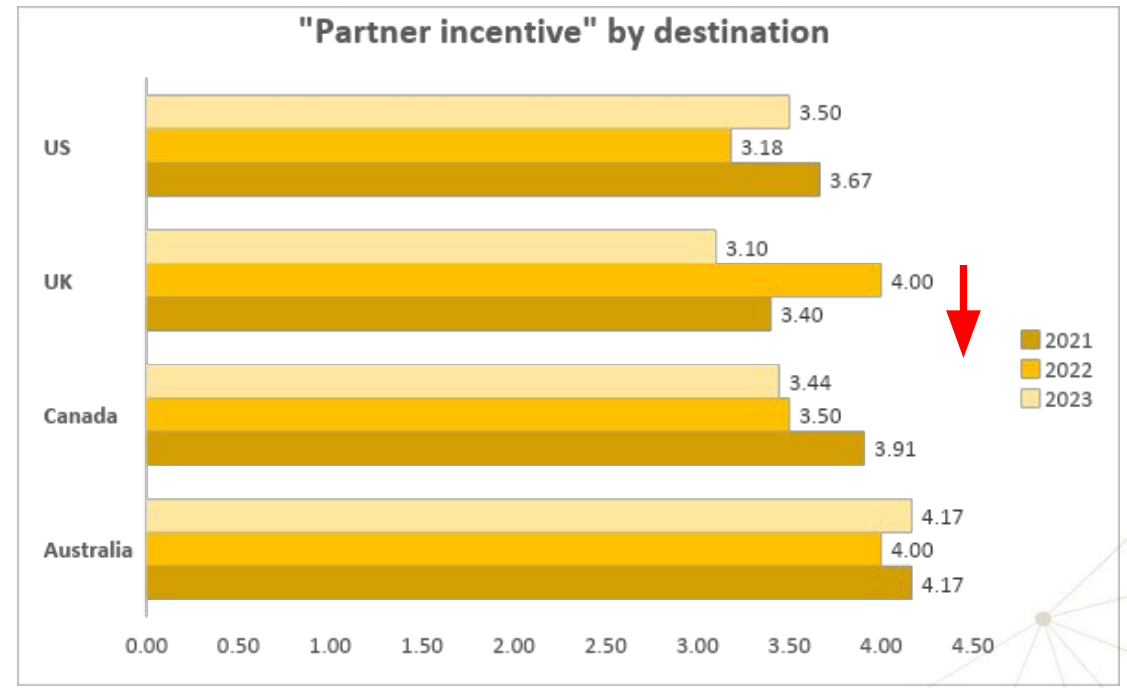
How in-country staff in SEA and China perceive their agent partners

"My institution provides reasonable incentives to our recruitment partners."

SEA



China

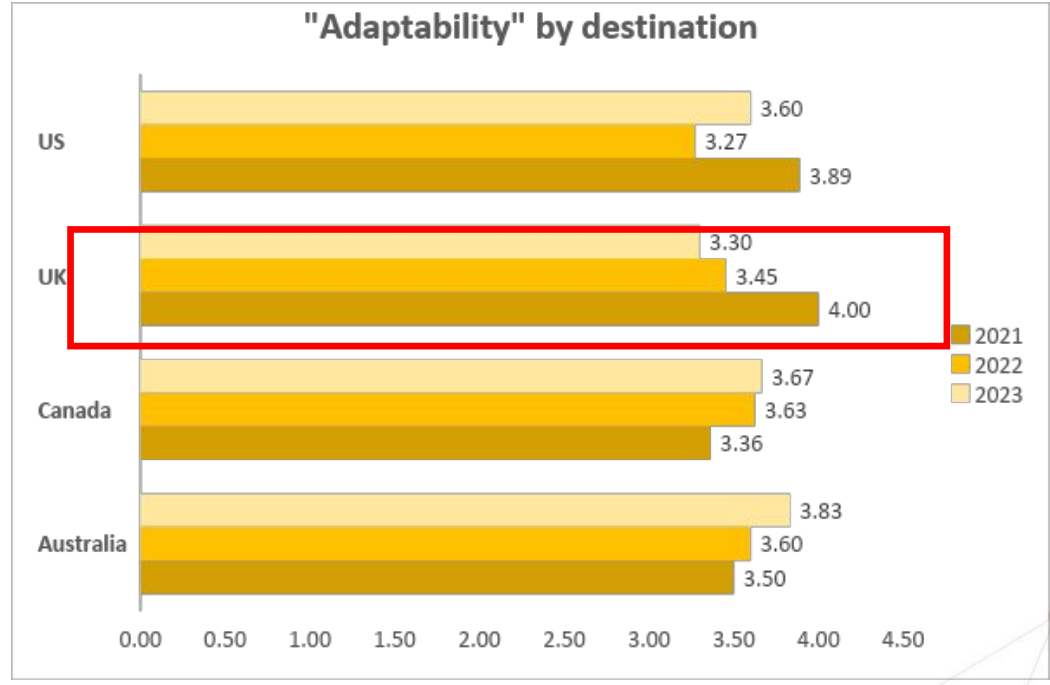
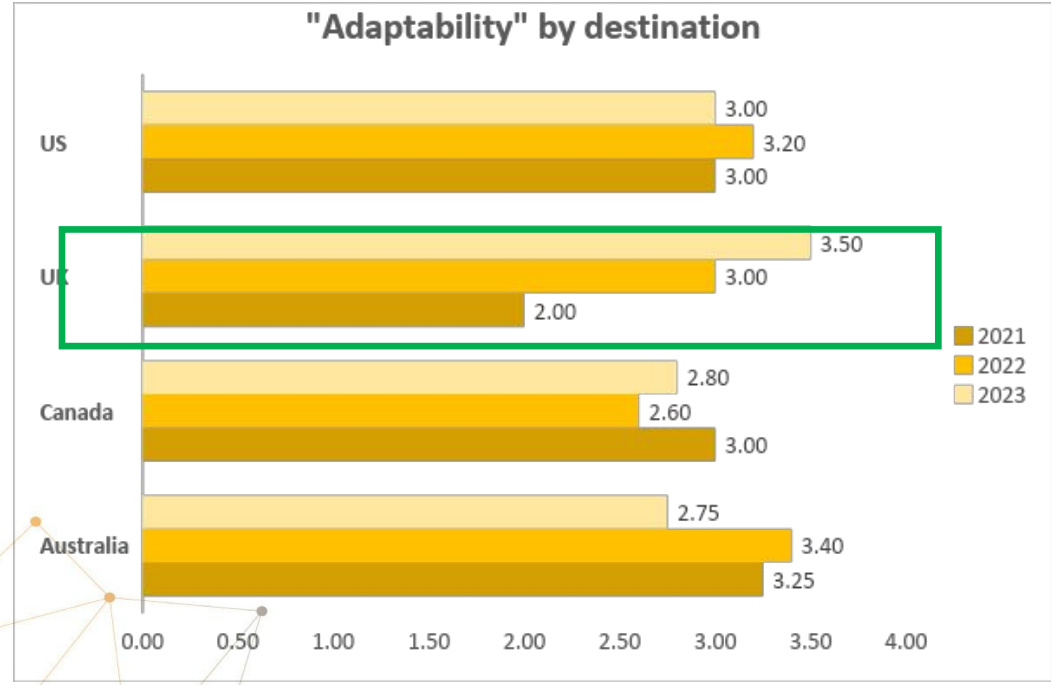


How in-country staff in SEA and China perceive their agent partners

“My client institution is very adaptive to market changes.”

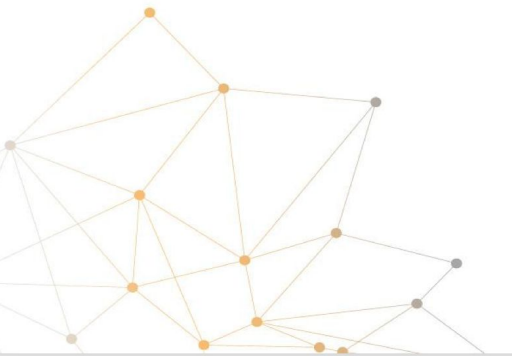
SEA

China



Note on sample size: collected 19 surveys in the 2023 round, 20 surveys in the 2022 round, and 11 surveys in the 2021 round

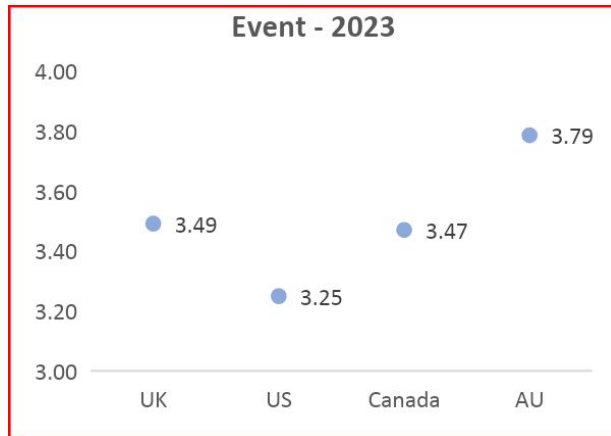
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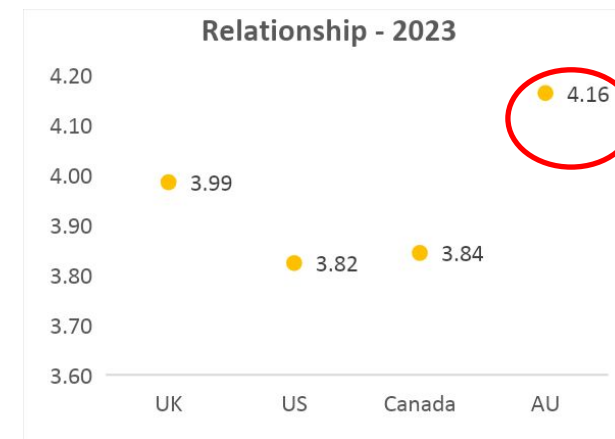
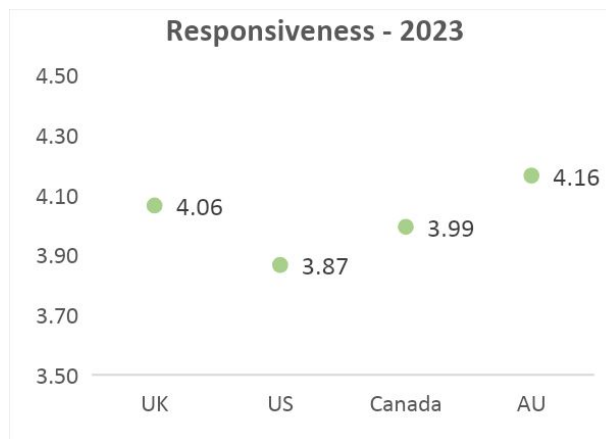


Agent perceptions of institutions in SEA – Benchmarking Channel Support

- Individual indicators for the 2023 agent benchmarking survey
 - Australian institutions have the overall best performance in all the indicators of channel support
 - “Event”: Institutions from all destinations fail to achieve a score of 4.0 or higher



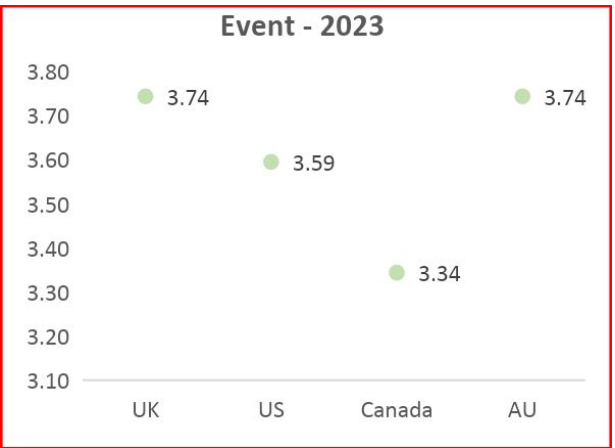
*Note on sample size:
Benchmarking 2023 surveyed 199 agent counsellors in total in Southeast Asia – 55 counsellors for the UK survey, 37 for Canada, 33 for the US, 68 for AU*



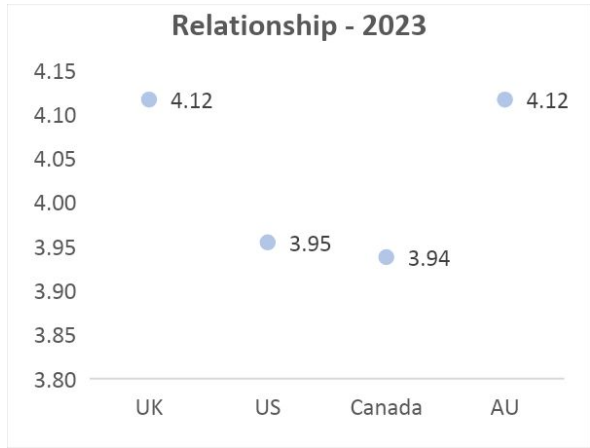
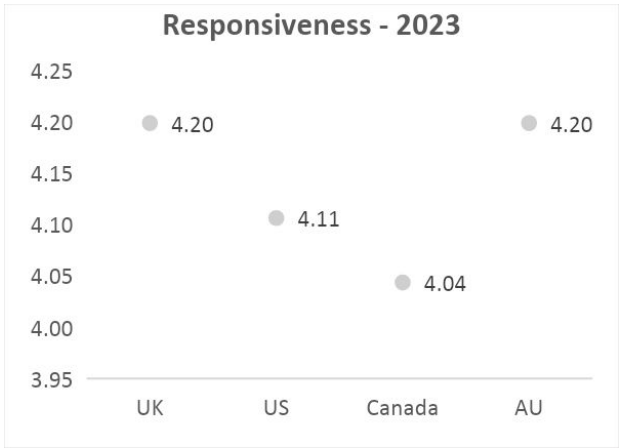
Agent perceptions of institutions in China - Benchmarking

Channel Support

- For the individual indicator, institutions from all destinations still fail to achieve a score of 4.0 or higher on "Event"

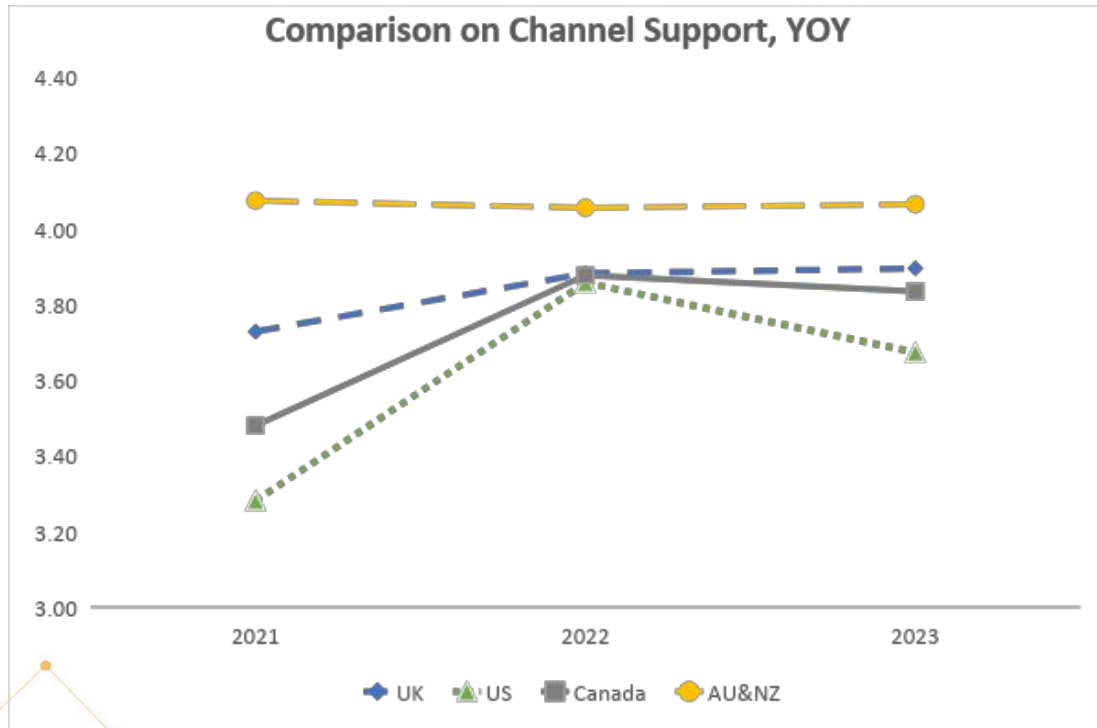


*Note on sample size:
Benchmarking 2023 surveyed
251 agent counsellors in China –
67 counsellors for the UK survey,
49 for Canada, 63 for the US, 59
for AU*



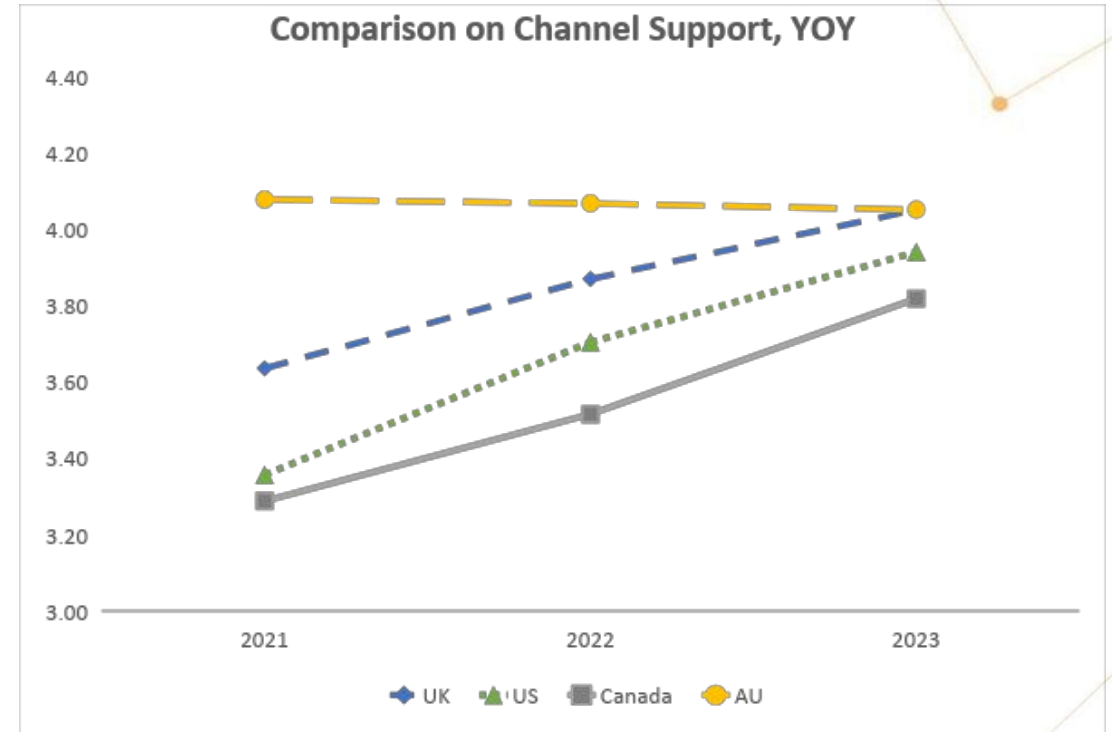
Summary - Agent Perceptions of institutions in Southeast Asia and China

SEA



Note on sample size: Benchmarking 2023 surveyed 199 agent counsellors in total in Southeast Asia – 55 counsellors for the UK survey, 37 for Canada, 33 for the US, 68 for AU

China



Note on sample size: Benchmarking 2023 surveyed 251 agent counsellors in China – 67 counsellors for the UK survey, 49 for Canada, 63 for the US, 59 for AU

Key summary from surveys

Southeast Asia

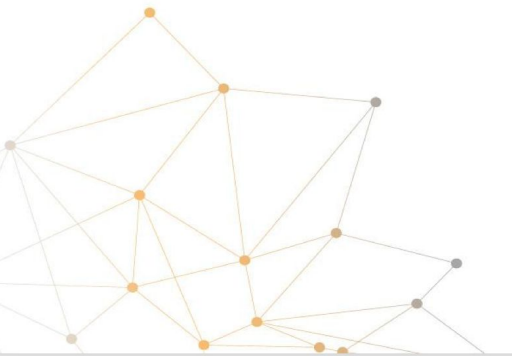
- Australia: in-country reps were least satisfied with recruitment results from agent counsellors, but agent counsellors are very satisfied with Australian institutions' channel support
- UK: both in-country reps and agent counsellors were satisfied
- Canada: in general, in-country reps were satisfied with agent performance, and thought their institutions provided reasonable incentives. Agent counsellors rated Canadian institutions' "channel support" lower than counterparts in AU & UK
- US: satisfied with agents' results but negative on continuing investment. Agent counsellors also gave the lowest score on US institutions' "channel support".

China

- Australia: in-country reps thought their institutions provided reasonable incentives to agent partners. They were not very satisfied with the recruitment results, but will continue to invest. Agent counsellors gave the highest score for Australian institutions on their channel support
- UK: in-country reps were least satisfied with the recruitment results from agent partners, and thought their institutions did not provide enough incentives to agent partners. Agent counsellors were satisfied with UK institutions' channel support.
- Canada: agent counsellors gave Canadian institutions the lowest score on channel support.
- US: in-country staff expressed the highest level of satisfaction towards agent partners. Agent counsellors rated the channel support of US institutions higher than that of Canada, but lower than those of Australia and the UK.



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Current challenges

Southeast Asia



High staff turnover



Agency competition



Increasing expectation on engagement

China



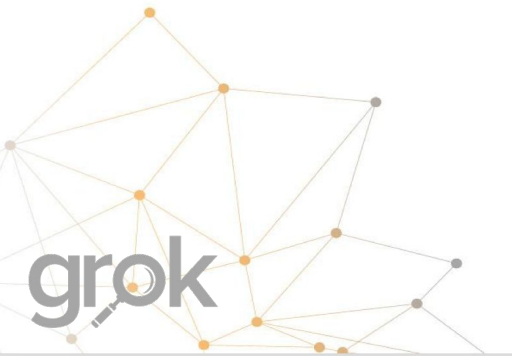
Diluted knowledge of specific destination market(s)



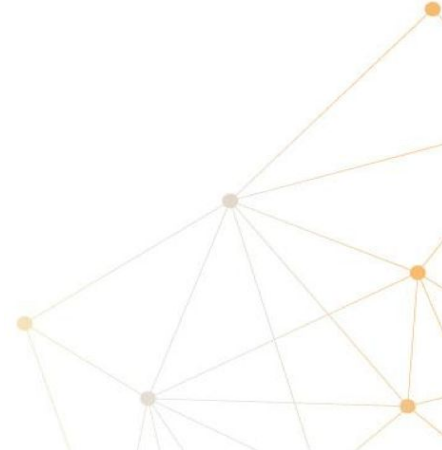
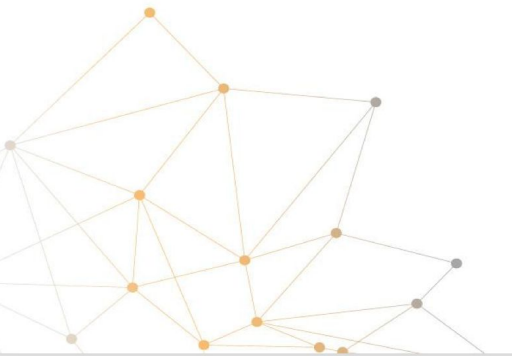
Declining effectiveness of agent fairs



Escalating costs of investment



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Keys to maximising success in 2024 and beyond



Transparent expectation setting



Training efficiency and effectiveness



Agent Community building



Thank you

Fraser.Deas@grokglobal.com