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**ЭЛЕМЕНТЫ УСПЕХА ЭКСПОРТА ОБРАЗОВАТЕЛЬНЫХ УСЛУГ:
ОПЫТ АВСТРАЛИИ**

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**ELEMENTS OF SUCCESS IN EDUCATION-RELATED TRAVEL SERVICE
EXPORT: AUSTRALIA'S CASE**

Nowadays Russian educational establishments have to be interested in being profitable. Universities have a little bit more opportunities to survive without federal budget support than kindergartens, secondary schools or vocational schools due to opportunity of exporting their educational services. Unfortunately there are not many successful experience examples in this field in Russian practices.

In recent years, Australia has been acquiring leading positions in the field of educational export thus demonstrating great results and invariably sustaining its success. But the question is how did Australia manage to achieve such remarkable results in this sphere? The objectives of this research are to give a definition of the export of education, collect statistics, and process this data to estimate the ratio of educational export in the total export of the country and claim the main factors, which influence the progress of Australia.

Many of the definitions of the export of education imply tuition of foreign citizens, providing them with educational services. According to the prognosis of the experts of UNESCO the tuition of foreign citizens is bound to become one of the most lucrative exports of the 21st century. [3, p 4]

According to the statistics, the value of education as an export for Australia doubled every five years from 1989/90 to 2009/10

from \$0.821 billion in 1989/90 to \$1.690 billion in 1994/95

from \$1.690 billion in 1994/95 to \$3.844 billion in 1999/2000

from \$3.844 billion in 1999/2000 to \$8.743 billion in 2004/05

from \$8.743 billion in 2004/05 to \$17.995 billion in 2009/10 [1, p 4]

This trend resulted in the fact that in total export of the country export of education takes third place surrendering first two places to Coal (2nd) and Iron (1st). [1, p 4]

Furthermore, every year Australia is visited by over 150 000 foreign students who chose this country. One of the main reasons why foreign students choose to be educated in Australia is that this country offers education of high quality for lower price in comparison with other English-speaking countries. For example, education in Australia is 20-25% cheaper than in Western Europe, USA and Canada. In addition to this, education in the Commonwealth of Australia is a high priority area in social policy of the Australian government. Until the mid-1980s, Australia's involvement in providing education services to non-residents was directed by the Australian Government's foreign aid program. Nearly all overseas students studying in Australia over this period were either fully or partly subsidised by the Australian Government, with the number of overseas students capped by an annual quota. Following reviews into Australia's approach to the education of overseas students, including the 1984 Jackson Report, a new policy was released in 1985 This policy introduced a number of measures, such as allowing universities and other educational institutions to offer places to full fee-paying overseas students, which encouraged the development of Australia's education exports sector. There were also changes in overseas student visa procedures aimed at helping educational institutions market their courses internationally. As a result of these changes, overseas student numbers increased significantly, and there has been a rise in the

proportion of university funding sourced from fee-paying overseas students There are many other reasons that can be determinants while choosing Australia for educational purposes such as:

- Diplomas and certificates acquired in Australia are respected and appreciated worldwide
- Multinational companies make special mention about experts that are trained in Australia
- Educational system of Australia is supervised by the government
- There is a flexible system of changing educational stages.
- Australian educational programs are aimed at people of different ages and start several times a year.

All mentioned above helps to Australia to promote its educational services with the help of several factors. Referring to the worldwide educational market, Australia takes third place in the world with more than 14 billion Australian dollars of income. The rest two leaders are the United States of America (more than \$18 billion), The Great Britain (more than \$10 billion). France and Germany have less income thus taking fourth and fifth places. These five countries attract 60% of all foreign students.

In addition, Australia supports good relations with leading countries of north-east Asia such as China, Japan and Republic of Korea. Not to mention rapidly developing relations with India. Australia supports active and long-lasting relations with Indonesia, New Zealand, USA and Canada. The largest market for Australia's exports of education-related travel services in 2009-10 was China. The value of education-related travel services to China rose 16.3 per cent to \$4.4 billion. The second largest market was India, with the value of Education-related travel services, up 10.3 per cent to \$3.1 billion in 2009-10 followed by the Republic of Korea, with the value of Education-related travel services down 1.3 per cent to \$1.1 billion in 2009-10. [2, p 4]

Education related travel services is Australia's largest services export ahead of other personal travel services (\$11.9 billion); and professional and management consulting services (\$3.9 billion). Of the total export income generated by international education activity, \$14.5 billion was from spending on fees and goods and services by onshore students and a further \$555 million was earned through offshore and other educational activities.

	A\$ million			% share of 2012	% change 2011 to 2012
	2010	2011	2012		
Education related travel services	1 6,579	1 5,155	1 4,487	9 6,3%	- 4,4%
China	4,151	4,096	3,961	2 6,3%	- 3,3%
India	2,505	1,640	1,280	8,5%	- 22,0%
Republic of Korea	770	778	756	5,0%	- 2,8%
Vietnam	9	8	7	5,	-

	72	54	54	0%	11,7%
Malaysia	7 92	7 60	7 19	4, 8%	- 5,4%
Thailand	5 66	5 62	5 81	3, 9%	3,4 %
Indonesia	6 46	5 79	5 40	3, 6%	- 6,7%
Hong Kong	5 19	4 19	4 19	2, 8%	0,0 %
Nepal	4 87	4 34	3 92	2, 6%	- 9,7%
Saudi Arabia	3 41	3 43	3 31	2, 2%	- 3,5%
Other countries	4, 848	4 ,690	4 ,754	3 1,6%	1,4 %
Other educational services	5 47	5 50	5 29	3, 5%	- 3,8%
Educational consultancy services	9 0	1 24	1 29	0, 9%	4,0 %
Correspondence courses	2 2	2 5	2 7	0, 2%	8,0 %
Services through educational institutions	2 45	2 52	2 26	1, 5%	- 10,3%
Other educational services	1 90	1 49	1 47	1, 0%	- 1,3%
Royalties on education services	2 4	2 8	2 66	0, 2%	- 7,1%
Total education related services exports	1 7,168	1 5,733	1 5,042	1 00,0%	- 4,4%

Taking everything above into account, we can claim that Australia has achieved great success in the field of educational export. Its steady position is growing steadily with each year and it seems that this tendency will improve over the years. The main sources, which help to maintain such position, are:

- Fortunate geographical position
- Active governmental policy
- Qualifications and educational institutions (e.g. Australian National University, University of Canberra)

These factors are obviously important in achievement of such significant results by the Commonwealth of Australia. What is more, Australia is ready to share its experience with other countries.

References

1. Education as an Export for Australia: Green Shoots, First Swallows, but Not Quite Out of the Woods Yet, October 2013
2. Export income to Australia from international education activity in 2012, May 2013
3. Australia's exports of Education services URL: <http://en.unesco.org/themes/education-21st-century>