

**Communications
Guide for Partners
- A collective
approach**



Austrade's role for the international education sector

- **Aggregators of information** for international students and education agents
- **Sounding board** for the sector to share opportunities and challenges with government.
- Investing in and building an **evidence base** of information to inform key audience engagement.
- **Harnessing** state and territory support efforts.
- **Empowering shared action** across the entire sector
- **Continuing to work with partners**, industry and marketing bodies, education and tourism sectors, and state and territory governments to ensure students agents, businesses and institutions have access to relevant information that will assist them with decision-making and maintaining business continuity.

Collective key messages

- We are committed to ensuring that any international student, whether arriving or already in Australia, has access to right the information, support and care.
- As international students commence their studies in 2020, we remain committed to working with providers and the wider community to ensure every student feels welcome and supported.
- You are not alone. We are all in this together and we are here to support you during these challenging times. If you need assistance, contact your education provider. #InThisTogether
- Our message to every student is that you can feel secure and confident in your study experience here. Australia is a safe, inclusive and supportive study environment, where you'll feel welcomed and inspired.
- Visit the Study in Australia website for the latest information and advice about the COVID-19 pandemic.

www.studyinaustralia.gov.au

Communication Themes

Inform

- Keeping students, agents, parents, providers, partners informed with the most up to date health and visa information

Unite

- Bringing together and aligning the efforts of government agencies and industry providers, under a common goal to ensure international students continue to feel supported, welcomed and accepted

Acknowledge

- Acknowledging those most affected, those working to contain the outbreak as well as those dedicated to supporting the industry during this time.

Share

- Collecting, creating and sharing relevant good news, content, campaigns, information, advice and tips

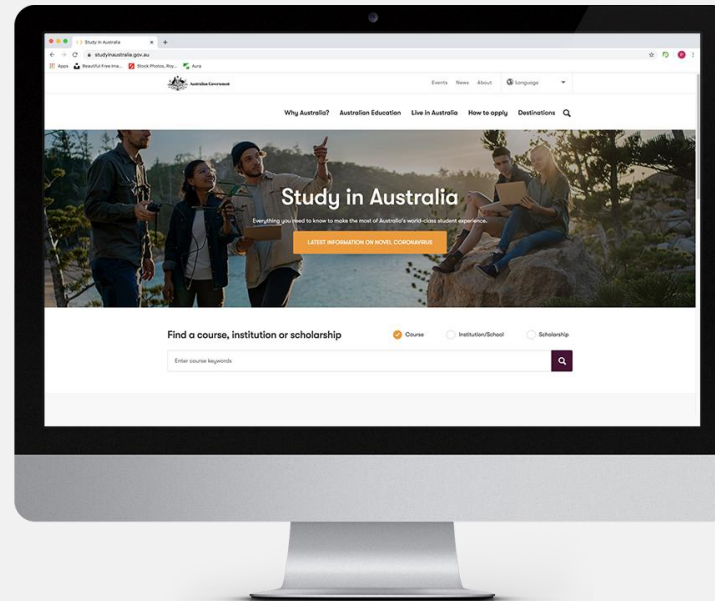
Engaging nuanced audiences in times of crisis

Our suggested **tone of voice** when engaging any international education sector audience is to be:

- Human
- Empathetic
- Engaging
- Inclusive
- Transparent
- Supportive



Study Australia channels



studyinaustralia.gov.au



@studyinaustralia



@studyinaustralia_



@australia_edu



@FutureUnlimited