

Concurrent Session K
Wednesday 2 September
1.00pm – 1.50pm

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30 Aug – 2 Sep 2015
Novotel North Beach Wollongong



Session 4
Regional Insights into Campus Development
Mike Walsh

JLL

Michael Walsh is the managing director of JLL's Education Service division in the Asia Pacific. He originally graduated as an architect in the UK in 1991 and since then, has gained 25 years professional experience in the property industry, covering development, design and construction.

Mike's focus continues to be the strong growth opportunity for the Education Sector, with Global and regional trends determining his strategy.

On the Global stage, 23,887 Universities and Colleges support 140 million students. By 2025, student numbers will increase by 87% to 262 million. 2.75 million of these students are studying abroad at 162 'branch campuses' now operating worldwide, with student numbers set to expand to 8 million by 2025.

So what is drawing the great universities of the world to establish 'branch campuses' in the Middle East, China and South East Asia? Internationally renowned Universities which espouse free speech and encourage diversity across gender, race, religion and sexual orientation are taking bold steps into some of the most politically and socially repressive environments in the world, at great risk to their reputations. Top universities are being enticed off-shore, by the offer to establish state-of-the-art campuses, built to their own specifications, at no cost to the school and with free rent - is it too good to be true?

We explore the risks to university brands and reputation that are being confronted by the top schools in the world and what they are doing to address the potential damage. We look at how the off-shore campus developments are being funded and what the implications are for the ongoing operations of the campuses.

37% of undergraduate and postgraduate students in the UK are considering enrolment in overseas universities. Higher fees, an unaffordable cost of living and the easy availability of overseas places are drawing students, with a sense of adventure, to study in exotic locations at universities which are gaining recognition in global rankings.

300,000 foreign students enrolled in Australia in 2014 and contributed over \$10 billion to the economy. The drivers of internationalisation in higher education are not just academic, the commercial benefits to universities and the national economy are substantial. Getting it right can mean long term income streams for both the branch campus and the main campus - however, success is not guaranteed.

In this session, we will examine the drivers of development in foreign countries, economic push and pull factors, and socio economic-growth in Australia. We will also review the potential risks expansion and internationalisation can have to brand and reputation by looking at case studies from various international universities established in China, South East Asia and the Middle East, to look at what makes a campus successful, and how to avoid an expensive failure.

We will also look at different funding models and the implications for on-going operations.