

#### **RECOMMENDATION #1**

Investment in Study Abroad for Canadian Students: A key recommendation of the Advisory Panel on Canada's International Education Strategy (2012) is that the Government introduce an International Mobility Program to serve 50,000 students per year by 2022. Currently Canadian study abroad participation is extremely limited. Such a program should encompass the Government's strategic priorities for participation in the global knowledge economy, ensuring that Canada does not lose its competitive edge as other countries expand opportunities for their students (EU, UK, Australia, Brazil, China).

#### ***Federal Funding***

The Panel recommended that a federal contribution should leverage other funding sources -- e.g. the private sector -- which has a critical interest in ensuring internationally competitive future employees, and educational institutions -- which need to prepare students to participate fully in the global knowledge economy. In budget 2013, the government acknowledged the Panel's recommendations and recognized international education as a key driver of the economy. The budget took helpful first steps, but further investment is urgently required to see the Panel's vision come to fruition.

#### ***Intended Beneficiaries***

Youth: Enhanced employability and effectiveness in the global economy through knowledge and skills acquired abroad.

Business/Manufacturers and Exporters/Governments: Better prepared graduates for labour force, including future business leaders.

Education: Positioned to better prepare students for employment and leadership in the global knowledge economy.

All regions of Canada would benefit from having enhanced, globally aware and internationally connected human resources; particular benefit to our trade relations with strategic markets such as Brazil and China, promoting economic growth.

#### ***General Impacts***

Study abroad is critical to developing capacity to operate effectively in the global knowledge economy. It builds the skills required to navigate the complexities of the global economy and hence

to ensure Canada's competitiveness. As a trading nation, Canada increasingly needs young leaders with the international awareness, knowledge, skills and connections that study abroad provides in order to drive our future economic development. Other countries have launched large-scale study abroad initiatives to build their competitiveness, putting Canada at a disadvantage if we maintain the status quo.

## **RECOMMENDATION #2**

Invest in Collaborative International Partnerships between Educational Institutions: A key recommendation of the Advisory Panel is that the Government develop comprehensive, multifaceted bilateral agreements with priority countries focussed on strategic aspects of education and basic/applied research, with appropriate levels of funding. Such agreements will promote Canada as a leader in areas such as research and curriculum design, making Canadian educational institutions partners of choice for leading foreign institutions, and attracting top international students and researchers to Canada.

### ***Federal Funding***

To date, the Government has signed memorandums of understanding with Brazil and India focused on education and research, which can be leveraged and further enhanced. Canadian and Chinese leaders have committed to substantially expanding their educational partnership. With future agreements, the Federal Government can leverage contributions from partner signatories, and from the Canadian and international partner institutions. Funding can begin modestly and ramp up to a level supportive of substantial strategic impacts.

### ***Intended Beneficiaries***

Students, researchers and education leaders will benefit by tapping into international knowledge and expertise, and, through sharing their own knowledge and expertise, will attract to Canada new talent from partner institutions abroad.

The private sector will benefit from basic/applied research generated by partnerships in strategic fields.

All regions of Canada will benefit from enhanced research strength and global competitiveness, becoming a research partner of choice. Particular benefit to our relations with strategic markets such as Brazil, India and China, promoting economic growth.

### ***General Impacts***

A bilateral approach to education and basic/applied research partnerships with strategic countries will make a substantial impact both in Canada and partner countries, and ultimately benefit Canada's competitiveness due to alignment with our critical trade interests.

Expected benefits include innovation in strategic research areas (e.g. agriculture/food, environment, health, technology), enhanced cooperation and better understanding of international markets -- all

of which benefit Canadian business, the Canadian economy and Canadians in general, as well as counterparts in partner countries.

### **RECOMMENDATION #3**

Invest in the Promotion of Education in Canada: A key recommendation of the Advisory Panel is that the Government increase marketing of Canada's education brand, including digital promotion. Although the Government took a good first step in budget 2013, our investment lags significantly behind that of competitor countries. Given the benefit of international students to the economy, and to academic and cultural life, and projected massive expansion in this market, Canada needs to position itself to attract a robust share going forward.

#### ***Federal Funding***

Educational institutions invest in promoting their respective individual brands, and provinces/territories do some promotion. But market studies show that overall country brand is critical to success in the highly competitive world of international student recruitment. Canada's main competitors, including the UK, US, Australia and France, contribute massively more than Canada to promote their brand. The investment is well worth it: Australia's international education activities generate \$15 billion of export income annually and education is now the country's fourth largest export.

#### ***Intended Beneficiaries***

Youth/students will benefit from interaction with international students.

Institutions will benefit from the internationalization, basic/applied research conducted by students, and revenue generation from international student fees.

Local communities will benefit from added jobs due to demand for products and services.

Canada benefits: on their return home, students take with them Canadian perspectives and a preference for Canada as a trade, research and diplomatic partner in their future career. As well, Canada can attract a substantial number of talented students to remain as immigrants.

#### ***General Impacts***

The Government (DFAIT) has estimated that in 2010 international students spent \$7.7 billion on tuition, accommodation and discretionary spending; created 81,000 jobs; and generated \$445 million in government revenue. Tourism revenue due to family travel added \$336 million. While impressive, international student recruitment is a competitive and volatile market. A comprehensive, sophisticated, well-supported promotional plan is required to ensure continued success. Beyond the immediate impact, students who decide to immigrate to Canada bolster and enrich our labour force.

### ***Additional explanation about your recommendation(s)***

Canada has the potential to become a major player in the world of international education. In the past decade, we have enhanced our profile as an education destination of choice and increased our international student population. This is partly due to proactive promotion, but it is also in some measure due to negative developments in other host countries. To ensure our continued success, we need to actively pursue this volatile but immensely attractive market.

As stated in budget 2013, international education is a key driver of Canada's economy and future prosperity. It fulfills or supports critical requirements in the following areas:

- Human resource development: preparing Canadian youth to fully participate in the global economy and attracting international talent to Canada's labour force;
- Education and training: enhancing Canadian education through internationalization of the curriculum and classroom;
- Research, basic/applied: linking Canadian research strength with international collaborators in order to generate new knowledge, innovation and identify applications in strategic sectors;
- International relations and trade: cultivating people-to-people connections that are the building blocks of diplomacy (the diplomacy of knowledge as the Governor General calls it) and create trade partnerships for the future.

The Advisory Panel on Canada's International Education Strategy put forward a bold but achievable vision. The Government has taken good first steps but we must act urgently to realize the vision.

Firstly, in the realm of outbound mobility, Canadian students are at a serious disadvantage. It is estimated that only 3% of Canadian post-secondary students undertake study abroad as part of their program, which is in marked contrast to the EU (15%) and Germany (33%). Business surveys consistently tell us that 90% of employers want graduates with international experience -- those with the skills to become the new leaders and to keep Canada competitive going forward.

Moreover, BRIC countries are looking to Canada to send more of our students to their institutions. Failing this, Canada risks being perceived as a poacher of their students rather than a partner in educational exchange.

Secondly, in bilateral education and research collaboration Canada is perceived as a small player, despite having quality educational programs and excellent researchers. Emerging countries such as Brazil are opening doors for us, but look for reciprocal interest and investment. Without that, they will turn to other countries willing to make a contribution.

Thirdly, Canada's promotional efforts need enhanced, sustained investment to ensure that Canada benefits from major projected increases in worldwide student mobility in the next decade.

As other governments take bold steps, investing even in difficult economic times, Canada risks falling far behind if it does not act decisively to seize current and future opportunities in international education.