

# COVID-19 Response Update and Digital Report



# COVID-19 RESPONSE UPDATE

## This week we have...

- Developed the first cut list of **institution, State and Territory, and Federal Government support available for international students** to be published on the [Study Australia website](#)
- Established a **weekly meeting with the Council of international Students Australia (CISA) executive and state leaders** to share information directly to support them in their role in peer to peer advice and to ensure international students are informed of support available to them
- Recorded an “**International Student Asks**” **webinar** with a panel of international students answering their questions on support and other issues to be featured on social media and the [Study Australia website](#)
- Launched #InThisTogether content and video with **Latin American education team**
- Continued to provide market intelligence to the sector through our [Weekly COVID-19 Regional Market Updates](#) available outside the MIP paywall
- Continued to aggregate information through the [Agent and Provider Resource](#) on the [Study Australia Hub Resource](#) that has been picked up widely across the sector.

# COVID-19 RESPONSE UPDATE

## Looking ahead we will...

- Deliver the pilot **Study With Australia** with FutureLearn.com to promote online Australian higher education and to trial new marketing tactics with global learners, to run from 20 April – 30 June
- Deliver a key **webinar on the Export Market Development Grant (EMDG) and the new announced COVID Export Credit Facility** to assist providers, in partnership with EduGrowth
- Continue to engage in consultations with the Austrade offshore network to identify partners for **Study Australia virtual international student recruitment events**
- Deliver a **best practice virtual recruitment webinar** jointly with IEAA and launch a **virtual recruitment referral list, guide and assets**
- Work with PIE News on a **global dialogue on communicating during COVID-19** (planned week of 20 April)
- Finalise new content partnerships with **Sonder, Insider Guides** and other key influencers and focus social media content on housing concerns.

# DIGITAL AND SOCIAL REPORT

## Insights for W/C 6 April

### DFAT tiles

DFAT tiles are performing well on social platforms of education partners. One tile posted by Study NSW reached nearly 290,000 people.

### Weibo

Announcements by Australian universities regarding tuition rebates and financial support to international students is driving positive sentiment, however there has been some negativity to the case-by-case approach.

### Browse topics

While 'Education' continues to be the most clicked browse topic, 'Visas' was the only topic to experience increased traffic over the past week.

## Social Media



Platform	Reach	Engagement	No. of posts
	8,200 (-67.2%)	209 (-90.1%)	3
	7,128,250 (-2.5%)	9,963 (+166.6%)	48
	4,370 (-13.8%) 8,772 (+16.2%)	232 (-20%) 3 (+100%)	2 17
	1,108 (-19.3%)	21 (+16.6%)	2
	5,278 (-50.9%)	21 (-65.1%)	5
<b>Total</b>	<b>7,155,978</b>	<b>10,449</b>	<b>77</b>

- Instagram is used as a promotion platform only
- Percentage change figures shown are based on average from week prior
- Weibo figure represents Australian Embassy, DESE, and Austrade SIA Weibo channels

## Website



Study Australia website	Page visits
All of site	95,324 (-5.6%)
Homepage	17,434 (-8.6%)
Novel coronavirus – section	18,322 (+8.4%)
Novel coronavirus – section - education	333 (-45.6%)
Novel coronavirus – section - visas	110 (+80.3%)
Novel coronavirus – section - health	18 (-35.7%)
Novel coronavirus – news	N/A
Novel coronavirus – resource hub	1,345 (-1.1%)
Novel coronavirus – resource hub downloads	1,128

## Hotline Support



Hotline number enquiries

**-57.9%**

(107 → 45)

Education email enquiries

**-49.7%**

(205 → 103)

**Total**

**-52.5%**

(312 → 148)

# CONTENT SNAPSHOT

**Study In Australia**  
Published by Porter Novelli Australia [?] · 7 April at 12:35 ·

We are sure COVID-19 is dominating your newsfeeds and online discussions just like it's dominating ours. With all the information that's going around it's hard to pinpoint where the trustworthy updates are and who provides the information which is relevant for you.

Insider Guides has released a resource hub of interesting and practical articles for international students to help you stay safe, informed and updated on the latest advice. Access the COVID-19 resource hub here... [See more](#)



INSIDERGUIDES.COM.AU  
**COVID-19 Resource Hub - Insider Guides**  
[...]Read More...

Get more likes, comments and shares  
When you boost this post, you'll show it to more people.

3,240 People reached    91 Engagements    [Boost Post](#)

Steven Chandra, Arafat Fardous and 12 others    1 Comment 2 shares

**Performance for your post**

3,240 People Reached

23 Reactions, comments & shares

14 Like	14 On post	0 On shares
9 Love	6 On post	3 On shares
1 Comments	1 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

71 Post Clicks

1 Photo views	30 Link clicks	40 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**Top performing Facebook post**

## Browse Topics

- Health** →  
The latest health advice from the Department of Health.
- Travel and visas** →  
The latest travel and visa advice from the Department of Foreign Affairs and Trade.

**Education** →  
The latest information from the Department of Education and Australia's regulators

**Most clicked 'Browse Topic'**



studyinaustralia · Follow  
Lone Pine Koala Sanctuary

studyinaustralia · Here to brighten up your day with some 'koalaty' content  
#studyinaustralia #inthisogether @lonepinekoala @studybrisbane

6d

Liked by overseasstudentsaustralia and 145 others

6 DAYS AGO

Add a comment...    Post

**Top performing Instagram post**

**Top performing post on Weibo**

11:30

Back    Weibo Content

Public

澳大利亚教育官方微博    5.4.3K Views

4-6 15:56 from iPhone客户端

【澳大利亚教育部长写给国际学生的信息】2020年4月4日，澳大利亚政府教育部长丹·特汉（Dan Tehan）在其推特上发布了一条信息。内容如下：“我们知道，新冠肺炎疫情正在影响着在澳的国际学生。澳大利亚政府今日宣布，来澳已超过12个月且面临经济困难的国际学生将可以提取其澳大利亚退休金账户（Australian superannuation）里的储蓄。国际学生每周最多可以工作40个小时。从事老年护理和护士工作的国际学生则可延长工作时间，以支持这些关键领域。澳大利亚政府将继续与大学和国际教育部门合作，最大程度减少新冠肺炎疫情带来的影响，包括寻找创新的方式来支持和帮助我们的国际学生。我还鼓励国际学生充分利用他们的教育机构所提供的心理健康支持服务。我想对国际学生说：你们是我们的朋友，我们的同学，我们的同事和我们的社区成员”

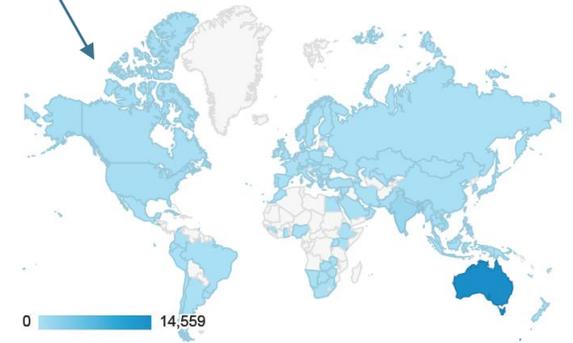
Share    Reply    Retweet    Like

相关推荐

教育部最新决定！暂停！

Repost    Comment    Likes

**Website sessions**



Austrade Education  
@Austrade\_Ed

In these tough and isolated times, @TafeQld demonstrates the power in caring for one another. An outstanding display of support for our international student community! #InThisTogether #StudyAustralia

Song-Yi Baek @SongYiBaek · 30 Mar  
Power of care and love is here at @TAFEQld - food bank for intl students! So overwhelmed with help from staff and faculties ❤️ this is not gonna resolve all the issues for our international students but trying really hard to help wherever we can! @JChapmanTAFE @martylock\_TQI

0:14 290 views

9:11 am · 9 Apr 2020 · Twitter Web App

View Tweet activity

2 Retweets 5 Likes

**Top performing tweet**

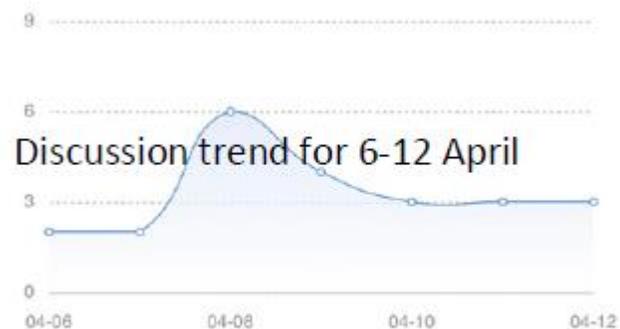
## TRENDING TOPICS W/C 6 APR

### #Australia stops Chinese students from entering the country#

- In the past week, this topic had:
  - 36,000 views
  - 0 discussions
  - 4 original posts
- The peak discussions this week occurred on 8 April

### #Curving back to Australia#

- In the past week, this topic had:
  - 23,000 views
  - 11 discussions
  - 1 original post
- The peak views occurred on 12 April



## NEWS UPDATE

- The Chinese Ministry of Education (MoE) will soon launch an English language higher education online education platform to support universities around the world
- China has launched a large-scale online vocational training program free of charge, as part of its efforts to improve workers' professional skills and facilitate poverty alleviation
- The Chinese mainland has decided to suspend allowing graduates at schools of all levels to further their study in Taiwan in 2020

Note: Data pulled from DESE reports

# GOOD NEWS BANK

THE AUSTRALIAN

## Deakin University to give \$25m emergency aid to international students

By **TIM DODD**  
HIGHER EDUCATION EDITOR  
Follow [@TimDoddEDU](#)

12:52PM APRIL 10, 2020  
196 COMMENTS



## Uni's helping hand for international students

Rebecca McDonald / 10 April 2020



Q SI NEWS



Sikh volunteers are among those delivering food to international students who are stranded in isolation due to COVID-19. Source: Ricky Prakoso/AFP

## COVID-19: Heartwarming international student stories that will restore your faith in humanity

By **Study International Staff** | April 12, 2020

7  
SOCIAL BUZZ

Australia

## 'Clearly important' Indian students to be 'protected' during coronavirus crisis, high commissioner says



Barry O'Farrell in Sydney on October 18, 2017. Source: AAP



**#InThisTogether**



# #INTHISTOGETHER GRASSROOTS INITIATIVE

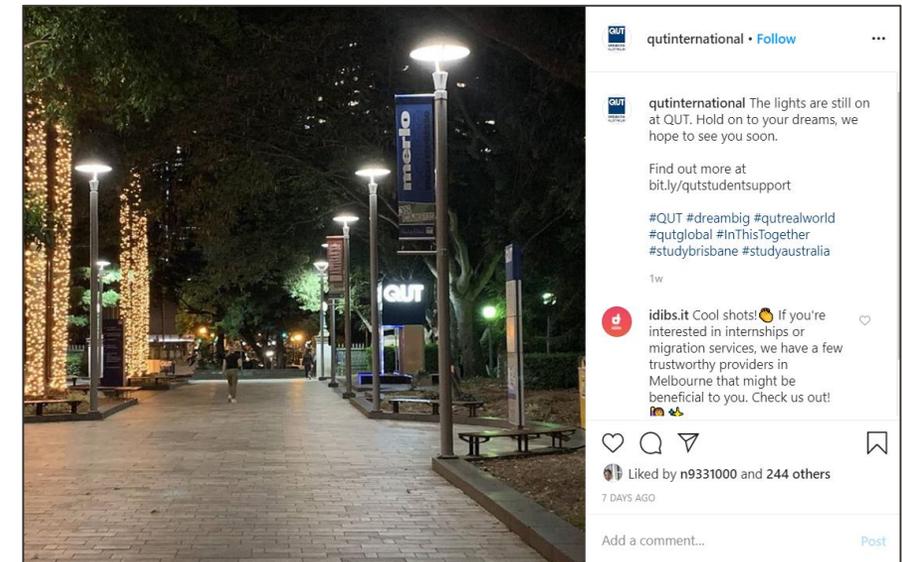
## Summary

The #InThisTogether grassroots initiative was designed to unite and encourage all Australian institutions and education partners to share messages of support, empathy and friendship for all those impacted by COVID-19. This is an initiative which can unite the Australian international education community during this difficult time through into recovery and beyond.

## Performance breakdown

In the week commencing 6 April, there have been a total of 52 social posts using #InThisTogether. Full breakdown below:

- Eight on Facebook
- 16 on Twitter
- Nine on Instagram
- 19 on LinkedIn



# #INTHISTOGETHER# #同舟共济# ON WEIBO

## Summary:

- As of 14 April, the total readership of the campaign was 1,566,000
- As of 14 April, the total campaign discussions was 1,278



## # InThisTogether #

Read 1.566 million discussions 1278

 Australian Government Education Promotion Official Weibo 

# InThisTogether ## 同舟共济 #

@StudyAdelaide 

# 我在南澳# During the special period of COVID-19, the South Australian State Government Public Schools developed a fact sheet to support international students and their host families to be able to isolate themselves well at home. Jab link to view   link to this page # boat ## InThisTogether # 

Australia · Adelaide



At 12:37 on April 9 from Pro microblogging Forward 1 | Comments 0 | 

At 18:28 on April 12 from the micro-blog weibo.com

 Swinburne University of Technology 

# InThisTogether ## # boat @ Australian education official microblogging

since 2020, beginning March 23, the majority of Swinburne courses have been converted to online teaching. We know that many students and agents have various problems. The following detailed Q & A will answer your questions 😊. If you have any questions, please feel free to contact us, we will be with you to overcome the difficulties 🙋. Details stamp:  Web links



At 17:43 on April 10 from Professional microblogging

# Media monitoring



# MEDIA MONITORING

## In the news this week:

- *The Age* reported Victorian schools are expected to reopen in term two with skeleton staff to accommodate children of essential workers and vulnerable pupils, while the majority of students continue their studies remotely
- *The Daily Telegraph* reported coronavirus disruptions to education would mean an extra year of school for every Australian student under a worst-case scenario the federal government is desperately trying to avoid
- *SBS News* reported the federal government has been accused of neglecting international students in its new higher education relief package. The National Territory Education Union said not including more measures to help international students was "shameful"
- *The Guardian* reported some universities are already expecting to lose more than £100m as foreign students cancel their studies, with warnings that the impact of coronavirus will be "like a tsunami hitting the sector"
- *SBS News* reported there are an estimated 565,000 international students in Australia, and prior to the coronavirus outbreak, many were employed across the country's hospitality and retail sectors. But after losing their jobs, and with no entitlement to government support, international students "are now one of the most vulnerable groups in our society"

## In the news this week:

- *The Australian* reported Deakin University will spend up to \$25 million in the next six months in emergency aid for its 16,000 international students, many of whom have lost their part-time jobs and have no way to support themselves in Australia
- *ABC News* reported excluding international students and migrant workers from emergency economic measures in the wake of the coronavirus pandemic could lead to unintended economic consequences, migration experts have warned. There are concerns that Australia's lacklustre response to international students' needs could push them away and deal a blow to Australia's third-largest export sector
- *Yahoo Finance* reported with international students bundled back home to continue classes online, the English-speaking countries hitherto dominant in global higher education are realising what they risk losing. Politicians have persistently failed to speak up for international students during wider debates about immigration
- *MacroBusiness* reported Melbourne City Council has pledged to use ratepayers money to provide financial support to international students
- *SBS News* reported Australia's High Commissioner to India Barry O'Farrell says Indian students in Australia will be "protected and kept safe" throughout the course of the coronavirus crisis

# Global sentiment tracking



# INTERNATIONAL EDUCATION IN AUSTRALIA REPORT

- Report is on keywords representing: “**International Education**”
- This report tracks only the **English** sentiment within **Australia**
- Reporting period is **6 April 2020 – 12 April 2020**
- All reporting is listening to English language only
- The following channels are being listened to:
  - **Twitter**
  - **Reddit**
  - **Review**
  - **Tumblr**
  - **YouTube**
  - **News**
  - **Forums**
  - **Blogs**

## *On Facebook:*

- *There are new API restrictions that prevent the level of Facebook listening previously available*
- *In Facebook, all public pages can be tracked but have to be authenticated individually as a channel in our social listening platform, this is in progress*
- *It is not possible to pull private information and Facebook does not provide location data on posts*

# REPORT SUMMARY

## Positive sentiment

- Queensland Premier, Annastacia Palaszczuk's announcement that schools will remain open in Term 2 for the children of essential workers has driven a lot of the neutral and positive sentiment. This is mainly due to other measures announced such as the organising of SIM cards to be sent to students without internet access and embracing remote learning for Term 2

## Negative sentiment

- Education Minister, Dan Tehan's COVID-19 relief package announcement has seen mixed sentiment reaction. The positive reactions stem from appreciation that the government has stepped in to assist. The negative sentiment has been more diverse and has come from various commentators suggesting it's a good first step but not enough. For example, Universities Australia Chair Deborah Terry has suggested 21,000 jobs will still be lost if more measures don't follow
- There is still a lot of negative sentiment being driven through stories of international students struggling and Scott Morrison's perceived lack of care for this group of visa holders. This is mostly happening through Twitter. One tweet showed more than 200 students lining up at a food shelter in Southbank, Victoria over Easter

# KEY INSIGHTS

## Total Mentions

25k

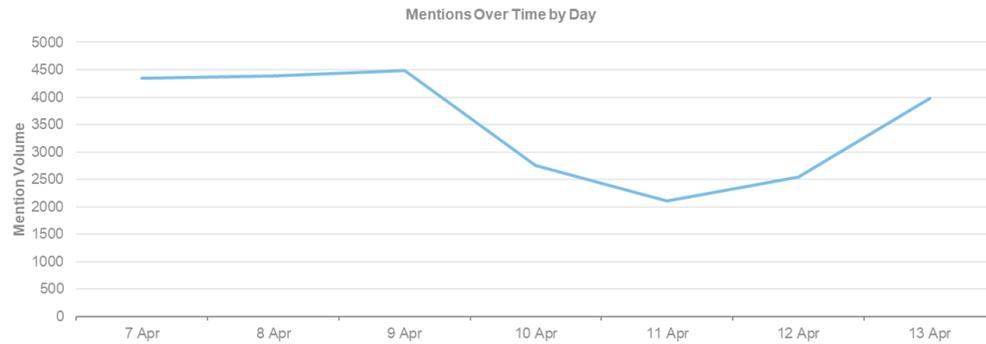
▼10%  
Previous Period: 27K

## Unique Authors

11k

▼18%  
Previous Period: 13K

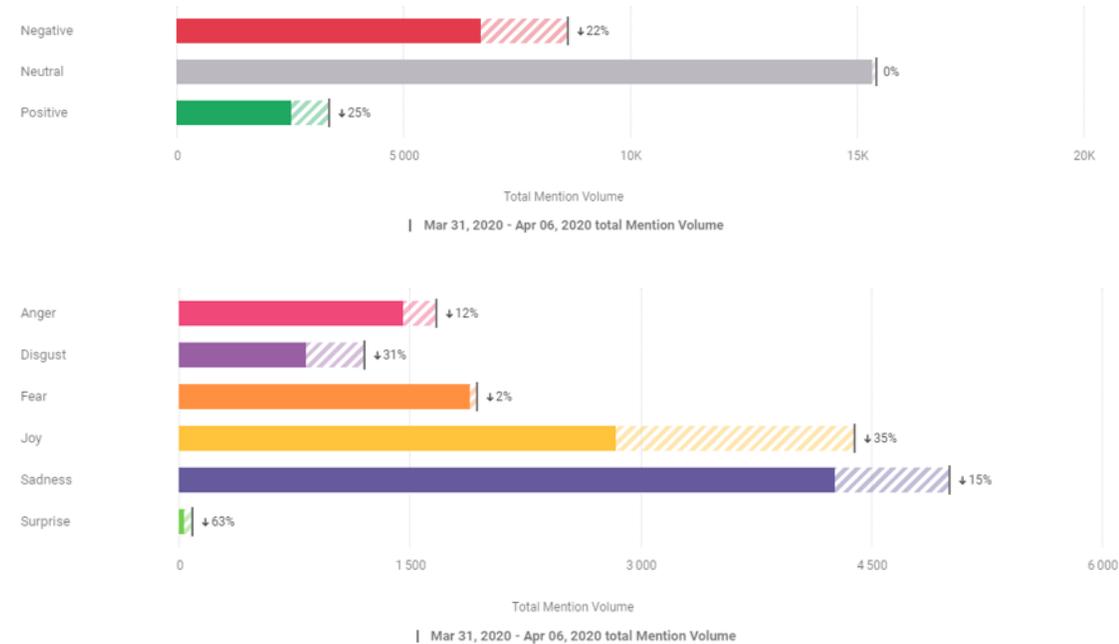
## Mentions over time by day



## Trending topics

1. Children of essential workers
2. Cruise ship
3. Regulatory fee relief

## Sentiment





# Recommendations



# RECOMMENDATIONS

1. Continue to deliver value with relevant, information-based tiles for partners to on share. Similarly to the 'drag and drop' toolkit, email delivery improved uptake of assets
2. As #InThisTogether continues to grow, focus on engagement with institutions – expanding from state and territory partners and more video content
3. Continue to proactively promote the Resource Hub and accept new content and content partnerships to improve content resources

