



PERDAMAN

Inquiry into Western Australia's Economic relationship with the Republic of India

(Submitted on behalf of Perdaman Global Services)

Introduction

Perdaman is a multinational group based in Western Australia with a long-standing track record in involvement with a diverse range of markets. From investments in fertiliser production to help our farmers produce crops, to the ownership and management of shopping centres that make wonderful experiences and community hubs; from the production and distribution of pharmaceuticals to provide better healthcare, to migration, recruitment services and advanced energy solutions, we are an innovative company that actively seeks out new opportunities.

Perdaman Global Services is a local specialist with a global network and capabilities across immigration, education, human resource, recruitment, translators and interpreters with 20 years of experience. Our major points of difference in the marketplace is that we offer genuinely integrated services for our clients through a simple point of contact.

The Western Australia's economic relationship with the republic of India is essential for India-Australia relations. Education a key field towards a sustainable growth between Western Australia and India. India is Australia's second biggest market for international students after China. According to Robert Bolton an education editor, Indian students help to boost international market for Universities. Comparing the number of students travelling for their studies to Australia, the number is gradually increasing over the years. However, compared to other states the ratio of student travelling to Western Australia is comparatively low. Henceforth, it is necessary to prioritise the Western Australia's economic relationship with India and attract more international students from India.

International Education is our third largest export services sector and a pivotal industry vertical of the WA Govt's Asian Engagement strategy 2019-2030 which was launched in August 2019. Based on October 2019 JTSI sources India was our 2nd largest market for international students in 2018 and accounting for 16% of WA's international student enrolments. In addition to addressing knowledge security in India, International Education is a bedrock for building the important people to people linkages and being a catalyst for encouraging visitor tourism and investment attraction from families and business associates having families studying in our premier institutions.



This submission focuses on identifying the existing barriers/ impediments to trade and opportunities to strengthen the trading relationship between Western Australia and India in terms of International education.

Barriers/ Impediments to trade between India and Western Australia

- Perception of the State being underdeveloped
- The state's economic developed
- Lack of awareness about the state
- Tourism ratio is very low compared to other Australian States
- The downturn in work opportunities and pathways to permanent residency for international students
- WA universities being less recognised compared to other state universities
- WA education institute rankings
- Lack of tangible business ties

Opportunities to strengthen the trading relationship

1. International Education

WA government can take convergent steps to help WA universities build up and strengthen the relationships with Indian education providers. Currently various incentives towards designated regional area have been brought forward but this does not help to attract student to particularly in WA. The WA state government can work to put forward some different incentives that can help a student to think of WA compared to other States.

Convergent steps for medical student from India. Different bridging programs can be offered for medical students who wish to practice and work internationally. There are a lot of medical student in India willing to travel to international countries to gain international skills and knowledge but find it difficult. Perhaps, if they would be different bridging courses offered in WA that can help them work in Australia, it can help develop the Western Australia – Indian economic relationship.

2. Short term study abroad programs

Compared to other States, Western Australia has very less focus on different study abroad programs like student exchange, immersion programs, education tours, etc. The WA government can work on encouraging educational institutes to build relationship with organisations and institutes offering such programs to promote WA and its education. These programs also help to build up relationships between local and international educational institutes. WA state government can also support different organisations for the study abroad program by helping them build relationship with Indian education provider through the Indian trade office. At Perdaman Global Services, we offer a range of study abroad programs and we have successfully hosted these programs with China



market. These program have helped us convert some of the participants into potential students willing to study in Australia.

At Perdaman Global Services, we think that study abroad programs have a great influence on student for their decision in studying abroad. This also helps parent to think of helping their children settle in Australia which ultimately makes them think of investing for their children. So, if a focus can be made on such programs it can promisingly bring in emphasis towards Western Australia.

3. Tangible Business Ties

By 2024, India is primed to overtake China as the world's most populous country. This increase in population is directly linked to the increase in the demand. To be at the equilibrium point, it is obvious that there will be a raise in the suppliers. Under this circumstances of reaching the equilibrium, the occupancy of land is increasing gradually in India. Land will surely be Scarce in India in the near future with the growing population, growing demand and increasing supply. However, If Western Australia forms strong trade relationship with India by becoming one of the major suppliers to the raise in demand, the is a lot of room for opportunities. The supply can be anything say agricultural products, textile products, electronic products and a lot more. Hence, developing tangible business ties could be one of the approaching aspect to develop the economic relationship with the republic of India.

4. Tourism

WA government can develop strong relationship considering the aspect of tourism as equally important. Due to the very difficult visa setting, it is very hard for visitors to travel to Australia. It is very well known that tourist prefer travelling to eastern states compared to West Australia. If there would be some initiatives and incentives towards tourism to West Australia, this could perhaps drive the economic relationship. The state government and industry can have prospectus and use existing media marketing to promote tourism towards WA. Sponsoring various international events like award functions, etc can easily help to promote WA as one of the most liveable places.

Recommendations:

- Developing engagement and attraction strategies to promote Western Australia and foster an international outlook.
- State government to work with an associated brand that can promote Western Australia as a destination for international investments and education.
- Determine long term economic growth and competitiveness strategies.
- Understanding the Indian market demand and have tangible business ties to develop the economic relations between WA and India.



- Building strong international partnerships to develop engagement of international education.
- Focusing on short term study programs which give student a glance of WA, it's education system and educational institutes
- The state government can consider sponsoring/inviting for events, conferences, campaigns, international functions/program in Western Australia to promote the state.

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