

# International Education Association of Australia Strategic Plan 2025-2027

**ieaa**  
International Education  
Association of Australia



IEAA engages, empowers and educates all who work in international education

## values

Evidence-based • Socially responsible • Sustainable • Inclusive • Accountable • Connected

## strategic pillars

Advocacy, Policy and  
Representation

Professional Learning

Research

## strategic goals

IEAA will champion and  
advance Australian  
international education

IEAA will build capacity and  
resilience through professional  
development

IEAA will be the voice of  
Australia's international  
education community locally  
and globally

## actions

Advocate for a fair, transparent  
and predictable playing field for  
all sectors within international  
education's ecosystem

Coordinate provision of a  
sustainable framework for effective  
student voice representation

Leverage research to lead  
strategic direction of a sustainable  
sector

Enhance Professional  
Development offerings to meet  
members' expectations

Enhance Learning Modules,  
Fellowship credentials and  
awards to recognise excellence

Strengthen member engagement  
through regular updates on  
developments impacting the  
sector

Drive public awareness of the  
sector's academic, cultural and  
societal value

Build alliances with key industries  
to amplify the sector's contribution  
in meeting our national goals

Maximise Australia's learning  
abroad and offshore delivery  
opportunities

From the

## President and CEO

IEAA's new Strategic Plan 2025-2027 builds on the Strategic Plan 2022-2025 and recognises the latest challenges faced by our sector: the housing blame game, the commensurate social licence concern with the wider community, as well as the political community's determination to achieve "managed" or "sustainable" growth.

Rising to these many challenges over recent years, our Association has established itself as the premier peak body for the international education community in Australia. Staying true to our Mission to represent all who work in international education, we now Chair regular meetings of the seven major peak bodies involved in our sector. Local, state/territory and national government agencies actively consult with IEAA when shaping policy frameworks. Importantly, we are also now the established voice of Australia's international education community globally.



**Professor Ren Yi**  
President, IEAA



**Hon. Phil Honeywood**  
Chief Executive Officer, IEAA

However, this new Strategic Plan recognises that a great deal more work needs to take place to advance our members' interests. This Plan factors in member feedback that calls for enhancing our professional development offerings, updating our Learning Modules and Fellowship credentials, and strengthening communication. Feedback also called for more evidence-based research to support better advocacy outcomes. IEAA members also want their Association to better support transnational education and maximise Australia's learning abroad and offshore qualifications delivery opportunities.

The National Board of IEAA, Network Conveners, Young Professionals Co-Chairs, and our Secretariat team factored in all of this constructive feedback in arriving at the actions required to effectively implement our new three-year Strategic Plan.

## Immediate Priorities 2025/26

- Lead campaign to reduce student visa charges
- Advocate for more equitable NOSC methodology for 2026/2027
- Highlight concerns on integrity measures in the ESOS Bill
- Fund and build an evidence base on effective agent management frameworks
- Undertake a major research project on transnational education
- Refresh Professional Development Learning Modules
- Coordinate industry-led Student Voice initiative
- Advocate for review of the recently-announced New Colombo Plan Guidelines
- Ensure that the review of the National Strategy reflects member priorities
- Campaign for a National Schools Certificate

[ieaa.org.au](https://ieaa.org.au)

