
Partners in Global Education

Welcome to ECA



Campuses

Sydney
Parramatta
Brisbane
Melbourne
Adelaide
London
Ahmedabad

ECA student acquisition team

LATAM (Brazil & Colombia)
UK
Nigeria
India & Nepal
Sri Lanka
Bangladesh
China
Thailand
Vietnam & Cambodia
Indonesia
Phillippines



Education Centre of Australia (ECA)

Education Centre of Australia (ECA) is a globally renowned higher education provider. Since 2006, we have been at the forefront of the industry, offering students from around the world high-quality teaching, academic expertise, and research integrity. Our diverse education group offers English language courses, along with undergraduate and postgraduate degrees across various disciplines, allowing students to find their ideal course for career success. We also provide professional internships to help graduates advance in their chosen fields.

ECA is a reliable and trusted partner for Australian universities. We are known for our ability to understand and respond to the evolving needs of the international and domestic student market. ECA's managed campus model provides a comprehensive service to university partners by recruiting and enrolling students, supporting them throughout their academic journey, expertly delivering courses, and enhancing student employability.

What We Do

We offer outstanding learning opportunities through our managed campus solutions and strategic collaborations. We invest in new markets and campuses, provide global pathway programs, and reduce risks in student acquisition. We support students on our campuses by providing them with the best possible educational experience, matching them with the right course for their careers, and ensuring employability.

Leaders in international education

We are proud to be leaders in international education. We understand the needs of our students and strive to provide them with the best possible educational experience. Our team of experts have years of experience helping universities around the world reach their goals and achieve sustainable financial growth. With us by your side, you can successfully navigate the complexities of the international student market while maintaining high admission and retention standards. We offer a variety of solutions tailored to meet your individual needs, from diversified revenue streams to fast turn-around growth strategies – all designed to ensure that your institution reaches its fullest potential.

- Fuel sustainable financial growth
- Deliver high-impact, fast turnaround growth solutions
- Provide diversified revenue streams that are not reliant on any single source
- Develop a strong and diverse student population
- Safely navigate the international student market
- Maintain high admission and retention standards
- Improve student outcomes and employability

Creating agile partnerships with universities

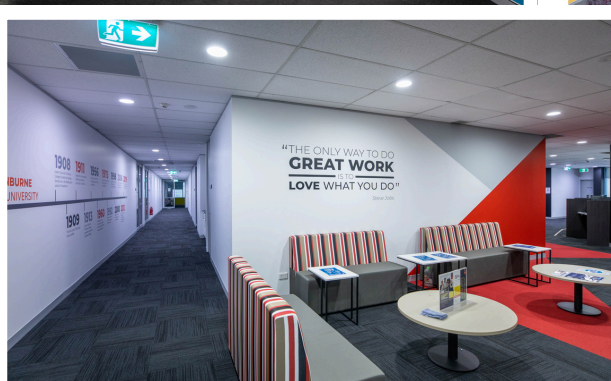
Over the past 20 years Education Centre of Australia has grown to become a truly global education group. With long-term partnerships with 7 Australian and UK universities and growing partnerships with universities in India, ECA now has a comprehensive range of solutions for a variety of student profiles from all corners of the world.

Whether delivering globally recognised qualifications to students in their home country or providing industry-ready studies in some of the most advanced cities in the world to global-minded students, ECA always strives to provide outstanding student experience and extraordinary employment outcomes for all.

Universities that partner with ECA benefit from our global reach; our investment in infrastructure; and our expertise in delivering global education for a global audience.

University Partnerships

- Established business model
- Revenue sharing with partner universities
- Highly predictable revenue with programs spanning from 24 to 36 months
- Efficient student acquisition platform with strong net contribution from each additional student
- Scalable business through new university partners and expansion of existing programs



Transforming through challenge

Higher Education

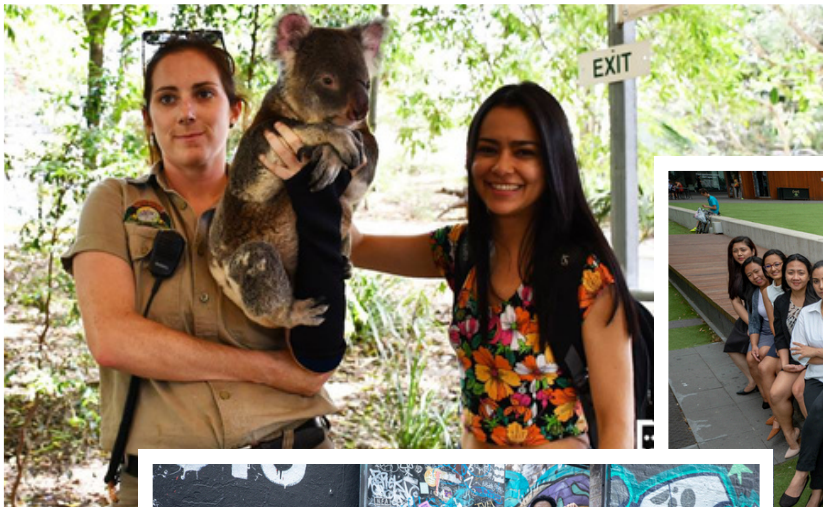
- Focus on postgraduate students
- Focus on areas of student demand
- Further growth opportunities through new courses and increased capacity
- Potential to grow share of Higher Education market
- Professional year and internships provide outstanding employability



From A to Z of education

VET, ELICOS, PY, Internships

- Approved Cambridge test centre
- Further growth opportunities through diploma to degree pathway partnerships with other universities
- Potential for partnerships in international regions such as UK, Canada and New Zealand
- Professional year and internships provide valuable job placement



Upgrade your skills anywhere

ECA Online

- IT Masters (Online programs in partnership with Charles Sturt University for 20+ years)
- UK university partnerships offering Diploma to Degree programs (online)
- ECA's own courses offered through the online platform
- Pathway programs offered overseas through pathway partnership centers
- Strategic investment in Open Learning SaaS Platform. (OLL. ASX)



Employability Advantage

- Invaluable real-world work experience
- Tech and smart skills development
- Resume-building tool
- Interview preparation tool



ECA at a glance

- Expertise in the subcontinent market
- Focus on student retention and employability
- University revenue solutions
- Postgraduate recruitment solutions
- End-to-end student support services
- Diverse programs offered across tertiary and vocational education sectors
- Managed campuses allowing universities to offer courses through our facilities
- Employability Advantage tool that helps identify strengths, and weaknesses, build experience and upskill

Key metrics



11,000+
New students p.a.



50,000+
Graduates to date



7
Campuses in
Australia and UK



7
University
partnerships



50+
Nationalities
enrolled



16-year
Partnership with
Victoria University



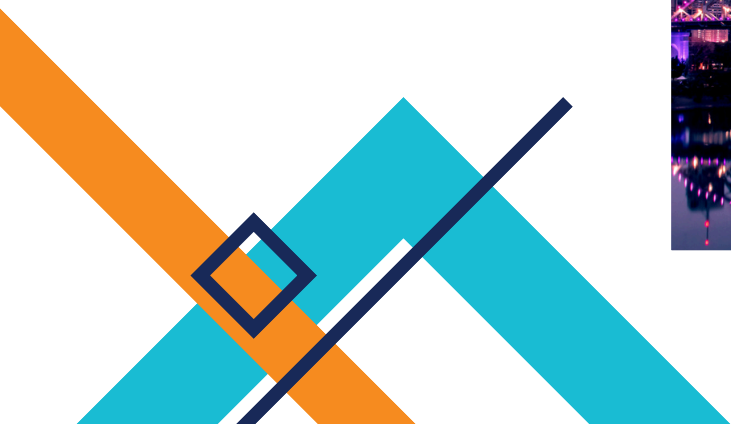
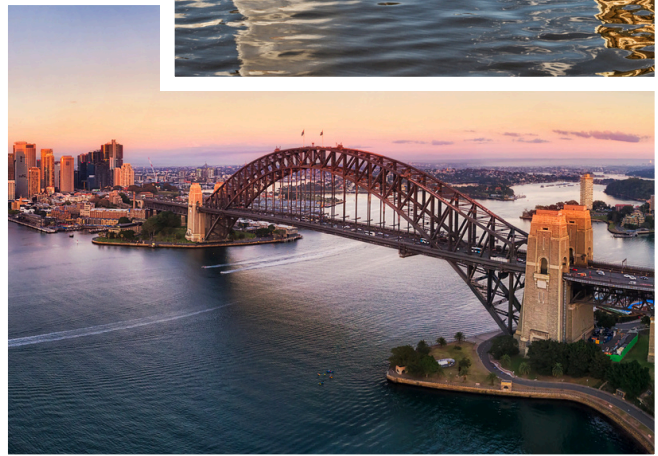
3
Postgraduate degree
awarding institutes



2,000
Internships p.a.

We see possibilities everywhere; by keeping an open mind, we can seize unlimited opportunities.

ECA campuses in Australian and UK cities



ECA global student acquisition team



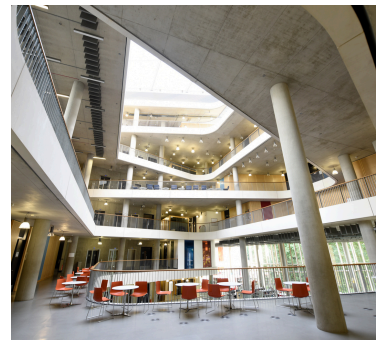
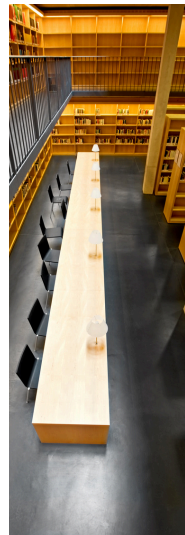
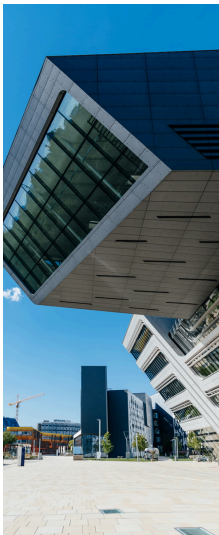
Transnational Education (TNE)

Partnerships: EduCity

Leveraging university relationships for offshore expansion of managed campus model

Delivery of education for international students in Australia requires supportive government policy. Whilst there have always been cycles and there are periods of greater or lesser certainty around visa decisions and host country appetite for international students, it is clear that there are inherent risks associated with such a model.

Increasingly, universities are considering delivery of courses outside of Australia, including TNE (transnational education) operations in key source markets.



These images are conceptual and are intended solely to represent the vision for the project. They may not reflect the final design or outcome.

ECA is setting up a number of university campuses with partner universities to create a high-value EduCity – purpose-built education hubs with comprehensive facilities.

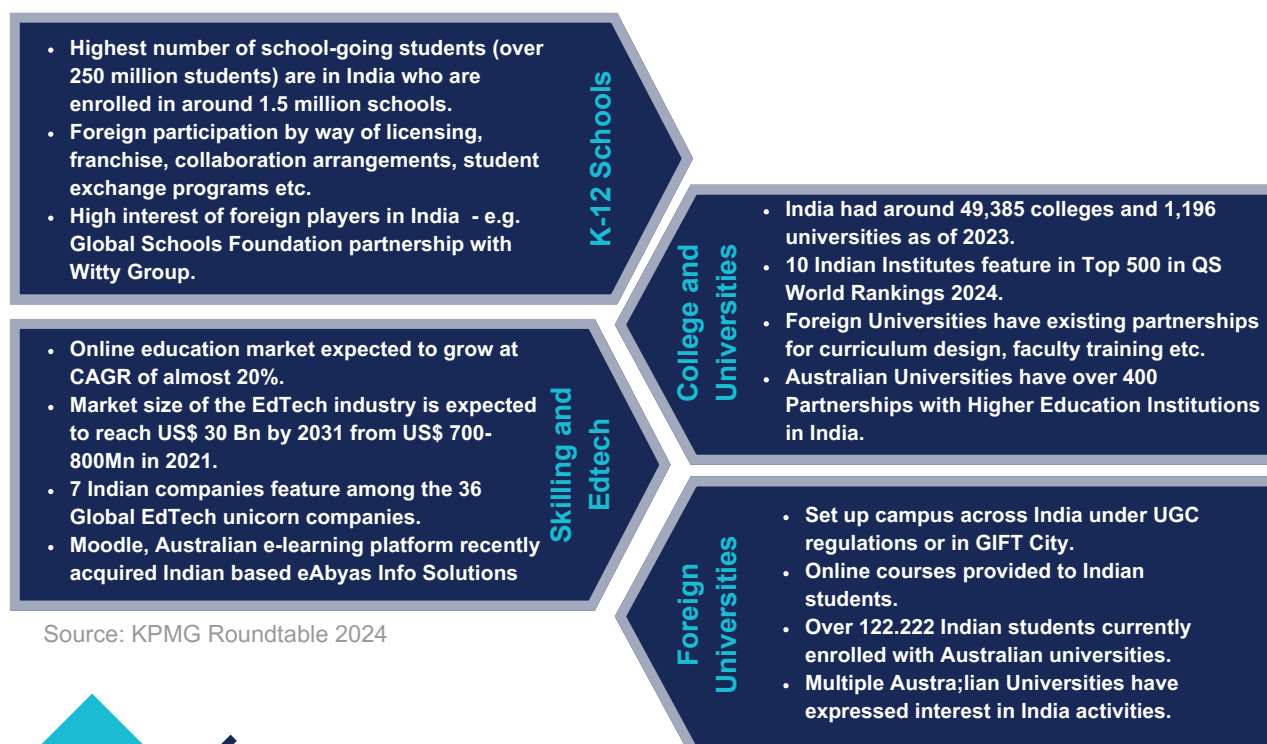
The broad aim is to:

- Establish multiple hubs in India (and later, Philippines and Vietnam) with 3 university campuses at each location
- Help fulfill a country's educational needs. For example, in India, with the world's largest population of young adults (aged 18 - 22) there is a huge ambition to upskill 400 million people during this decade.
- Provide students with an opportunity to study locally, with top 2% globally ranked Australian universities without leaving their home country.
- Assist the universities in growing enrolments without any capital investment by the university.
- Protect the university from the current volatility in international recruitment markets by expanding its operations offshore.
- Replicate the successful ECA Australian Managed Campus model offshore.
- The provision of state-of-the-art teaching and learning facilities under the guidance of the university.

In-Country Demand for Higher Education in India

Education Landscape in India

- **Large and growing population:** India boasts the world's largest population, with a significant portion in the post-secondary age bracket. India's tertiary-age population is the largest in the world and is projected to peak at 126 million by 2026 before stabilizing at 118 million by 2035. India has an ambition to greatly increase the number of tertiary educated young people with a target of educating at university level **an additional 30-35 million by 2035**.
- **Rising aspirations:** Indian families increasingly value higher education for their children, as an opportunity path for social mobility and improved career prospects. Thus, parents are prepared to invest in quality education, even at what may be considered a premium cost by Indian standards.
- **Limited public options:** The public higher education system in India is limited in capacity, infrastructure, and diversity of course offerings. This pushes students towards private educational alternatives, especially for globally-recognised, professional and specialised programs.
- **Increased demands from ever-changing job markets:** hence the need for foreign, globally-focused qualifications.



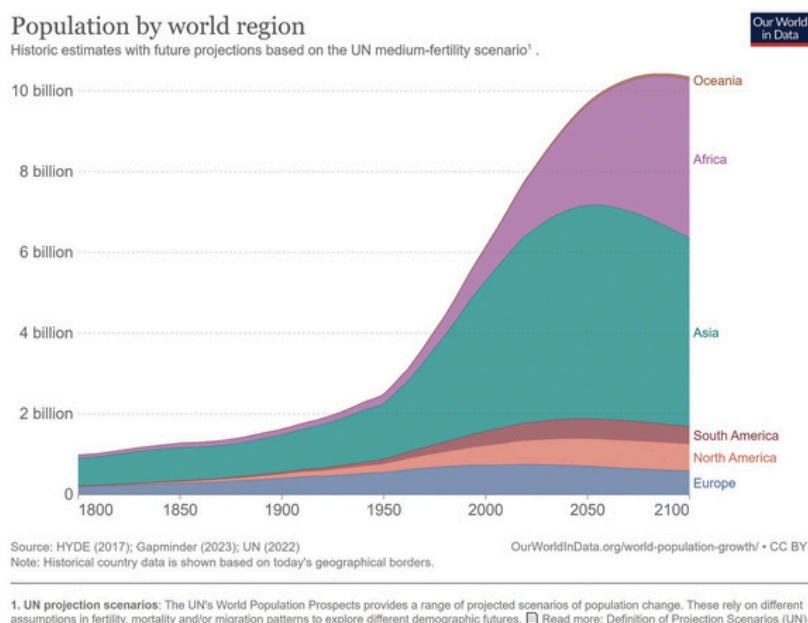
Now is the time for Australian and UK universities to deepen their involvement in Asia and Africa

ECA is an essential partner for Australian and UK universities looking to take advantage of rapidly growing economies and vibrant international education markets in many parts of Asia and other parts of the world. With our extensive network of trusted agents, local knowledge base, and risk-mitigation strategies, we are committed to helping universities unlock the immense potential that exists in this sector. Make sure you have a piece of the pie by joining us on this journey of educating the world.

Consider the opportunities this market offers:

The UN projects that the world population will increase from 8 billion today to 10.9 billion by 2100. Most of this growth will come from Asia and Africa; Africa's share of the world population will rise from 17% to 40%. More than 8-in-10 people will live in Asia or Africa by the end of the century.

- Youth make up about 19% of the region's total population.
- Over 60% of the world's youth live in Asia-Pacific. This translates into more than 750 million young women and men aged 15 to 24 years.
- In 2020, an estimated 2 billion Asians were members of the middle class, and that number is set to increase to 3.5 billion by 2030
- There is a large and ever-increasing demand for quality international education.
- Competitor countries such as the UK are already strengthening their involvement in the Asian education market



Creating agile partnerships

“

The strength and quality of the relationship between Victoria University and ECA is an outstanding university of choice for international students in New South Wales. The recent opening of a new, collaborative VU campus in Brisbane will further extend our partnership and global reputation.

”

Professor Adam Shoemaker

Vice-Chancellor, Victoria University

ECA is knowledgeable in recognizing the individual needs of each university. We always strive to provide tailored solutions that help our partners meet their desired goals, both now and in their future development journey. Our flexibility allows us to accommodate universities regardless of if they wish to address a decreasing student base or broaden campus presence without endangering capital/operation resources—we can be there every step of the way!

ECA partnerships are ideal for universities that want to:

- Expand their international student base
- Proactively address declines in student load and financial performance
- Extend their international footprint with reduced risk
- Establish a multi-state and global presence cost-effectively
- Expand their presence without investing



Student journey from English to job readiness

“

ECA helped make the transition to Australian study manageable. They helped me organise my application and supported me to secure an internship.

”

Maral

APIC student

With 2 decades of practice and refinement, ECA has created an exemplary student transition process to ensure international students have the best chance at success. Our comprehensive service begins from application vetting all the way through their entire journey – we understand our students' needs every step of the way! Through this expertise, we've achieved great outcomes for both our users - with outstanding results in terms of successful placements and higher retention rates among university partners alike.

ECA places more than 2,000 students into Australian internships each year. We also support our students to gain casual employment during their time studying at partner universities ensuring even greater participation.



Student support services

“

I was supported to set achievable goals.
At the end of my course the company that
I did my internship with created a new role
for me.

”

ECA Internship student

At ECA, we believe in giving international students the best possible chance to succeed and thrive. That's why our range of services provides ongoing personal and professional support that helps them settle into their new environment with ease - from welcoming them at the airport as they arrive to equipping them with work-ready courses and enrichment opportunities for social growth!



Senior leadership team

Rupesh K. Singh

Chief Executive Officer

Scott Dickson

ECA Chief Academic Officer
CEO of ECA Higher Education

Gavin Dowling

Chief Operating Officer

Kirsti Nunn

Chief Financial Officer

Lee Kennedy-Davidson

Chief of Staff

Rodrigo Guimaraes

Vice President,
Student Acquisition

Andrew Holloway

Vice-President,
University Partnerships

Fernando Scarmozzino

Vice-President,
International Relations
and Group Campuses

Archana Singh

Group Director,
Corporate Investments and Events

Professor Lawrence Pratchett

CEO Uni Ready Global,
CEO of Australian School Of Global
Studies (ASGS)

Rajesh Singh

CEO ECA India

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“More than a great education”

CRICOS Provider No 02644C
