

International Plan

2022-2026

Several whole-of-University supporting plans provide a bridge between the ECU Strategic Plan 2022-2026 and ECU's annual operating plans: Aboriginal and Torres Strait Islander Plan, Educational Experience Plan, Enrolment Growth Plan, Equity and Inclusion Plan, International Plan, Regional Plan, Research Plan, and People and Culture Plan. The supporting plans provide a coordinated approach to achieve a broad range of objectives for the relevant Strategic Priorities from the Strategic Plan.

International students and global delivery are vital supports to ECU's Western Australian operations as they provide greater scale, reach, and growth opportunities. The purpose of the International Plan is for ECU to be a leader in the sector in rebuilding enrolments, income, and productive international collaborations. ECU will achieve this by revitalising and growing its offshore operations and global networks. The University will increase its internationalisation while managing risk, standards, and quality in the many jurisdictions in which it operates. ECU will grow a balanced international student profile onshore, and expand strong delivery arrangements offshore.

The ECU International Plan's Senior Executive sponsor is the **Deputy Vice-Chancellor (International)**, and it was approved by the Vice-Chancellor on 2 February 2022. Progress against the plan will be reviewed annually, with adjustments incorporated where necessary.

Objectives

No.	Objective	Strategic Priority
1.	Recover and grow onshore international enrolments.	10
2.	Build resilient and sustainable operations in offshore markets.	10
3.	Establish ECU as a market leader in innovative and emergent international business services to support offshore operations.	10
4.	Build international student enrolments with quality and diversification.	10
5.	Re-establish the security and strategic fit of global agreements and collaborations.	11
6.	Create more productive and sustainable international relationships.	11
7.	Enable more overseas students to study locally in ECU programs.	12
8.	Be a leader in the quality management of global delivery.	12
9.	Expand ECU's presence, program offerings, and regional market reach from ECU Sri Lanka.	12
10.	Foster global partnerships to attract well-prepared international higher degree by research (HDR) candidates aligned to ECU's research priorities.	13
11.	Expand and support ECU's collaborations with international HDR sponsors, selecting institutions, and global granting bodies.	13
12.	Grow inbound study abroad activities to increase on-campus diversity.	14
13.	Increase the number of ECU students participating in international experiences.	14