Development of offshore presences

The project

The intended goal of the project is to kick start global growth in RMIT transnational student enrolments by establishing a presence in key global cities and regions via the development of international campuses and strategic partnerships. At this point in time the project is focusing on the south-east Asia region, including Jakarta in Indonesia and Kuala Lumpur in Malaysia, and Barcelona in Europe.

A country of 245 million people, Indonesia is South-east Asia’s largest economy and represents a significant opportunity for RMIT in its aspiration to establish a point-of-presence within this region. Malaysia, an important hub for the education sector and like Indonesia, is also a prospective opening for RMIT to further consolidate its presence within the south-east Asian region. Barcelona on the other hand presents as a clear opening into the European market and has potential to significantly grow RMIT as a global brand.

Development of a presence in these cities will provide synergies across RMIT’s transnational effort in all areas of activity, including program delivery, research, student mobility and industry engagement.

Strategic objective

Strengthen RMIT’s global reputation by extending our physical and virtual presence through international campuses and partnerships.

Outcomes

The new project will make a significant contribution to the achievement of the University Plan’s ambitious goals for offshore growth in student enrolments out to 2015 with a focus on:

- An increased transnational footprint through a point-of-presence in Indonesia.
- Sustainable growth in transnational student enrolments.
- Achieving international student fee revenue and margin targets.
- Growth in collaborative education and research activity and industry engagement in selected cities.