

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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UTAS welcomes entry of international education to economic development plan

University of Tasmania Vice-Chancellor Professor Peter Rathjen today welcomed the inclusion of international education and creative industries to the updated State Economic Development Plan.

“The revised plan aligns with the vision UTAS is pursuing within its 10-year strategy, *Open to Talent*,” Professor Rathjen said.

“UTAS strives to be a world-class university that enriches the lives of those living in this state. We work closely with both government and community to achieve that.

“It is one of the largest enterprises in the State, contributing about \$1.7 billion a year to Tasmania’s economy, supporting more than 6000 staff across a range of full-time, part-time and casual positions.

“The revised plan recognises that the University is a key part of Tasmania’s future and that higher education is central to the development of a balanced economy here.”

With the State Government, the University aims to double the value of international education to \$400 million over the next five years.

“These plans are bold, but we are methodically working to ensure the strategies are in place to be both present in and attractive to key overseas markets. We have a very good understanding of where those markets are and where the emerging markets will be,” Professor Rathjen said.

Last year UTAS signed a strategic Memorandum of Understanding to work together with the Tourism Industry Council Tasmania, in recognition of the enormous value of international education to Tasmania.

“In a recently-released report looking at future economic prosperity for Australia, Deloitte has also recognised international education as a key sector,” he said.

“Undoubtedly, the internationalisation of the University’s student cohort adds significantly to the social, intellectual and economic fabric of Tasmania, including supporting a vibrant service industry within the State.

“Our agenda is to encourage this growth in international students at each of our campuses – with this being critical to the long-term sustainability of our presence in the in the North and North-West.

Prof Rathjen said creative industries was another sector in which UTAS saw a very bright future.

“UTAS is delivering the Academy of Creative Industries and Performing Arts (ACIPA), a statewide academy which includes a \$75 million development co-located with Hobart’s Theatre Royal,” he said.

“ACIPA will see more students equipped for careers serving Tasmania’s burgeoning cultural and creative economies through innovative teaching programs that link us around the globe.

“In addition, UTAS has partnered with leading Tasmanian arts organisations to secure Federal funding for one of three national hubs to be created in the Federal Government’s Creative Digital Innovation Partnership.

“This is a fast-growing sector and Tasmania, along with its University, is well positioned to be showing the way.”

Information released by:

The Communications and Media Office, University of Tasmania

Phone: (03) 6226 8518; 0429 336 328 (Peter Cochrane)

Email: Peter.Cochrane@utas.edu.au