

ifa ECP Monitor At a Glance

Australia

PRÉCIS

A middle power globally and an important epicentre in the Southern Hemisphere, Australia enjoys a very favourable reputation around the world: from sun-drenched beaches, ancient Aboriginal culture, to world-class universities. External cultural policy is often disguised as economic diplomacy. Also closely knit with commercial interests is Australia's strongest ECP asset – international tertiary education.

Outstanding Fact:

Australia is the country with the highest per-capita concentration of international students in the developed world.

KEY INDICATORS 2019

Population	Rank/number	55 th / 25.36 million
GDP per capita	Rank/number	14 th / 1.39 trillion
Cultural Economy	As share of GDP	\$53,079
Education economy	As share of GDP	0.94
R&D economy	As share of GDP	5.85
Media economy	As share of GDP	1.79
Geopolitical position	Hard power	19 ⁽²⁰²¹⁾
	Sharp power	21
	Soft power	9
	Diplomacy rank	27

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	~ 84
Number of institutions	9 bilateral organisations
FTE staff	3,702 (DFAT)
Freelance and local staff	2,106 locally engaged staff in DFAT overseas missions
Financial scale	-
Government support (\$ million)	-
Comparative ECP group	<i>major</i>

Main Objectives

- Project a positive image of Australia
- Utilise favourable national reputation in advancing foreign and trade policy interests

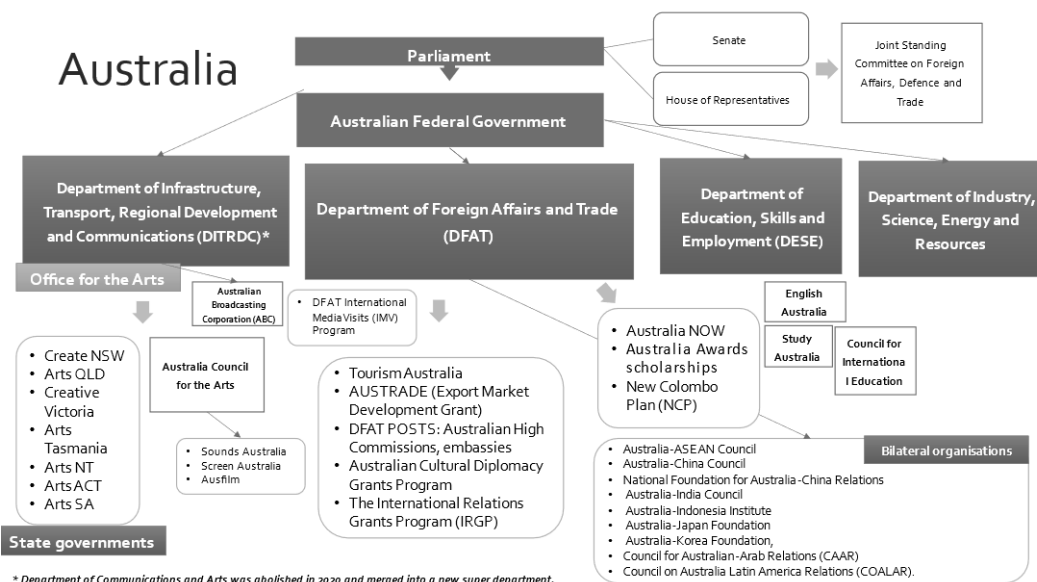
Policy Context

- Focus on economic diplomacy
- Strong credentials as a higher education provider to foreign students
- Multicultural and multiethnic social fabric

Regional Focus

- Western Europe: -
- North America: -
- North Asia: -
- South & Southeast Asia: -

INSITUTIONAL MAP



The external cultural program has a complex structure which includes many departments like DFAT and their respective programs, and different levels of government (federal, state & territory), overseas posts, bilateral cultural councils and foundations, etc.

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of cooperation agreements	40+	-	
Number of countries present	57	-	<i>Countries abroad where Australia Council supported arts activities</i>
Number of institutes and branches	-	-	<i>No central promotional institution</i>
Staff	101	-	<i>Australia Council</i>
Artists in exchange programs	-	-	
Budget (A\$ million)	1.4	-	<i>Australia Council (international activities)</i>
Government financial support (A\$ million)	see Country Factsheet	-	
Language			
Number of countries where courses are offered	-	-	

	2019	2015	Comment
Number of students enrolled	169,864	170,628	ELICOS
Education – Primary & Secondary	2019	2015	-
Number of countries present	~ 16	-	<i>Australian International schools</i>
Number of schools	~ 89	~ 74	-
Number of students	-	-	-
Number of staff / teachers	-	-	-
Government financial support (A\$ million)	-	-	-
Education – Tertiary			-
Number of countries present	37	-	<i>New Colombo Plan (NCP)</i>
Number of domestic universities / colleges	39	-	
Number of universities / colleges abroad	-	31 IBCs associated with 14 Australian universities	
Number of foreign students	444,514	294,438	
Number of TNE students	84,227	84,700	
Number of government scholarships awarded	NCP: 11,321 Australia Awards: 3,053	NCP: 3,100 Australia Awards: 2,367	
Government financial support (A\$ million)	NCP: 50.93 Australia Awards: 290.5	NCP: 10.96 Australia Awards: 328.9	
Science and Research			
Number of countries present	-ACAIR: 35 in the Indo-Pacific -CSIRO: 139 active agreements with international institutions	-	
Number of institutes	-	-	
Number of researchers /staff	CSIRO: 5,065 ACAIR: 79	-	
Number of projects	ACIAR: 200 projects, 500 research organisations	-	
Number of scientists in exchange	-	-	
Budget (A\$ million)	CSIRO: 1,420 ACAIR: 11.962	-	
Government financial support (A\$ million)	-	-	

Media	2019	2015	
TV [ABC Australia]			
Number of countries broadcasted to	37 (Indo-Pacific)	40	<i>ABC Australia</i>
Number of languages	4	-	
Number of channels	-	-	
Audience monthly	406,000	-	
Digital audience (million)	9.3	-	
Budget (A\$ million)	11		<i>ABC International services</i>
Radio [ABC Radio Australia]			
Number of languages	2 (English, Tok Pisin)	3 (English, Tok Pisin and French)	
Audience / monthly average	101,558	-	
Digital audience -Number of streams online (international)	8.6 million	-	
New media			
Social networks following (international followers)	ABC Facebook accounts: 14.6 million ABC Instagram accounts: 375,000 ABC YouTube channels: 245.3 million views	Australia Plus: 150,000 (Facebook), 70,000 (YT)	
Audience / unique (international) visitors (million)	152.6 sessions on ABC websites 18.5 sessions on ABC apps 27.4 podcast downloads	-	

CURRENT ISSUES AND DEVELOPMENTS

- The ‘critical’ need for Australia is improved diplomatic capacity. As the former Prime Minister Kevin Rudd declared: “Given the vast continent we occupy, the small population we have and our unique geo-strategic circumstances, our diplomacy must be the best in the world”. For a small nation with global aspirations, more attention should be paid to not only economic but also cultural diplomacy. Also, without proper coordination and financial support, the existing ECP efforts risk falling on barren ground.
- Australia as an education provider is a renowned global brand. Unfortunately, the Covid-19 pandemic has put its strengths to the test and revealed many neglected pain points – especially excessive reliance on international tuition fees and focus on selected student origin countries. The Australian borders are likely to stay shut for a while. The question remains how universities will keep up in the global competition on the international education market.

FURTHER INFORMATION, SOURCES, AND REFERENCES

- A user-friendly summary of with additional data and data sources is here: “*Australia – External Cultural Policy: Data Fact Sheet*”
- A full set of references are presented here “*Australia – External Cultural Policy: References*”
- A fuller report with a descriptive analysis is found here: “*Australia – External Cultural Policy: A Report*”

Imprint

The External Cultural Policy Monitor

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