

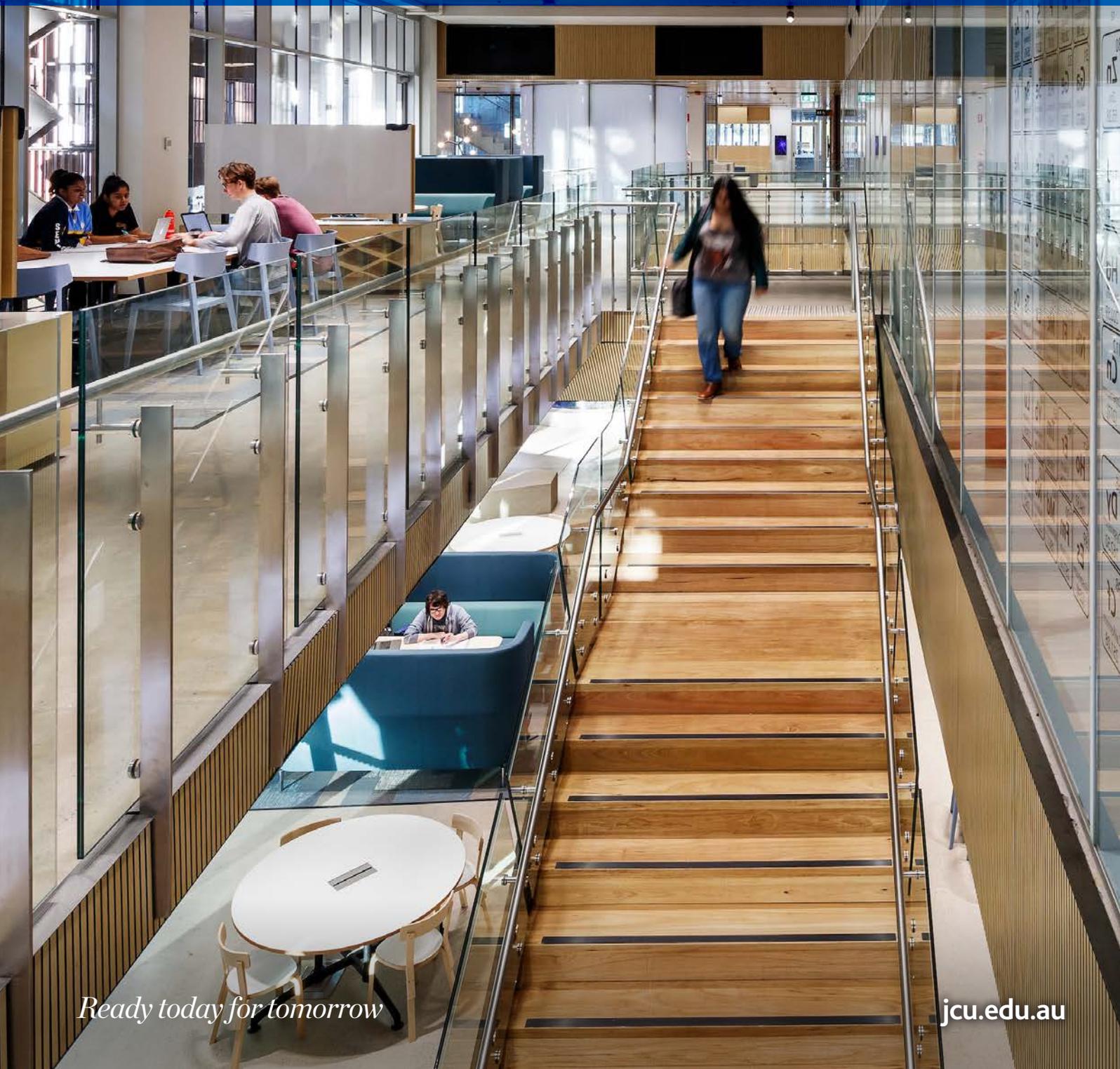
2025

International Engagement Strategy



JAMES COOK
UNIVERSITY
AUSTRALIA

Celebrating
50
YEARS
1970 - 2020



Ready today for tomorrow

jcu.edu.au



'An international University as reflected in our people, our places, and our research, we take quiet pride in being recognised as a leading tertiary institution in Australia, our Asia-Pacific region and among the universities of the world.'

James Cook University Plan, 2018-2022

JCU is a leading tertiary institution in Australia and the Asia Pacific and ranked in the top 2% of universities worldwide. Our Strategic Intent is to create a brighter future for life in the tropics worldwide, through graduates and discoveries that make a difference, and this is given effect through our local, national and international connections, collaborations and partnerships.

We are a University signatory to the United Nations Sustainable Development Goals and have agreed to play our role in understanding and responding to challenges facing the world. Teaching and research is a global endeavour. Engaging with partners around the world, we will amplify our impact and relevance to generate far-reaching benefits for communities around the world.

Whilst we draw strength and identity from our place in the world, JCU recognise that in a rapidly changing, interconnected world our ability to create positive change for our students, our staff, and the communities in which we engage requires a highly effective partnership network across all regions of the world. It is in this context that I am pleased to present the JCU International Engagement Strategy 2025.



Sandra Harding

Professor Sandra Harding AO
Vice Chancellor and President

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**RESPECT.
NOW.
ALWAYS.**

James Cook University values and celebrates the diversity of our community, and is committed to ensuring our learning and working environment is safe and welcoming.

JCU is proud to be part of the Respect. Now. Always. campaign – a national initiative led by Universities Australia to highlight our determination to ensure our students and staff are safe from discrimination and sexual harassment. Further information about the campaign and free services available for students can be found at jcu.edu.au/sew



Our commitment to Australian Aboriginal and Torres Strait Islander peoples

James Cook University is committed to building strong and mutually beneficial partnerships that work towards closing the employment, health, and education gap for Australian Aboriginal and Torres Strait Islander peoples.

Our students come from many backgrounds, promoting rich cultural and experiential diversity on campus.

We acknowledge the Australian Aboriginal and Torres Strait Islander peoples as the Traditional Owners of the lands and waters where we operate our business. We honour the unique cultural and spiritual relationship to the land, waters and seas of First Australian peoples and their continuing and rich contribution to JCU and Australian society. We also pay respect to ancestors and Elders past, present and future.



Cassandra Savage (JCU Alumni), 'Coming Together and Respecting Difference', acrylic on canvas, 2014, 90cm x 90cm.



Our International Engagement Strategy, 2025, is the culmination of extensive consultation with the University community. Over the past three years we have put in place the foundations on which we can now build an ambitious internationalisation agenda for JCU.

More international students than ever are choosing to study at our campuses in Cairns and Townsville. Our Singapore campus is proudly international, and is deepening its global engagement. Our Academic Divisions are embracing the benefits that a more diverse international student body bring. More JCU students are expanding their horizons and taking learning abroad experiences as part of their studies.

Education systems, communities and economies worldwide have been impacted by COVID-19. JCU will necessarily adapt to accommodate emerging opportunities and challenges to continue towards a more internationalised JCU in a COVID safe world.

Our strategy commits us to comprehensive internationalisation. For us, comprehensive internationalisation is about so much more than the international student program. It impacts our curriculum, research collaboration, community engagement, staff development, and learning abroad.

The strategy charts our course to 2025. We have a lot to get on with.

Melissa Banks
Pro Vice-Chancellor (International), and President, IEAA

JCU International Engagement Strategy 2025

James Cook University (JCU) is connected to the world and globally engaged. We were the first Australian university to establish a branch campus in Singapore. Operating since 2003, JCU Singapore is an important part of our campus network.

In Northern Queensland, our campuses in Cairns and Townsville attract international students from all over the world. Our research is global and world-renowned, and we collaborate with research groups at some of the world's leading universities. JCU students are increasingly taking learning abroad experiences as part of their studies, studying at partner universities around the world and gaining an important global perspective.

Against this backdrop, the University has agreed to an ambitious internationalisation agenda – *the JCU International Engagement Strategy, 2025*.

Our International Engagement Strategy commits us to achieving outcomes across all dimensions of internationalisation:

- Student recruitment
- Student experience
- Research engagement
- Transnational education
- Curriculum
- Learning abroad
- Staff development
- Community engagement.

Our strategy is organised around four pillars, each with strategic initiatives and measures of success for every year to 2025.



We are committing to comprehensive internationalisation with a distinctive JCU accent.

At JCU, internationalisation means:

Building a sustainable international student population for the long term

Ensuring that all JCU students benefit from studying in an internationalised university

Being globally connected, active in the world, and bringing the world to our distinctive communities in Northern Queensland

Bringing our communities along with us, and ensuring that a more internationalised JCU benefits our local communities and economies.



Pillar One

Build a balanced international student population that is sustainable over the long term.

We will continue to grow our international student population across all JCU campuses, with a specific focus on doubling the number of international students at our campuses transnationally.

JCU is committed to building a balanced international student population that is sustainable over the long term. We are deliberately diversifying the source countries from which our students come.

We will continue to grow enrolments from across the Indo-Pacific while maintaining our traditional international student source markets in Europe and North America. We will also invest in new and emerging markets.

JCU College, our newly established pathways college, will play a key role in assisting international students to transition into our higher education programs and prepare them for success.

JCU College can enable and support a transnational education agenda thereby further expanding and diversifying our internationalisation agenda.

We will assure the quality of our admissions standards by benchmarking student progress by entry channel every year.

Measures of success include:

- By 2025, international students will make up at least 25% of the total student population at our campuses in Cairns and Townsville*
- Implementing a Cairns campus strategy to double international student enrolments by 2025, leveraging the unique location of the city and the local business community
- JCU College will offer preparatory academic and English language pathways for JCU courses
- Increased education collaborations in pathways and joint programs taught in key transnational education markets.



“I am truly enjoying my time studying with JCU. I have received a great deal of excellent support from the JCU team as I work towards my goal of a career in the health sector.”

Zhenxiong Zhu (pictured right)

BACHELOR OF SCIENCE,
PREVIOUSLY COMPLETED DIPLOMA OF SCIENCE
AT JCU COLLEGE

CHINA

* In a COVID normal world this will be subject to travel restrictions easing and compliance with public health requirements.

CRICOS Provider Code 00117J



“I love how small the university is, allowing for easy interaction with my lecturers and my cohort. I enjoy the friendships that I have made and continue to grow, both with the student body and members of staff and it’s great that James Cook University is just so multicultural.”

Kos-Faith Tumun

BACHELOR OF BIOMEDICAL SCIENCES

PAPUA NEW GUINEA

Pillar Two

We will ensure that all JCU students benefit from a more internationalised university.

We will ensure that our international students experience the unique human scale of our campuses and local communities, and that our domestic students are enriched by their international classmates.

We will strive to deliver an outstanding student experience for all students, designing support systems, integration programs, and activities to make international students feel valued as part of the JCU community.

JCU students will graduate into a world that is both global and local. Whether our graduates choose to work globally or locally, they must be prepared to enter a changing labour market.

We will provide opportunities and experiences for our domestic students to engage confidently and comfortably with the diversity they encounter in class, on campus, in the community and abroad.

We will provide our international students with an unparalleled experience of ancient and modern Australia, ensuring that every international student learns about, and from, Australia's First Nations people. We will educate our international students about indigenous knowledges, connection to country, and expose them to the richness of the world's oldest living culture.

Measures of success include:

- An exceptional student experience, that meets the needs of both domestic and international students
- Welcome and integration services to ensure international students are a valued part of the student community
- International students are exposed to indigenous knowledges, cultures, the ancient past, and the modern experience of First Nations people.



Each year, first year JCU Bachelor of Medicine, Bachelor of Surgery students attend a Cultural Immersion Program to gain an understanding of Aboriginal and Torres Strait Islander history and culture. The program is facilitated by the College of Medicine and Dentistry in partnership with local Aboriginal and Torres Strait Islander community organisations. The Cultural Immersion Program is part of a thread of cultural programs interlaced through the JCU medical degree to foster cultural understanding to help Close the Gap in health outcomes between Indigenous and non-Indigenous Australians.



JCU students Lewis Batic (left) and Dennae Smith (right) at the New Colombo Plan Scholarship Awards Ceremony at Parliament House.

James Cook University students ready for an educational experience of a lifetime

JCU students Lewis Batic and Dennae Smith received 2020 New Colombo Plan (NCP) scholarships to study overseas.

Lewis' program involves spending a semester at Kyushu University in Japan studying engineering technologies used to respond to extreme weather events and natural disasters, before travelling to Nepal to undertake an internship with the National Society for Earthquake Technology.

"The skills I will gain in Japan and Nepal will not only impact my future as an engineer, but my ability to contribute meaningfully to solutions for remote Australia and Asia," he said.

Business-Law student Dennae studied at the National University of Singapore, followed by an internship with Rajah & Tann Technologies.

"I want to understand how artificial intelligence is being developed and rolled out across industries so I can be at the forefront of this change," she said.

"I am passionate about the growth of artificial intelligence and hope to contribute to Australian law firms' adoption of legal tech, and also take any opportunity to work on international deals with the Indo-Pacific region."

The New Colombo Plan Scholarship Program provides opportunities for Australian undergraduate students to undertake semester-based study and internships or mentorships in 40 participating Indo-Pacific locations. It is administered by the Department of Foreign Affairs and Trade.





Pillar Three

JCU will be globally connected: we will be active in the world, and bring the world to our communities.

Research is a global endeavour. Engaging with partners around the world, we will amplify our impact and research quality, and provide access to new sources of income, research infrastructure, and research talent.

We will take an active intellectual leadership role on strategically selected global challenges. We will continue to engage with other tropical regions and universities, and the State of the Tropics Alliance, while expanding our global connections to work on solving some of the globe's most wicked problems.

Our specific locations allow us to connect modern agriculture and mining with the challenges of managing biodiversity, environmental sustainability, and the impact and mitigation of climate change.

We will partner strategically and deliberately with a small number of highly-ranked global universities to advance our combined research output and quality, creating partnership value that is greater than the sum of its parts, and contributing to global knowledge creation.

We will encourage our students to learn abroad, doubling the number of students undertaking a learning abroad experience by 2025. We will aim to become Australia's leading university for indigenous student mobility, providing opportunities for our First Nations students to study and learn in other countries with rich and enduring indigenous cultures.

Measures of success include:

- At least two joint collaborative research centres established in our key research-engagement target countries
- Collaborative partnerships developed with at least four university partners of the State of the Tropics Alliance
- By 2025, double the number of JCU students who undertake an international study experience
- By 2025, we will be Australia's leading university for indigenous student participation in learning abroad.

James Cook University ranked #1 in the world for commitment to sustainable development through global partnerships

The Times Higher Education University Impact Rankings recognise universities around the world for their social and economic impact, based on the United Nations' Sustainable Development Goals.

The 17 Goals are intended as a framework for developing the world in a sustainable way.

They were set in 2015 as part of the UN's 2030 Agenda for Sustainable Development, intended to be achieved by 2030.

For Goal 17, which relates to partnerships, JCU scored 99.2 of a possible 100, and was ranked No. 1 out of 806 institutions globally.



State of the Tropics Project

JCU is a founding member of the State of the Tropics Project, which has seen researchers from across the globe working together for almost a decade to assess and improve quality of life in the Tropics.

The project shines a light on a variety of key issues for the tropics, and provides a foundation for policy makers, geopolitical analysts and other stakeholders to examine major issues.

Current project members: Escuela Superior Politecnica Del Litoral (Ecuador), James Cook University (Australia), Liverpool School of Tropical Medicine (England), Mahidol University (Thailand), The National Institute of Amazonian Research (Brazil), Nanyang Technological University (Singapore), Organisation for Tropical Studies (Costa Rica), University of Hawaii (USA), University Of Nairobi (Kenya), University of Papua New Guinea (Papua New Guinea), University of the South Pacific (Fiji).





Pillar Four

Internationalisation at JCU will be characterised by deep engagement with our communities.

Internationalisation at JCU, particularly in Cairns and Townsville, will be characterised by the way we engage with our communities. Our international students will benefit from experiencing our unique locations, and our communities will benefit economically, socially and culturally from the new opportunities our international strategy presents.

As we attract a more diverse international student population, we will dedicate ourselves to ensuring our people have the intercultural skills and understandings they need to succeed in the classroom and on campus. We will internationalise our curriculum for the benefit of all students and staff, so that domestic and international students are given the best opportunity to thrive and survive in the global economy.

We will ensure that local employers, in every industry, understand the value that international students bring to our economy and our work places.

We will work with the business community in Cairns and Townsville to provide work integrated learning experiences for international students in our unique local industries.

We will proactively engage with state and local government, industry and community leaders, to promote the social and cultural benefits international students bring to the Cairns and Townsville communities, and to assist the community to develop an appreciation of the values a more internationalised JCU can offer.

Our international students will benefit from becoming part of our regional cities. They will experience an authentic Australia, learn in our World Heritage listed living laboratories and develop an appreciation for the unique challenges climate change presents our diverse and vulnerable environment. We will make the most of our living laboratories, and our regional industries, in providing an experiential learning experience that has real-world application.

Measures of success include:

- Active engagement with local government, industry and community groups including Townsville and Cairns City Councils, Townsville Enterprise, Trade and Investment Queensland, Study Cairns and Study Townsville
- Cairns and Townsville positioned as serious study destinations for international students
- Formal welcomes held for newly arriving international student cohorts by Townsville and Cairns City Councils
- Local business and industry understand the benefits that international students bring to our communities
- Internationalisation training and support in place for our academic and professional staff.



JCU PhD student Teddy Winn (Papua New Guinea) teaches Tok Pisin language classes for the Australian Defence Force as part of a partnership with JCU's Academy of Modern Languages. Teddy is studying at JCU via the Australian Department of Foreign Affairs and Trade's Australia Awards Scholarship program, which aims to contribute to the development needs of Australia's partner countries by providing opportunities for students to undertake study in Australia.



JCU Professional Employability Program

We have partnered with employability experts Career Ahead to develop and deliver the JCU Professional Employability Program.

The program draws upon research, employment data and industry insights and provides students with a structured co-curricular employability skills and development program including a tailored plan to support individual employment objectives.

Students take part in industry placements and have opportunities to develop skills and build industry connections to maximise employment outcomes.



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