

Helping Australia attract the best and the brightest



Primary developed and implemented a long-term strategy to help Educational Testing Service (ETS) build recognition around the accuracy, reliability and integrity of the TOEFL iBT® test in Australia. The TOEFL test is the most widely accepted English-language assessment worldwide, recognised by more than 9,000 institutions in more than 130 countries, including Australia. To date, more than 30 million people have taken the TOEFL test.

By supporting ETS in gaining recognition from the Australian government as a valid test of English language proficiency for student, graduate and skilled visas, Primary helped Australian businesses to expand their access to a broad pool of well-qualified professionals.

Strategy

Primary worked with ETS to develop a wide-ranging stakeholder engagement and public affairs campaign that focused on key channels to help build and promote the TOEFL test as a desirable alternative to the existing monopoly.

The strategy focused on the need to help education providers attract international students through a more streamlined visa system, which respected the students' choice of English language test and created better access to the system. Engaging with a broad array of stakeholders, Primary sought to build a collaborative support for a better aligned continuum between student, graduate and skilled visas.

The strategy fostered collaboration and helped to build industry consensus on the need to address the faults previously present in the system.

Additionally, Primary assisted ETS in building a strong and compelling case for regulatory change through direct engagement with key regulatory and policy decision makers – highlighting the weaknesses and failures inherent in the old system and supporting consideration of alternatives.



Outcomes

Primary helped ETS to successfully position the TOEFL test as an accurate, secure and reliable partner for government, education providers and employers. Advocating for a fair access to opportunities by skilled migrants and international graduates, Primary was able to help ETS usher in a system that made Australia a more attractive destination for international students and gave Australian employers a leg up in the global competition for skills and talent. Highly skilled migrants who had previously been inaccessible to Australian businesses would now be available to help businesses compete and prosper.

With Primary's support ETS was successful in advocating for TOEFL's acceptance as a test of English language proficiency for visas along the student-graduate-skilled continuum.

Primary has also helped ETS to build in-country profile, by positioning ETS expertise and experience through a wide array of communication channels aimed at multiple target audiences.