



Global
Education
Alliance

Monash x GEA Case Study

At a glance

GEA partnered with Monash University, one of Australia's leading institutions, early in its development. Over the years, this collaboration has achieved strong student recruitment outcomes and contributed to expanding opportunities for international students seeking quality higher education in Australia.



**Students
Engaged**



**Exclusive
Scholarships
Offered**



**Dedicated
Conversion
Role**



**Awarded
Agent of the Year**



 <https://www.geaworld.org/>

 GEA HQ @ Hong Kong Science Park

CHALLENGES



- GEA established its partnership with Monash University early on, achieving strong student recruitment.
- Post-pandemic, international students began applying to 7-8 universities on average, leading to intense competition.
- Although applications to Monash increased, the enrollment conversion rate declined.

SOLUTIONS



To improve conversion rates and strengthen the enrollment pipeline, Monash University and GEA jointly introduced two strategic initiatives:

- Exclusive Scholarship Quotas for GEA-recommended students.
- Dedicated "Monash Conversion Officer" position established within GEA's team in 2023.

This role focuses on:

- Targeted engagement via digital channels (WeChat & email campaigns)
- Offline conversion activities and student follow-ups
- Tracking quarterly and annual conversion targets

Together, these measures created a systematic framework to enhance student conversion efficiency and engagement outcomes.

BENEFITS



Enhanced Enrollment Conversion

1

Improved efficiency and conversion through strategic role creation and focused engagement.

Sustainable Partnership Model

2

Established a scalable collaboration structure between GEA and Monash for future growth.

Global Recognition

3

Reinforced GEA's reputation as a trusted, high-performing partner in the Australian higher education sector.



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