



# SERVICES FOR INTERNATIONAL EDUCATION MARKETING

## Zimbabwe and Botswana

16 December 2014

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

# Welcome!

- Who we are....
- Chair :
  - Helen Kidd, regional advisor, MEA, SIEM, British Council
- Presenters :
  - Nobantu Kalake, Country Director, British Council, Botswana
  - Sam Harvey, Country Director, British Council Zimbabwe
  - Zanele Mukwedeya, Projects Manager, British Council Zimbabwe
  - Tafadzwa Masiye, Office Manager, British Council Zimbabwe

# Agenda

- Country Introductions (12 minutes each)
- Q and A with country representatives
- Upcoming Regional Events
- Summary and Close

# Country Introduction – Botswana

## Botswana Map & Flag



### Map & Flag

Botswana is located in the heart of Southern Africa and shares borders with Namibia in the northwest; Zambia in the north, Zimbabwe in the north east and South Africa in the south east

# Why Botswana?

- Political and economic stability;
- safety and security;
- corruption control mechanisms;
- high sovereign credit rating;
- attractive foreign exchange policy;
- stable inflation;
- attractive taxation;
- good information and communication technology (ICT) infrastructure;
- investor protection laws;
- ease of accessing credit.

# Country Introduction -Botswana

The Okavango swamps form the world's largest inland delta



# Population profile

- **Population profile**
- Botswana is one of the sparsely populated regions of the world with a population of 2,155,784 people in a country approximately the size of France.
- 0-14 years:32.9% (male 361,717/female 348,150)
- 15-24 years:21.65%(male 231,576/female 234,852)
- 25-54 years:37% (male 422,182/female 375,836)
- 55-64 years:4.4% (male 42,099/female 52,917)
- Youth dependency ratio is 52.8%
- Median age: total-22.9 years
- Urban population is 61.7% with a 2.07% urbanisation growth rate
- Population growth rate: 1.26% (2014 est.)

*(CIA World Fact book)*

# Languages spoken

- Setswana is the national language (spoken by about 78.2% of the population)
- English is the official language but only 2% of the population are speakers of English as a mother tongue language
- English language teaching identified as one of the priority improvement of education quality interventions (Fulbright)
- Until 2002 medium of instruction in school was Setswana from Standards 1 to 4 but with the new education policy, English is introduced at Standard 2 as a medium of instruction



# Literacy and ICT indicators

- Total population literacy-85.1% (2011)
- 95% of the 15-24 year olds are literate
- Low cellular penetration : 150 Mobile cellular subscriptions per 1000 people (Dec 2012)
- Relatively low internet use : only 11.5% of individuals use the internet - (2012)

# Participation in education

- At independence 20% of school going age enrolled in primary school
- 8% proceeded to secondary school
- 1986 - over 90% in school
- 1996 - 96% enrolled
- 2006-2012- primary and secondary gross enrolment ratio-95.3% (female) 94.9% (male) *[UNESCO estimates]*
- 10 years of “compulsory”/free education
- 2 years of senior secondary education before one can proceed to tertiary level (this is the system followed by public schools and all examinations are local)
- Those who do not follow the academic route can enroll for vocational education
- Private schools follow a different system, often mirrored on either the UK or American system
- Both government and private sector participate in education provision

*(The Southern & Eastern Africa Consortium for Monitoring Education Quality)*

## Important industries and sources of employment

- Mining sector is the mainstay of Botswana's economy
- Diamond mining- currently accounts for approximately ¼ of jobs in Botswana (either directly or indirectly)
- Tourism-important growing sector, provides for around 1/5 of the country's workforce
- Agriculture
- Financial Services
- Prioritised industries include **jewelry making, leather processing, meat processing, pharmaceuticals, high end printing, packaging, ICT, renewable energy; water management; dry farming**

# Education and Higher Education

Education Policies/strategies and plans

- ***Education for Kagisanyo*** –building social harmony
- ***Revised National Policy on Education 1994*** –Expansion of accessibility
- ***Vision 2016***-Education for development and prosperity building
- ***Tertiary Education Policy-Towards a knowledge society***- promote enrolment expansion (local and external institutions)
- ***National Human Resource Development Strategy***
- ***Botswana Excellence Strategy***-positioning Botswana as an education hub; promotion of TNE and IHE
- ***Education and Training Strategic Sector Plan (ETSSP)(2014-19)***- education for global skills development

# HE landscape in Botswana

- 27 tertiary education institutions registered in 2007 (private and public)
- 32 institutions were registered in 2009
- 37 registered tertiary institutions in 2011
- Full universities - certificates, diplomas, undergraduate and post graduate studies
- University Colleges- certificates, diplomas, undergraduate studies
- Colleges-certificates, diplomas, undergraduate graduate and post graduate studies
- Technical colleges- certificates, diplomas
- Craft Schools- certificates, diplomas
- Distance learning colleges-certificates, diplomas & undergraduate studies
-

# Participation in tertiary education

- 11.4% in 2007-08 ; aim to raise it to 17% by 2016 and to 25% by 2026.
- 47,889 students enrolled in private and public institutions - 2008-09. (54.6% or 26,130) in public institutions, (15,036 or 58% at the University of Botswana alone)
- Since 2009, public institutions have experienced a small decline in enrolment of students, while private institutions declined by 38% in 2010-11
- 36,859 students enrolled in 2012/13 (35% in private and 65% in public institutions)

# Popular subjects for Botswanan students

- AAT -available
- ACCA-available
- CIMA-available
- Actuarial Sciences- not available
- Adult Education-available
- Advanced Materials (graduate) not available
- Agric. Engineering- not available
- Applied Geophysics (graduate)- not available
- Applied Microbiology (graduate)- not available
- Electrical/Electronic Engineering- only just started
- Metallurgy- not available
- Business Management- available
- Accounting & Finance-available
- MBA-limited options
- Biosciences- not available
- Healthcare Studies- limited availability
- Medicine- limited availability
- Pharmacy- not available

# TNE potential in Botswana

- There are existing partnerships between UK Universities and local institutions (Botho University; ABM University College, Botswana Accountancy College, IDM; University of Botswana, GIPS, BOCODOL, IDM)
- Australian Universities
- Indian Universities
- South African Universities
- American Universities



# English language

- English is the official language
- English is the medium of instruction from standard 2 of primary education
- Some HE graduates from Botswana are not required to do IELTS
- About 600 candidates per annum take IELTS; 99% attain required scores for academic IELTS

## Opportunities for student recruitment

- High Net Worth market
- Literate population
- Growing middle and higher income class (able to privately sponsor)
- Educational structure that mirrors that of the United Kingdom
- The UK is one of the preferred destinations for further studies
- The UK is one of the top 3 trading partners (both exports (60.7% and imports 10.8%))
- Unemployment is high (17.7% -2012) as a result of skills/industry mismatch; therefore there is scope for expansion of the skills development market

# Some Challenges...

- Smallness of the market
- Global economic recession
- Sponsorship in the past mainly from government;
- Sponsorship from extractives limited to in-service students;
- Limited Chevening scholarships
- Limited Commonwealth scholarships
- Some UK universities require foundation programmes
- Strength of the British Pound against the Pula

# Market Opportunity – Education UK exhibition

- Expecting over 1000 visitors
- Outreach plan- work with public and private schools; market through all media sources; do radio interviews; work with training coordinators in both public and private sector
- Experiences/feedback from previous exhibitions- BC exhibition is a crowd puller; the issue of possible sponsorship (full or partial) a great incentive; need for greater use of alumni

# Zimbabwe - Introduction



# Why Zimbabwe?

- Zimbabwe has a long standing history of sending students to the UK
- Current rate of visa approvals is 900 students per year (2013 statistics)
- Zimbabwean students are reputed to be of a high calibre, with high competence in English
- There are partnership and research opportunities for UK Universities and the 16 Universities in Zimbabwe
- Staff training and development opportunities for universities in the business sector in Zimbabwe : especially in designing bespoke courses for companies
- Specific opportunities exist for universities which can develop courses and technology for the mining and agricultural sector in Zimbabwe

# Social and economic overview

- Population profile
  - Population : 13.7 million people : 54% are aged between 15 and 54 years old
- Languages spoken
  - English, Shona and Ndebele are the main languages
- Literacy rates, participation in education
  - Literacy rate is 83%,
  - 88% of school age children attend primary school
  - 47.7% attend secondary school
- GDP
  - 2013 GDP was US\$10 billion with a growth rate of 3.2%
- Important industries and sources of employment:
  - Mining, Agriculture and Tourism dominate – although it is reported that over 80% of Zimbabweans are employed in the informal sector

# Education and Higher Education

- **The number of universities** in Zimbabwe has grown from just 2 institutions to 16 in the last 15 years : which has seen more high school graduates progressing to university
- Based on statistics, **the total HE market potential** is 1.4 million, or 47% of all people aged between 15-24 years old
- **TNE** : 1 UK institution (Gloucestershire) is currently offering postgraduate programmes in Zimbabwe.
- **Outward student mobility** – Zimbabwean students go to South Africa, Australia, Malaysia, Hong Kong, UK, USA and even Ukraine to study. South Africa is the most popular : up to 900 students go to the UK per year.

...



# English language

- 83% of the Zimbabwean population can speak English
- IELTS is in high demand in Zimbabwe which is a sign of people going to work or study in UK, Australia and Canada. In 2013, 2250 people sat for IELTS in Zimbabwe.

## Opportunities and challenges for student recruitment

### Market Sizing

- Based on visas and IELTS candidate numbers there is potential to recruit between 900-3000 students from Zimbabwe to the UK
- Popular courses
  - Nursing and allied subjects (still the most popular despite decline)
  - Hospitality and Tourism
  - Business Studies
  - Accounting
- Pathway and Foundations courses are growing in popularity
- There is more demand for undergraduate than postgraduate courses demand
- Zimbabweans study a wide variety of courses: Law, Finance, business and Marketing are most popular

# Challenges

## Funding

- Funding/scholarship opportunities are extremely limited in the market although Chevening scholarships per year have increased to 13 in 2015.
- The situation is unclear on the Commonwealth scholarships (due to Zimbabwe's withdrawal)
- The British Council receives many students enquiring about scholarships
- Changing political situation

# Market Opportunity

- Zimbabwe Edukex Harare and Bulawayo
  - Exhibitions featuring UK universities are very popular, targeted school visits should see at least 300 students visiting and these have a high potential as they come from private schools which supply the bulk of students to the UK. The general exhibitions will draw at least 500 visitors
  - The tour will visit two schools in Harare and Bulawayo which will take the universities to the heart of their market.
- Agent Activity
  - Agents in Zimbabwe regularly invite universities to tour Zimbabwe which is a sign that there is potential in the market. Feedback from exhibiting universities found that they have a positive perception of the country, the calibre of student and market potential.

# Questions and Answers



# Next Steps

- Contacts
- Botswana
  - Boitumelo Kgangetsile : [Boitumelo.kgangetsile@britishcouncil.org.bw](mailto:Boitumelo.kgangetsile@britishcouncil.org.bw)
  - Refilwe Ithuteng : [refilwe.ithuteng@britishcouncil.org.bw](mailto:refilwe.ithuteng@britishcouncil.org.bw)
- Zimbabwe
  - Zanele Mukwedeya (SIEM focal point) [zanele.mukwedeya@britishcouncil.org.zw](mailto:zanele.mukwedeya@britishcouncil.org.zw)
  - Tafadzwe Masiye (Bulawayo) [Tafadzwa.Masiye@britishcouncil.org](mailto:Tafadzwa.Masiye@britishcouncil.org)

UK Based account manager : Sarah Kinsey [sarah.kinsey@britishcouncil.org](mailto:sarah.kinsey@britishcouncil.org)

This presentation contains information sourced either by the British Council itself or in collaboration with its research partners and is of a general nature. While the British Council makes every effort to ensure that the information provided in the presentation is accurate and up to date, the British Council makes no warranty (whether express or implied) and accepts no responsibility for the accuracy or completeness of the presentation. The British Council does not assume any legal liability, whether direct or indirect, arising in relation to reliance on the presentation. Any references to third party organisations in this presentation are not an endorsement by British Council of those organisations.

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

© British Council 2013

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities.