



TRANSNATIONAL EDUCATION REPORT: NAIROBI

Version 1.0

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EXECUTIVE SUMMARY

The following document highlights Kenya's current economy and development. The key focus of the document examines Nairobi's major industries, current educational system; local and international. As the Australian government moves to establish themselves in Nairobi, the opportunity for Haileybury to assist in the government to establish an Australian educational program in cohesion with Haileybury appears to be a business opportunity. Kenya currently has international relations with developed western nations, Europe, Asia Pacific and the United States of America, and strengthening economic relations with Australia is on the rise.

Opportunities for Haileybury College includes partnerships with public and private schools to offer a comprehensive online course which support students learning in areas such as language (English) and sciences. The Haileybury X/micro credentials can be sold as an additional service for students to complete. Haileybury can also offer lead-in programs for students to attend Deakin University in Kenya or additional partnerships to attend Australian Universities in Australia. Students require an IELTS 6.0 in English to attend some Universities across the world. Haileybury can provide English courses to assist students achieve the required score. Haileybury can assist the Australian and Kenyan government in providing Australian based educational courses to improve the public-school system currently being offered.

Key highlights

- Nairobi has 30% of Kenya's middle class.
- 41 International Schools.
- The Kenyan economy is market based.
- IB and A-Level programs are widely offered
- Australian Universities are already established in Kenya (Deakin)
- Kenyan's value post school education (tutoring and night school) with a focus on English
- Upper class work in the private sector including finance and retail.
- Private schools (not international) are on the rise as they are cheaper than public schools.
- In 2018 Kenyans attended universities in Australia (2,786), UK (2160), USA (3,474), Canada (769).
15,000 mobile students globally from Kenya.
- International teacher salary in Kenya AUD 25,482.39 – 16,344

Opportunities

- Offering after school English programs to students to pass their IELTS course to attend international universities.
- Provide pathway programs into Australian universities based in Kenya (Deakin)
- Partnerships with Universities in Nairobi such as Deakin Kenya or others to direct students to their University.
- Partnership's with the Australian and Kenyan government to provide online programs such as Haileybury X to public schools.
- Partnerships with private schools to provide online programs such as Haileybury X to public schools.
- Haileybury college can provide supportive programs to assist with student A-levels and IB courses.

ECONOMY AND DEVELOPMENT

- The Kenyan economy is market-based with external governmentalized trade systems.
- Kenya is the third largest economy behind Nigeria and South Africa.
- Key Industries include agriculture, forestry, fishing, mining, manufacturing, energy, tourism and financial services.
- Kenya is an investment friendly country for both foreign and local investors.
- Kenya's GDP was USD 95.5 Billion in 2019. The current GDP is USD 70 Billion and is predicted to reach USD 95.5 Billion by 2022.
- Major investors in Kenya include Russia, China, the developed Western countries and Japan.
- The major destinations for exports are Uganda, Tanzania, the United Kingdom, and the Netherlands. Major suppliers are China, India, UAE, Saudi Arabia, and South Africa.
- Nairobi is the largest city in Kenya
- Nairobi is the largest contributor of Kenya's GDP, approximately 21% (2017)
- 4,397,073 people live within the city limits (2019 Census)
- 9,354,580 people live within the greater metropolitan area (2019 Census)
- Most of the upmarket suburbs are situated to the west and north-central of Nairobi, where most European settlers resided during the colonial times AKA 'Ubabini'.
- In 2001, the United Nations International Civil Service Commission rated Nairobi as among the most insecure cities in the world, classifying the city as "status C".
- Highest paid jobs are in the private sectors, finance and retail.
- Nairobi has 4 public Universities, 2 Private Universities and 5 cooperative Universities and 13 vocational institutes.

MARKET ANALYSIS

- Kenyan students begin school at the age of 6 and must complete 8 years of primary school to receive their Certificate of Primary Education before Attending Secondary School.
- Students will attend Secondary school at the age of 14 and complete 4 years of Secondary Education to receive their Certificate of Secondary Education.
- There is 108 Private schools in Nairobi including Christina, Muslim, All boys, All girls and co-ed schools.
- Australian universities such as Deakin University are established in Kenya.
- Students are given an overall mark with a grade based on their overall percentage mark (A: 100-80, A-:75-79 etc.)
- A C+ average is required to attend Kenyan Universities. Grades can be converted into a GPA.
- To attend International Universities an IELTS of 6.0, 3 A-levels or necessary IB score.
- In 2018 Kenyans attended universities in Australia (2,786), UK (2160), USA (3,474), Canada (769)
- There is a rise in Private schools in Nairobi due to large waiting lists.
- Private schools are attended by poorer families and rural communities compared to wealthier families.
- 1994 paper produced by the world bank has shown Public schools are more where public school costs 300USD and private schools are 190USD per annum.
- 30% of Kenyan's middle class are in Nairobi
- Foreign-rooted populations included Asians (90,527), Europeans (42,868) with Kenyan citizenship, 26,753 without, and Kenyan Arabs (59,021).
- Thirty subjects are currently offered at the academic secondary level, grouped into six learning areas: Languages (English, Kiswahili, Arabic, German, French), Sciences (mathematics, chemistry, physics, biology), Applied Sciences (home science, agriculture, computer studies), Humanities (history, geography, religious education, life skills, business studies), Creative Arts (music, art and design), Technical Subjects (drawing and design, building construction, power and mechanics, metal work, aviation woodwork and technology).

LIVING EXPENSES

- AUD 25,482.39 – 16,344 teacher salary based on Woodland Star and mysalary.com
- Rental prices for 1-bedroom apartment 6552 (inner city) – 2376 (outer city) per year
- 480 a year for public transport, Basic utilities is 2160 per year, Food expenditure is 1,560 per year.
- Average wage after tax is 6,024 per year, Predicted Annual Cost for an International Teacher is 16,776 – 12,600, Predicted profit for an International Teacher outside of the city is 3,734 – 12,882

COMPETITOR ANALYSIS

- There are 41 International schools in Nairobi (Central European, Scandinavian, UK, American, Japanese).
- 6 of the schools offer IB programs.
- Dependent on the international school, the educational certificate awarded includes A-levels (UK system), while American based schools offer a Grade Point Average (GPA)
- Majority of the international schools teach in English.

Top Rated International Schools.

School	Curriculum	Student Number	Age Range	Boarding	Annual Tuition Without Board
Peponi House	British (A-Level)	322	13-18	Yes	25,746
Woodland Star International School	International (IB)	89	2-16	N/A (No)	10,145.52 – 18,207
Hillcrest International School	British (A-Level)	500	2-18	Yes	7804.06 - 25510.51
Rusinga International School	British (A-levels)	750	1-18	No	260.31- 11655.38
Kenton Preparatory School	British (A-Level)	356	6-13	Yes	22,531

RISK ANALYSIS

- A global presence is already established in Kenya. Asia pacific nations, Russia, the United States, UK, Europe all have established themselves in Nairobi with international schools or business enterprises.
- There appears to be a focus on A-Levels, IB and GPA for international schools. Students are required an IELTS 6.0 to attend some universities. There is the possibility of litter interest in Australian curriculums.
- Policy and red tape could be problematic for the establishment of international enterprises such as Haileybury. A scenario like this could slow down educational establishment in Nairobi.
- International relations between Australia and Kenya can slow the process of Australian education establishment in Nairobi. With government only establishing themselves in Kenya recently, relations may still be weak.
- Public/Private schools in Nairobi may not have the technology/resources to support Haileybury's online educational programs or courses.
- Safety is a concern in Nairobi. Mugging, stealing and burglary being the most common criminal acts and a status C rating for safety. Gated communities and specific regions in the north of the city are considered the safest.
- The target demographic is middle- and upper-class families who can afford an international education. Dependent the regions accessibility and language, the program may not be accepted by the general public.
- The education pricing needs to be adjusted accordingly to the countries wealth to ensure the program is not to expensive consumers will not buy it and is not so cheap that no revenue can be made.
- Recently Kenya has made it difficult for foreigners to obtain visas. This has been achieved through lengthy online processes and mail-in processes. Kenyan's favour work for nationals over foreigners. Visas are valid for 2 years and are required to be renewed. An application form, cover letter, passport copies, photos and application fees are required.
- Transport and Infrastructure is problematic. Small vans and buses are common forms of transport carrying 14-50 passengers. Routes are vague and often not timely especially during peak periods. And more expensive during peak periods. Trains span across Nairobi with current expansions occurring regarding safety, reliability and efficiency.