

new edge

EDUCATION
MIGRATION
TRAINING

COMPANY PROFILE





EDUCATION
MIGRATION
TRAINING

Inspiring and helping students achieve their international study dreams for over 15 years.





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ABOUT US

New Edge Consultancy Services (NECS), part of New Edge Education Group; was established in 2006 and is an international education agency headquartered in Sydney, Australia. Since NECS' humble beginnings, it has referred over 10,000 students to education institutions across our global network of providers in Australia, the United States, New Zealand, Canada, Germany, and the United Kingdom. Through hard work and commitment to its clients, NECS has established itself as a reputable and professional consultancy committed to providing excellence in service and outcomes to all our stakeholders.

NECS has established a strong presence across the Sub-Continent, South-East Asia and Australasia, with its global headquarters based in Sydney, Australia. NECS' global presence has strongly contributed to its reputation as an omnipresent consultancy, here to help all international students.

With a primary focus on the Australian market, NECS works with each individual student to facilitate their transition to international study, providing support across every stage of their journey. NECS provides personalised services, in partnership with the best educational institutions across Australia and the world.

Having been in operation for over 16 years, NECS prides itself on being one of the most reputable agencies in the market. Every member of staff is committed to giving individualised high-quality services. NECS founder and director is extremely passionate about international students and he continues to meet and support them on a daily basis.

MISSION STATEMENT

We provide high quality, professional, informed and personalised advice and services to international students ensuring that the decisions they make support them in reaching their full potential.

VISION STATEMENT

To change lives and connect the world through global education.

NEW EDGE EDUCATION GROUP

New Edge Education Group (NEEG) is an umbrella organisation, under which sits 4 businesses. NEEG comprises of New Edge Consultancy Services, Rhodes International College, Career Ready and New Edge Foundation. Based within the international education sector, NEEG is the culmination of years of hard work and commitment to the international education sector from founder Ravinder Etikala. To this day, Ravinder remains committed and extremely passionate about the importance of international education and the role that international students play in society.



OUR AMBASSADOR



The Hon Andrew Robb AO

Introducing The Hon Andrew Robb AO as Ambassador for New Edge Education Group (NEEG). Throughout his illustrious career in Australian politics, Andrew Robb, held positions such as Assistant Minister for Immigration and Multicultural Affairs and Minister of Vocational and Further Education.

With Andrew Robb's guidance, NEEG has even more capacity to achieve our goals of connecting the world through global education.

OUR STUDENTS

NECS prides itself on its ability to consistently attract and recruit students of high calibre from both the onshore and offshore markets. A typical NECS student is a post-graduate student in IT, agricultural science, medical science, accounting, engineering, hospitality, commercial cookery or finance. NECS also has a growing number of students who are interested in social work, community services, the public health sector and trades.

All of NECS students undergo an extensive pre-screening process to ensure academic disposition, English language skills and a strong commitment to successfully study abroad.

NECS supports students holistically by providing ongoing advice, support and pastoral care throughout their international study experience.

KEY FACTORS



Established in 2006

Team of Registered Migration Agents

18 Global Offices

100+ Global Team Members

20+ qualified and experienced global education counsellors

Over 10,000 satisfied clients

OUR SERVICES

Our service provisions across our three verticals ensure that the client is provided with a holistic and outcome oriented experience.

EDUCATION

- Career Counselling
- VET Courses
- Higher Education Courses
- ELICOS
- Professional Year Programs

MIGRATION

Expert migration advice and professional services for all visa types

MARN: 0964981 & 0639447

TRAINING

- NAATI (Telugu, Hindi, Malayalam, Tamil)
- PTE
- IELTS

REGISTERED MIGRATION AGENTS

Our team of Registered Migration Agents have over 25 years of combined experienced across all visa types. The team will sit down with clients one-on-one to understand the clients desired outcomes and future pathway, they will then come up with a tailored plan that will help the client reach their desired goals.

Samantha Vitale
#0964981



Jitesh Parekh
#0639447



OUR CLIENTS



"I recently got my PR (Subclass 190) approved through New Edge Consultancy and I wholeheartedly appreciate them for their guidance as well as support throughout the process. I highly recommend them for all the students for their Visa processes"

- Vamsi Kudaravalli

"I strongly recommend New Edge's services. If you are an international student looking for answers to your questions head to New Edge consultancy without any hesitation. They are an honest and very reliable institution who will cater to all your needs with utmost care"

- Rusell Lewis



MARKETING STRATEGY

Fostering meaningful interaction between our brand and target audience.

Through providing up to date, relevant and easy to digest content across our social channels; New Edge Consultancy Services (NECS) is positioned as a top-notch consultancy committed to supporting international students on their journey through easy to access information.

With a strong focus on stakeholder outcomes, both internal and external, NECS uses digital channels to enhance and support traditional marketing activities. Through digital channels, NECS is able to stay relevant in the marketplace, providing education and migration updates that are relevant to our audience.



Organic Social Media Content

Paid Campaigns

Strong brand messaging

NECS Marketing Strategy

Email Marketing

Collaboration with our Partners

Digital presence to enhance and add value to brand

Target Market: A typical NECS student is from the Sub-Continent, South-East Asia and South America. NECS clients come from postgrad IT, agricultural science, accounting engineering background with a growing interest in hospitality, cookery, finance, public health and trades. Through digital channels we are able to directly target these demographics, whilst also expanding into newer markets.

Competitors: The market is tough and NECS is completely aware of the competitive nature of the international education sector. NECS is one of the longest operating International Education agency, having been in business for over 16 years. Through use of digital and traditional channels, NECS has been able to consistently recruit students of high calibre and will continue to do so.

WHAT MAKES US DIFFERENT

NECS understands the importance of community and support, especially to students who may be in a foreign country navigating the complexities of living away from home. In the delivery of service provisions, NECS fosters an environment of support and understanding amongst staff and clients.

In prioritising stakeholder outcomes, NECS upholds high standards of ethical conduct, with honesty and transparency at the core of all interactions. NECS prides itself on its guaranteed same day email and telephone call response policy. NECS referral process includes extensive counselling and pre-screening, in-depth document verification and a centralised referral system based out of the Sydney office.

All NECS counsellors are QEAC trained with high level English and communication skills. Our MARA agents are highly experienced, knowledgeable and act with integrity in all that they do.

At the heart of NECS, is the desire to support students and their families throughout their international education journey and a dedication to ensuring that individuals are given opportunities to change their lives and the world around them.

OUR COMMITMENT TO OUR EDUCATION PROVIDERS

NECS is proud of its partners and works hard to support them to achieve their business goals and objectives. Our strong commitment to our partners is built on our responsiveness, honesty, transparency and support in working to achieve the best outcomes for stakeholders.



OUR AUSTRALIAN PARTNERS

NECS works closely with our global network of providers with more than 50 partner providers in Australia. This includes well known Universities, Higher Education providers and Vocational Education and Training (VET) providers.



USQ APPROVED COURSE PROVIDER



VISIT US

HARRIS PARK (HQ)

3/14 Station
Street East
Harris Park NSW
2150
1300 515 163

ADELAIDE

Level 5, 19
Grenfell Street,
Adelaide, SA
5000
1300 515 163

PERTH

1/110 Mounts Bay
Road, Perth, WA
6000
1300 515 163

GLOBAL OFFICES

NECS has established itself as a world-wide consultancy, visible through our physical presence across the Sub-continent, South-East Asia and Australia's. Visit one of our offices near you.

**Himayathnagar,
INDIA**

No: 3-6-518, Flat
No.208, 3rd floor, Sai
Pragathi Towers,
Beside Mebaz,
Himayathnagar,
Hyderabad- 500029,
Telangana, India

**A.S. Rao Nagar,
INDIA**

Flat # 201/B, 2nd floor,
Sri Manu Aroha
Chambers,
Rukhminipuri, A.S. Rao
Nagar (ECIL),
Hyderabad -500062,
Telangana, India

Vijayawada, INDIA

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Kalyan Complex,
Venkateshwara Swami
Temple Street,
Labbipet, Bandar Road,
Vijayawada -520010,
Andhra Pradesh, India

**Visakhapatnam,
INDIA**

D. No.9-19-15, TF -1,
Beulah Castle, Beside
Timpany School, CBM
Compound,
Vishakapatnam -
530003, Andhra
Pradesh, India

Chennai, INDIA

20/2 (New No) 10/2
(Old No.). First floor,
Jagantham Road,
Nungambakkam,
Chennai- 600034,
Tamilnadu, India

Begaluru, INDIA

#29, Unit No. 411, 4th
Floor, Prestige
Meridian-1, M.G Road,
Bengaluru – 560001,
Karnataka, India

Mumbai, INDIA

#F2, A5, Sector 3,
Nerul, Navi Mumbai,
Maharashtra -400706,
India

Indore, INDIA

#176, Shreenagar
Extension, Opp.
Garden, Indore,
Madhya Pradesh –
452108, India

**Denpasar,
INDONESIA**

Jl. Mahendradatta Utara
No. 11, Denpasar 80111,
Bali, Indonesia

Jakarta, INDONESIA

J I. Ti Duren Barat 1 No.
34, Ti. Duren Utara,
Kec, Grogol
Petamburan, Kota
Jakart Barat, Daerah
Khusus Ibukota Jakarta
11470

Phuket, THAILAND

10/25 Moo 2, Ratsada
Subdistrict Mueang
Phuket District, Phuket,
83000 Thailand

Lahore, PAKISTAN

90B, Sector C, Bahria
Town, Lahore,
Pakistan

**Hanoi,
VIETNAM**

NV02-01, 62 Tran Binh
street, mai Dich Ward,
Cau Giay district, Hanoi
City, Vietnam



COMPANY PROFILE

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