



International Centre  
of Excellence in  
**Tourism and Hospitality  
Education (THE-ICE)**

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## THE-ICE 13<sup>th</sup> IPoE Forum 2019

### Presenter: Roundtable Workshop Series

### Session Two: Our Shared Future

#### **Ms Jane Gentle**

**General Manager and Australian Domiciled Company Secretary, THE-ICE**



Since joining THE-ICE in 2015, Jane has worked with THE-ICE CEO to provide operational and strategic management over a diverse range of areas including corporate governance, accreditation, membership, international business development, marketing, and website administration. Jane manages the annual THE-ICE ISB-SB (Student Barometer) survey portfolio, providing analysis of key data on student satisfaction for member institutions against the global index, as well as annual ranking statements. Also within Jane's portfolio is the management and coordination of the annual THE-ICE International Panel of Experts (IPoE) Forum, including accompanying events and workshops.

Jane has been involved in the development and ongoing strategic partnerships with government and non-government QA agencies for the mutual recognition of accreditation standards such as TEQSA in Australia, NVAO in The Netherlands, and PACUCOA and ALCUCOA in the Philippines.

From 2016 - 2018, Jane served on the Communication & Outreach Committee of the International Network of Quality Assurance Agencies in Higher Education (INQAAHE) Board, and from 2018 consulted to the Eritrean Australian Women's & Family Support Network Inc Association (EAWFSN) Board, who provide training and employment opportunities to African refugee women, helping to break down the cross-cultural barriers.

Recently commencing Basics of Mandarin for Business, Jane holds her Master of Business in Marketing, a Graduate Certificate in Business and a Bachelor of Business with Honours, with her research exploring Facebook as an influencer on destination visitation and brand associations, resulting in publications including 'Tracking brand positioning for an emerging destination: 2003 to 2015' Tourism and Hospitality Research (2016) and case study 'The Wyndham Group – Promoting the destination first, and their business second', in Pike, S. Destination Marketing Essentials. Oxford; Taylor-Francis (Invited).