

Presenter Profiles: International Education Overview 2025



Celia Cornwell

President of CISWA

International Higher Education freelancer

Celia brings over 20 years of expertise in international relations across business, government, and higher education, with fluency in Mandarin Chinese. Her experience includes developing international education opportunities and partnerships for the private, government, and university sectors. Celia has held key roles in the WA State Government, Curtin University, and Murdoch University, where she led teams to foster international student recruitment, mobility, and teaching and research collaborations. Passionate about advancing the international education sector, Celia contributes her knowledge and leadership to CISWA to support the professional growth of industry experts in Western Australia.



Richard Geddes

Managing Director

Optimal Student Recruitment

Richard Geddes, originally from Malawi, holds a Bachelor of Science in Mathematics and Physics from the University of Malawi and an MBA from Edith Cowan University, Australia. With extensive experience in senior roles across Edith Cowan University, Murdoch University, and the University of Adelaide, Richard has expertise in developing and implementing student recruitment strategies. He is now the Founder and Managing Director of Optimal Student Recruitment Pty Ltd, a consultancy firm supporting education providers with tailored recruitment strategies and solutions.

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Alicia Woods

Manager, International Engagement TAFE International WA (TIWA)

Alicia Woods has over 20 years of experience in senior management roles within international education, across all sectors; higher education, vocational, schools and ELICOS/pathways. Alicia has expertise in leading marketing recruitment, admissions and study abroad teams, and in devising and implementing international engagement plans and strategies for organisations, with extensive experience across North Asia (Japan, South Korea and China), Southeast Asia and Europe. With a Bachelor of Arts (Japanese and Law) and postgraduate qualifications in Strategic Marketing and Teaching, Alicia is passionate about education management and student learning experiences. Alicia speaks Japanese and is a lifelong learner, currently undertaking a master's in education by research, while working full-time for the Department of Training and Workforce Development (at TIWA).