

# NSW Tourism & Education Forum

Julian Longbottom  
Director Global Marketing & Research  
IDP Education

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open your world **idp**



## Agenda

- **Background to IDP**
- **Source markets**
- **Why Australia & NSW?**
- **Opportunities**

# IDP is the largest global recruitment business

## STUDENT PLACEMENT

- Course information
- Expert counselling
- Application processing
- Visa applications
- Pre departure seminars
- Arrival services
- 75 offices, 25 countries

## IELTS™

- Original 4 skills test
- Test registration
- Test day delivery
- Marking / examining
- Centre administration
  - security processes
  - audits
- Partner relationship with Cambridge, BC



## DEVELOPMENT

*"HR development in developing countries"*

- Programme design
- Programme Management
- Candidate selection
- Application processing
- Pre departure seminars
- Stipend payments, student monitoring

## ENGLISH TEACHING

- Operation of language schools
- Curriculum development

# A footprint that supports students around the world

IELTS  
Locations  
Australia  
Argentina  
Bangladesh  
Cambodia  
Canada  
Colombia  
Fiji  
France  
Hong Kong  
India  
Indonesia  
Iran  
Kazakhstan  
Kenya  
Korea  
Kuwait  
Laos  
Malaysia  
Mauritius  
Mexico  
Nepal  
Netherlands  
New Zealand  
Oman  
Pakistan  
Philippines  
Qatar  
Russia  
Singapore  
South Africa  
Sri Lanka  
Taiwan  
Thailand  
Ukraine  
USA  
Vietnam  
Zambia

Student Placement  
Locations  
Alaska  
Australia  
Bahrain  
Bangladesh  
Cambodia  
China  
Egypt  
Germany  
Hong Kong  
India  
Indonesia  
Korea (South)  
Kuwait  
Libya  
Malaysia  
Mauritius  
New Caledonia  
Oman  
Philippines  
Saudi Arabia  
Singapore  
Sri Lanka  
Taiwan  
Thailand  
UAE  
USA  
Vietnam



5 student offices in Australia

# Coming in large numbers to Australia

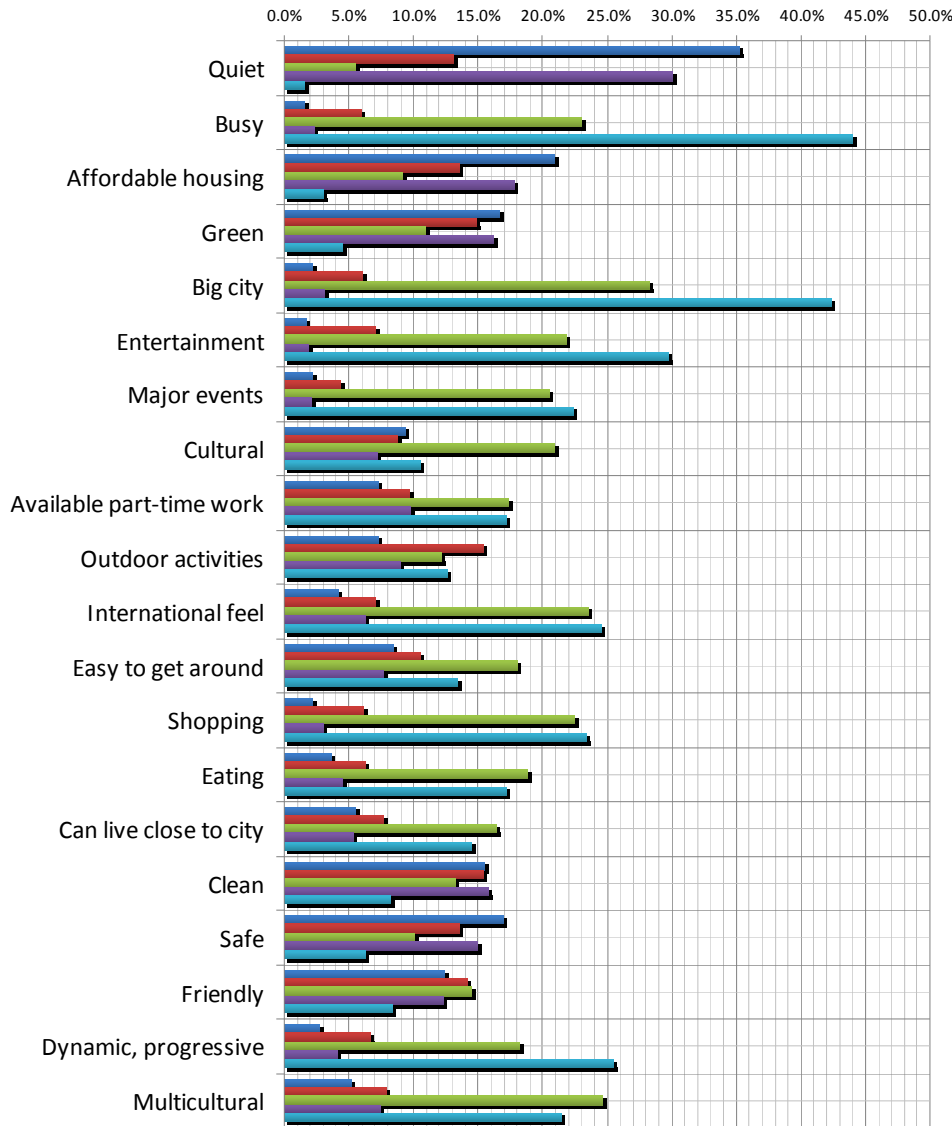
	AUSTRALIA	NSW	ACT
<b>ENROLMENTS</b>			
Higher Ed	202,399	68,380	5,420
VET	231,695	96,243	1,398
ELICOS	136,563	53,722	1,559
SCHOOLS	27,406	8,537	544
OTHER	<u>31,855</u>	<u>10,556</u>	<u>828</u>
TOTAL	629,918	237,438	9,749
<b>COMMENCEMENTS</b>			
Higher Ed	88,555	29,178	2,436
VET	131,274	51,384	870
ELICOS	105,046	40,985	1,243
SCHOOLS	12,996	3,871	218
OTHER	<u>25,608</u>	<u>8,554</u>	<u>628</u>
TOTAL	363,479	133,972	5,395

# What is Australia recognised for?

Statement	Australia	USA	Britain	New Zealand	Canada
Degrees recognised worldwide	18%	51%	22%	1%	1%
Prestigious	15%	43%	28%	1%	2%
Great lifestyle	41%	22%	12%	4%	6%
Safe	40%	4%	10%	16%	13%
Most affordable	51%	5%	3%	19%	5%
Best pathways	44%	19%	13%	2%	3%
Best graduate employment	20%	37%	15%	1%	3%
Access to Permanent Residency	46%	4%	2%	11%	10%
Lowest tuition fees	32%	3%	3%	27%	7%
Access to student visa	46%	2%	7%	10%	4%
Good accommodation option	41%	11%	7%	3%	5%
Best access to teaching staff	26%	23%	11%	1%	2%
Best on campus community	26%	23%	9%	1%	3%
Best government policies	29%	9%	8%	2%	6%



# The three attributes that students would choose to describe living in various Australian cities



- Adelaide
- Brisbane
- Melbourne
- Perth
- Sydney

Safe, Friendly,  
Clean, **Quiet**,  
Easy to get around,  
Cultural, Affordable,  
Unknown?

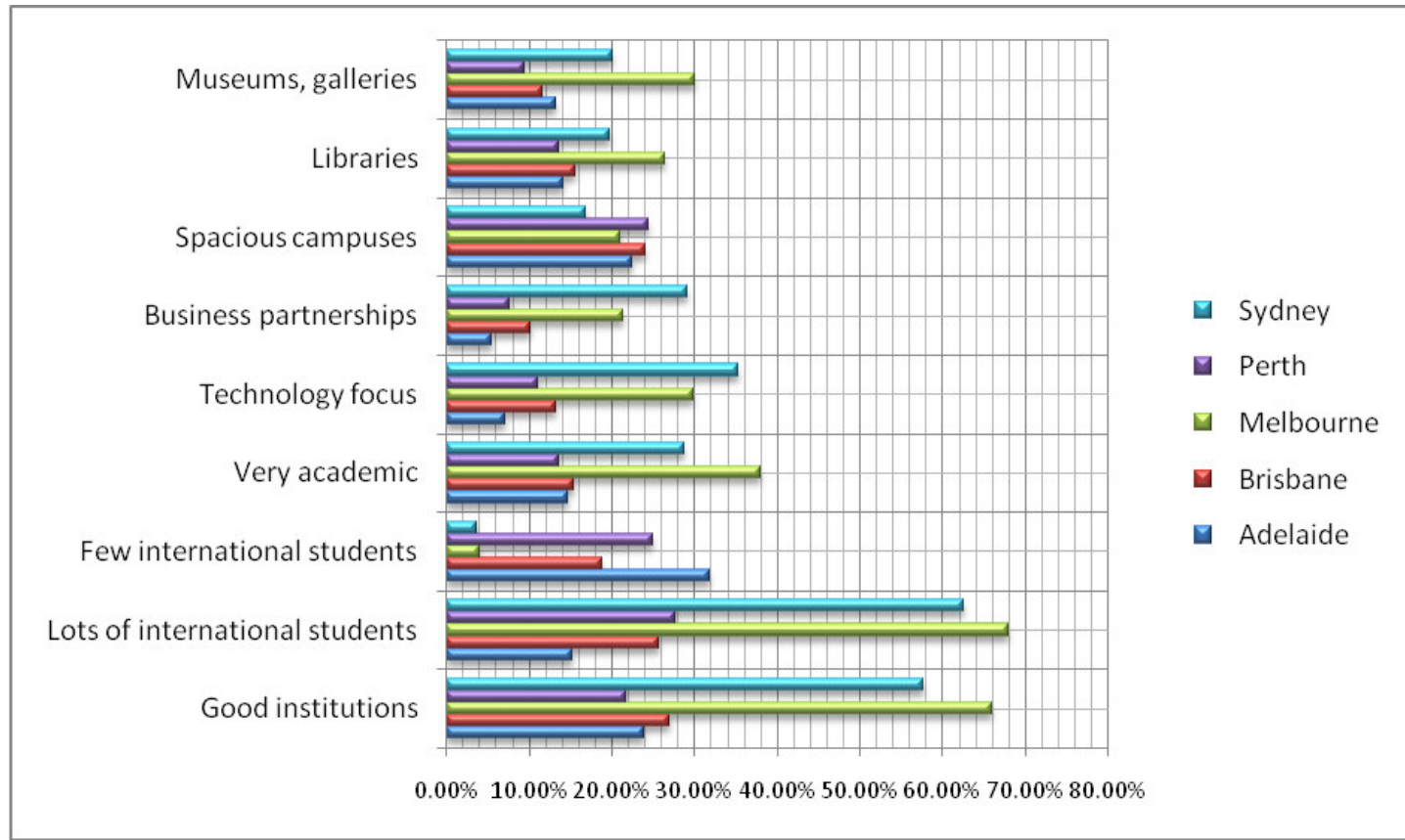
Safe, Affordable,  
Clean, Quiet,  
Green, Friendly  
**Outdoor activities**  
Unknown?

Cultural, Major  
events, Easy to get  
around, Eating,  
Multi-cultural,  
Friendly.

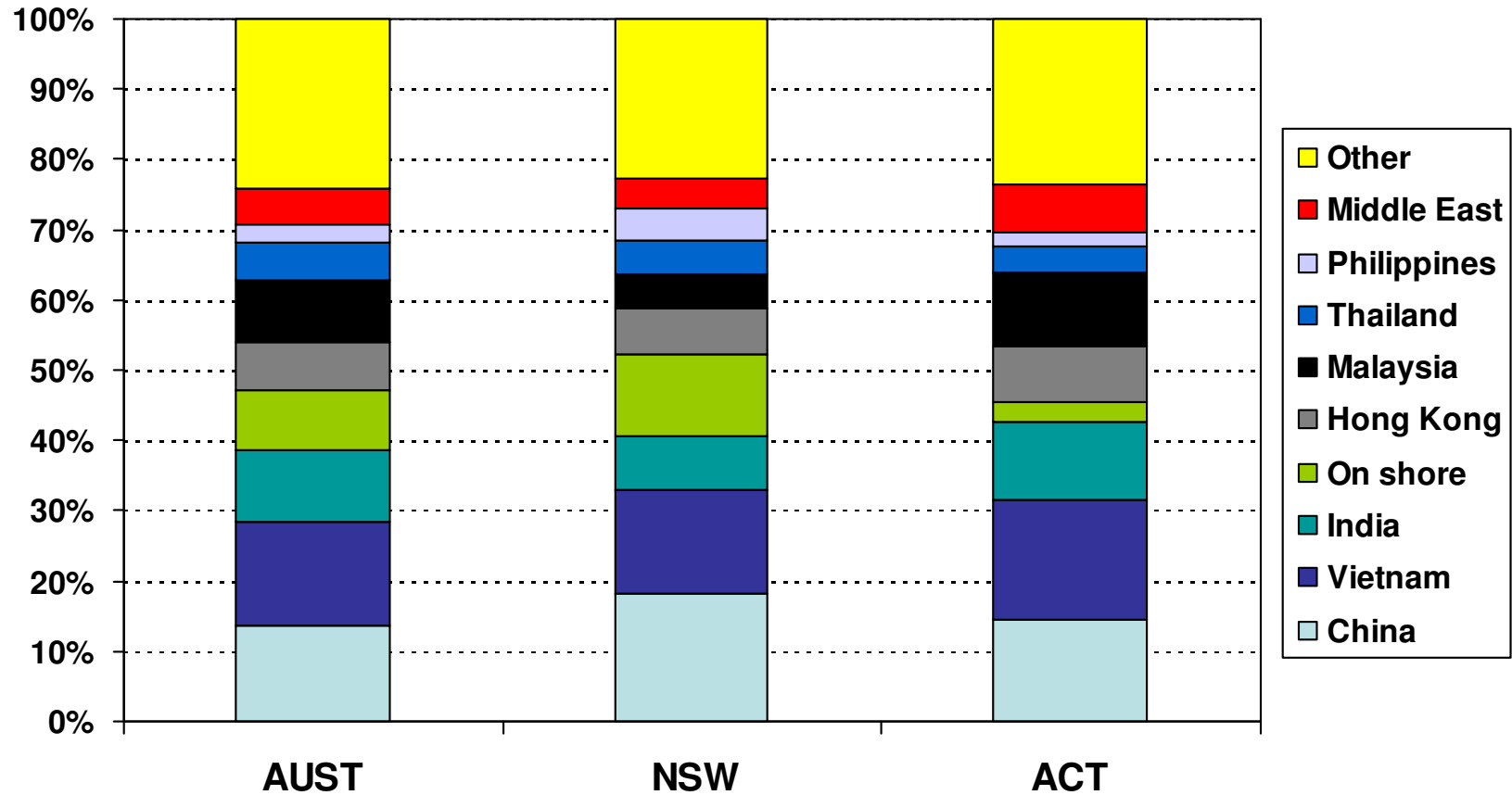
Quiet, **Clean**,  
Green, Safe,  
Affordable, Friendly

Busy, Big city,  
Entertainment,  
International feel,,  
Dynamic,  
Progressive,  
Shopping.

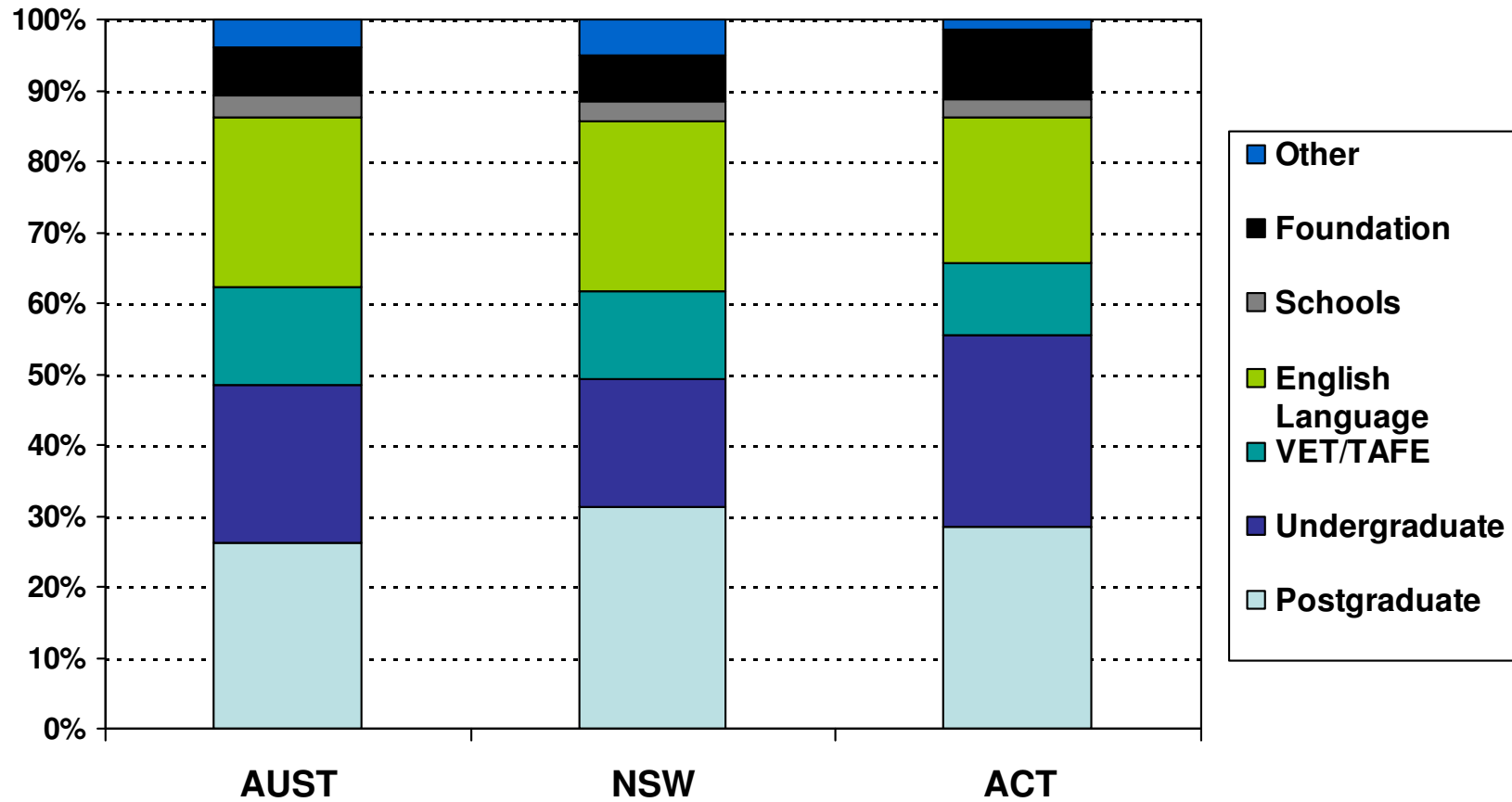
# and their academic focus



# Mix of students by source country



# and by sector



# Over 25% of student expenditure is tourism related

EXPENDITURE BY INDUSTRY	\$M
Education	6,436
Accommodation, cafes & restaurants	3,335
Retail trade	2,416
Road transport	455
Air & surface transport	444
Communication services	262
Movies, radio & TV services	94
Libraries, museums, arts	94
Electricity	74
Gas	74
Sport, gambling & recreation	42
<b>TOTAL</b>	<b>13,726</b>



# How to engage with the student journey

Gather information about study options

- Advertise on education providers web sites, study guides
- Arrange study tours

Seek support from agent to apply

- Participate in education exhibitions

Pre departure

- Pre departure information
- Offers for visiting family & friends
- Promote affordable accommodation

Arrival

- Airport arrival & transport services
- Attend orientation week to offer:
  - Cultural festivals
  - Music
  - Sport
  - Tours
- Promotion in student office
- Engagement with state government

## Contact details

### IDP

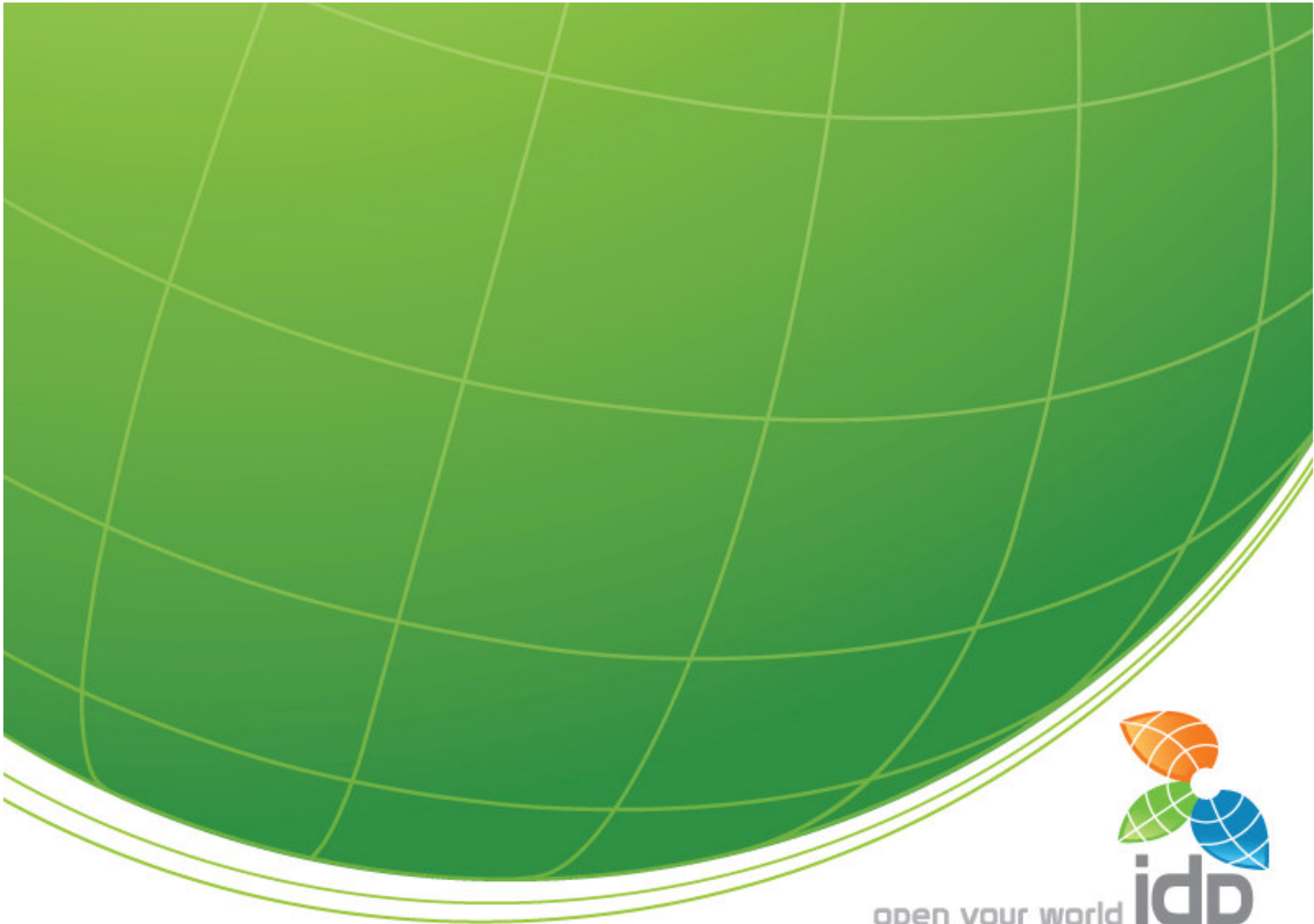
Paula Klass  
Country Director  
IDP Education Pty Ltd  
191 - 199 Thomas Street  
Haymarket NSW 2000  
(02) 8260 3300  
[paula.klass@idp.com](mailto:paula.klass@idp.com)  
[www.idp.com](http://www.idp.com)

### IELTS

IDP IELTS Test Centres  
University of New England  
UWS College  
ACL Sydney Macquarie University  
University of Sydney  
UTS Sydney  
UNSW Sydney  
University of Wollongong

[www.ielts.org](http://www.ielts.org)





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