

International Students: Beyond the Classroom

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Chief Executive
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About StudyAdelaide

A partnership between Government and industry



StudyAdelaide Overview

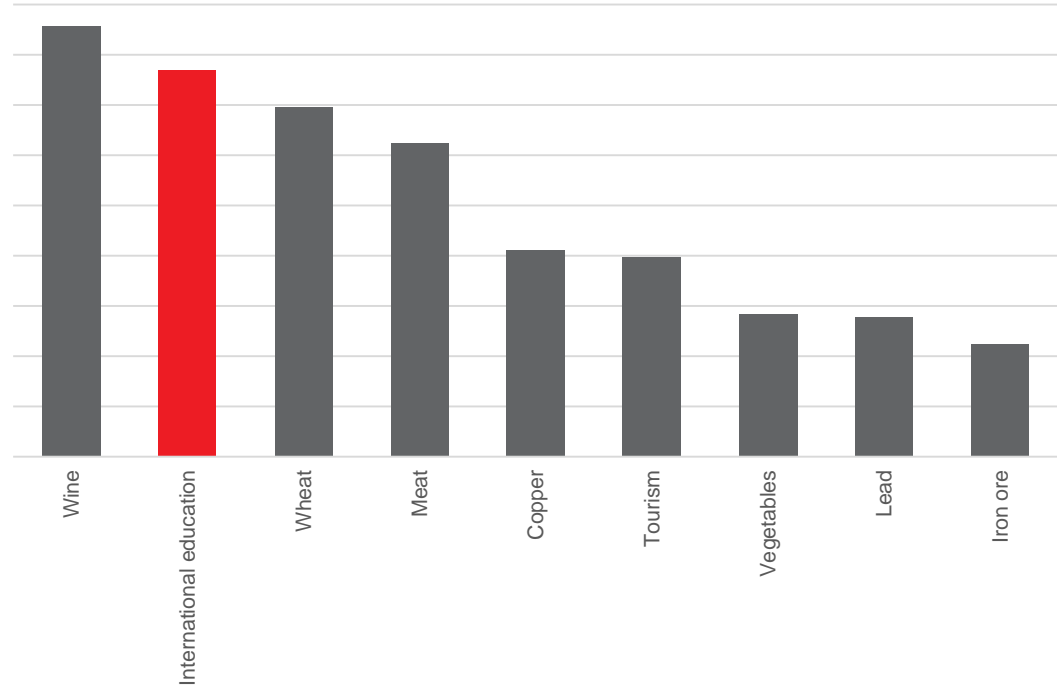
- Celebrating 20 years in 2018
- Partnership between South Australian Government and education industry
- Over 40 education institutions and partners
- Three functions – destination marketing, student engagement and industry advocacy



Value of the sector

International education is South Australia's 2nd largest export (2017)

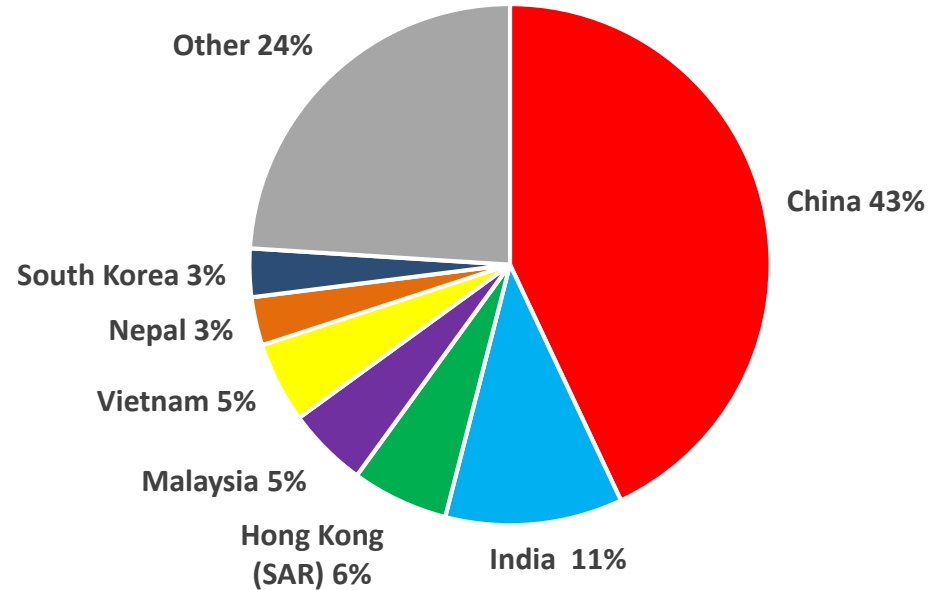
- International education is worth \$1.54 billion per year to the South Australian economy
- Wine is worth \$1.714 billion per year



Where are the students from?

Almost 36,000 enrolments from
130 countries
(2017)

- ELICOS students different profile
- China, Japan, India, Colombia, Saudi Arabia top 5 ELICOS markets (YTD July 2018)



About me



Insights

"I love the statistical analysis on these focus group results, as long as your pants don't catch on fire when you present them."



som^{ee}cards
user card

Understanding the student experience in Adelaide

Research conducted in 2014



Key insights

Fears pre-departure

- No friends/lonely (first generation students)
- Concern re correct course selection
- Fears re assimilation/safety
- Constant checking of social media/photos
- Seek info re welcoming

Information needs

- Job opportunities
 - Finding, applications, work requirements, pay
- Mentoring sources to help settle in
- Lifestyle factors: people, weather, food
- Accommodation advice

Key insights

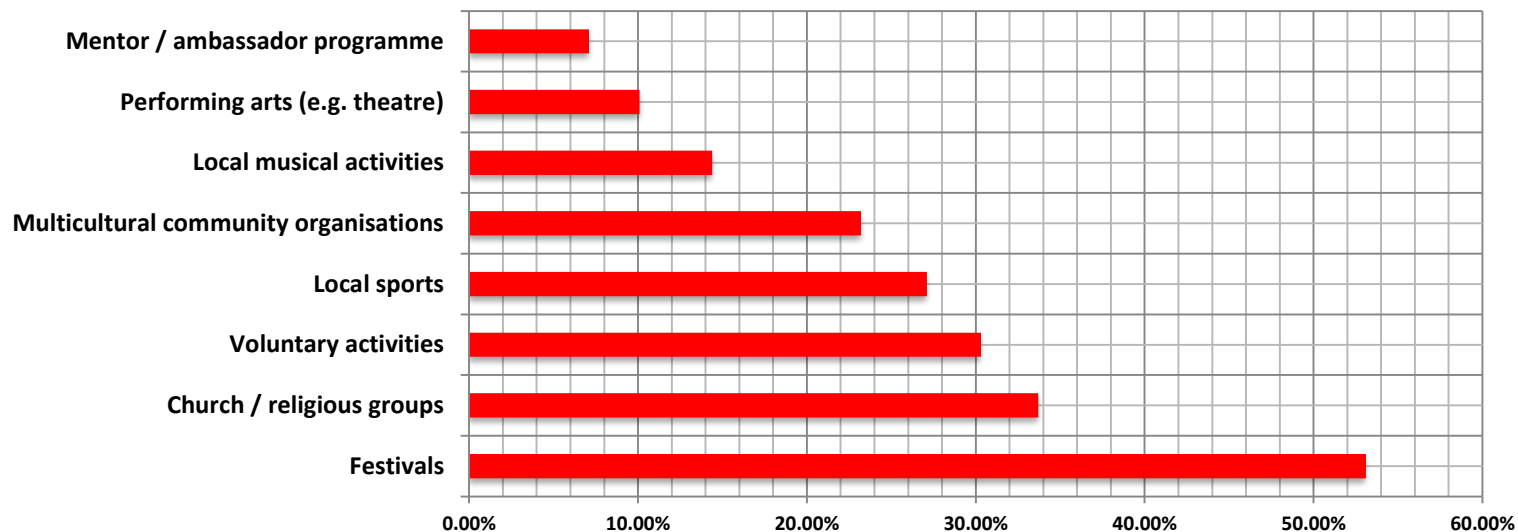
Pre-arrival impressions of Adelaide

- Clean, friendly, safe, peaceful, relaxed, less expensive
- Community, beaches, accessible, sporting
- Boring, confusing, international students, limited
- Less entertainment = few distractions
- Upon landing: hot, small, blue

After 3 weeks

- Friendliness
- International students are outsiders
- Courtesy, litter, graffiti, 'where not to go' (Hindley St)
- Domestic students get the better part-time jobs
- Poor night transport services
- Favourite places: Central Market, Glenelg, Brighton, Rundle Mall, Adelaide Hills, campus environment

What do international students like to do in Adelaide?





What could StudyAdelaide do more of?

- Influence job opportunities
- More avenues to make friends
- Make Facebook more dynamic and a focus for engagement
- Encourage institutions to be more responsive to requests, information needs
- More internships, build links with employers, generate work experience opportunities
- Centralised online job portal, accommodation portal

International Student Barometer - ELICOS

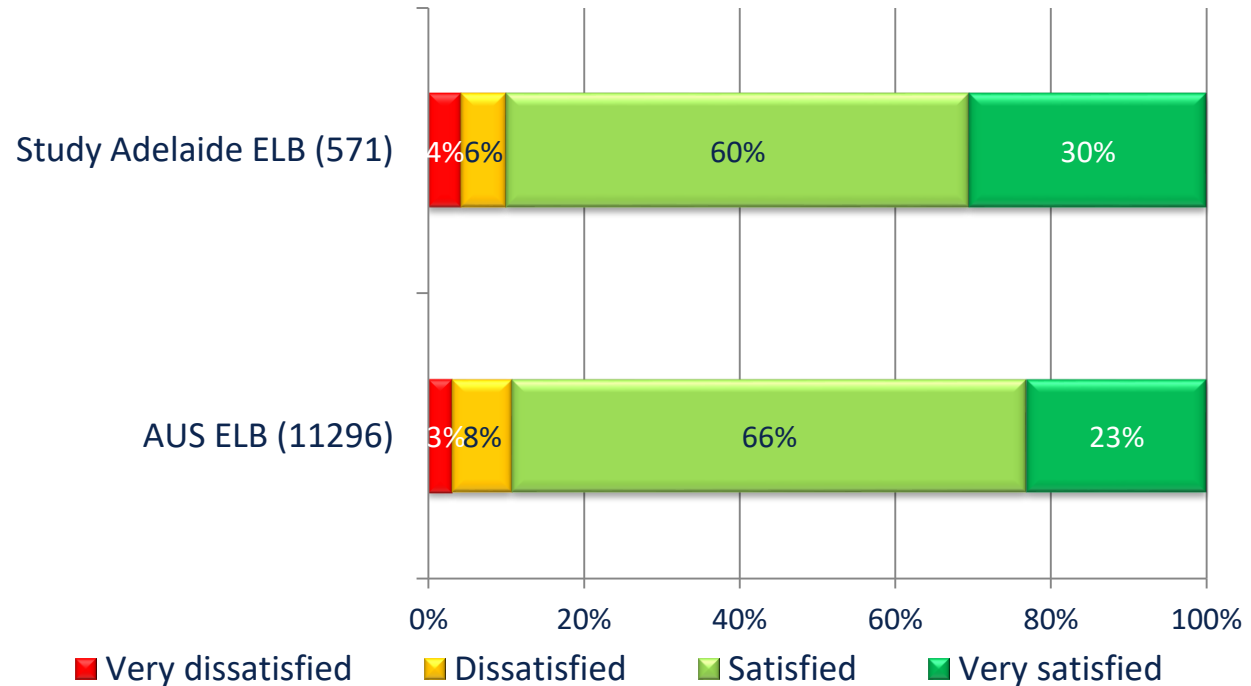
Research conducted in 2016



About

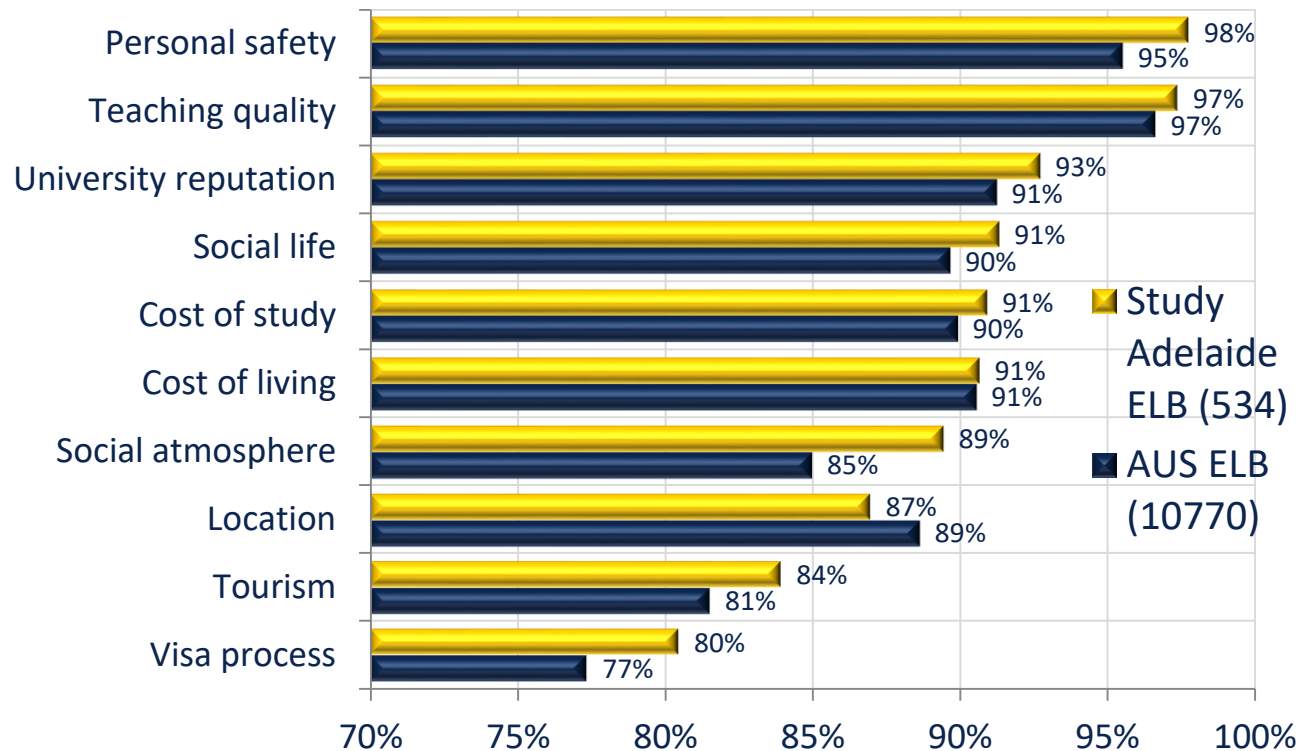
- iGraduate manage the research, Australia-wide
- Core questionnaire covering **arrival, learning, living, support**, recommendation, application processes and considerations, and choice of institution
- Semi-standardised online questionnaire format, adapted and customised
- ELB questionnaire in 11 languages: Arabic, Chinese (simplified & traditional), English, Italian, Japanese, Korean, Portuguese, Spanish, Thai, Vietnamese
- ELB - 11,296 respondents from 51 English language centres across Australia
- More avenues to make friends

Overall satisfaction - ELB



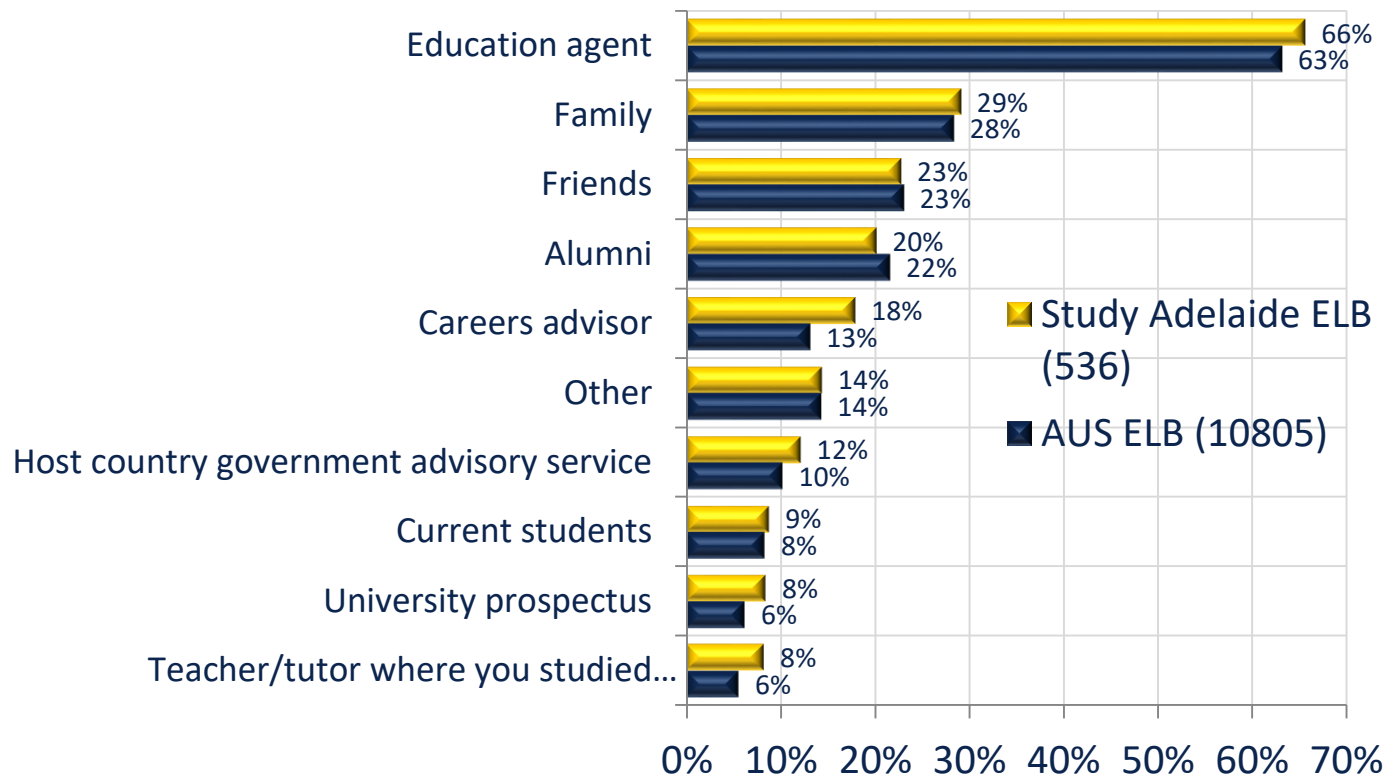
Overall, how satisfied are you with all aspects of your language school/centre experience?

Top 10 factors in study decision (% important) - ELB



How important were the following factors when deciding where to study English?

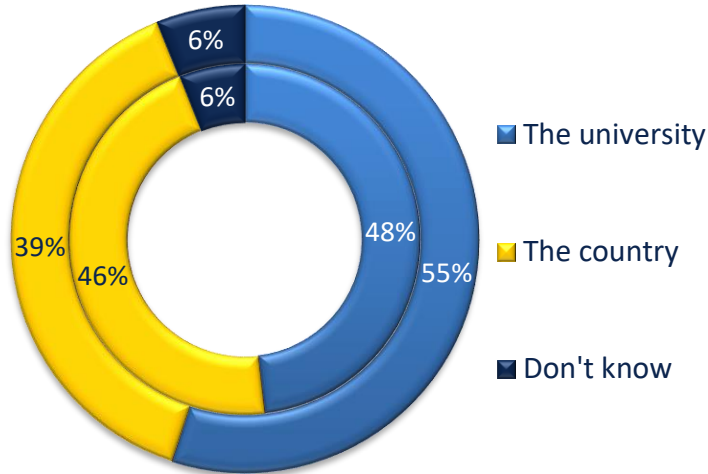
Top 10 key influences (choice of institution) - ELB



Which of the following HELPED your decision to CHOOSE this language school/centre?

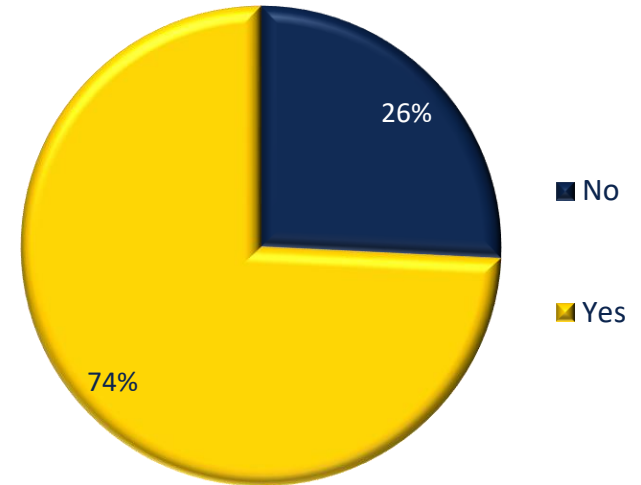
Brand Strength

Study Adelaide Combined (895, inner circle) vs Australia Combined (15157, outer circle)



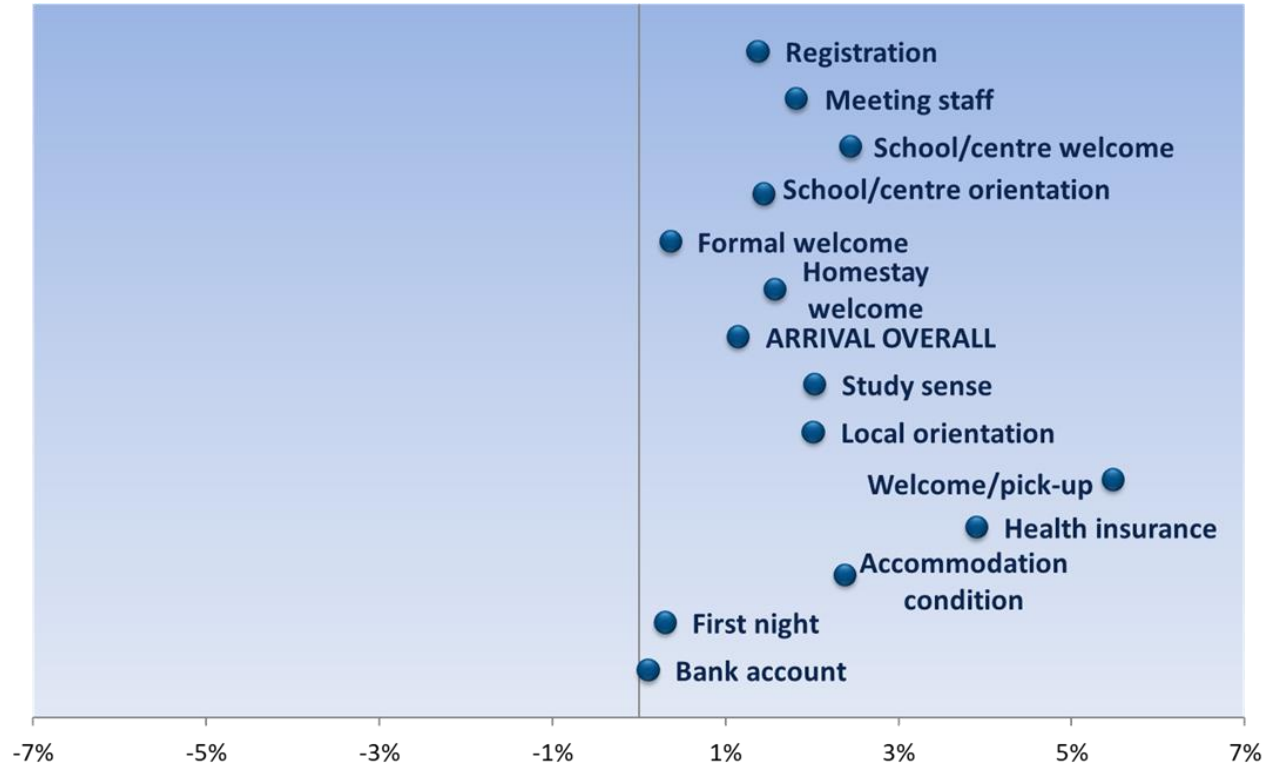
Which was most important in your decision of where to study?

Study Adelaide Combined (893)



Was this country your first choice for international education?

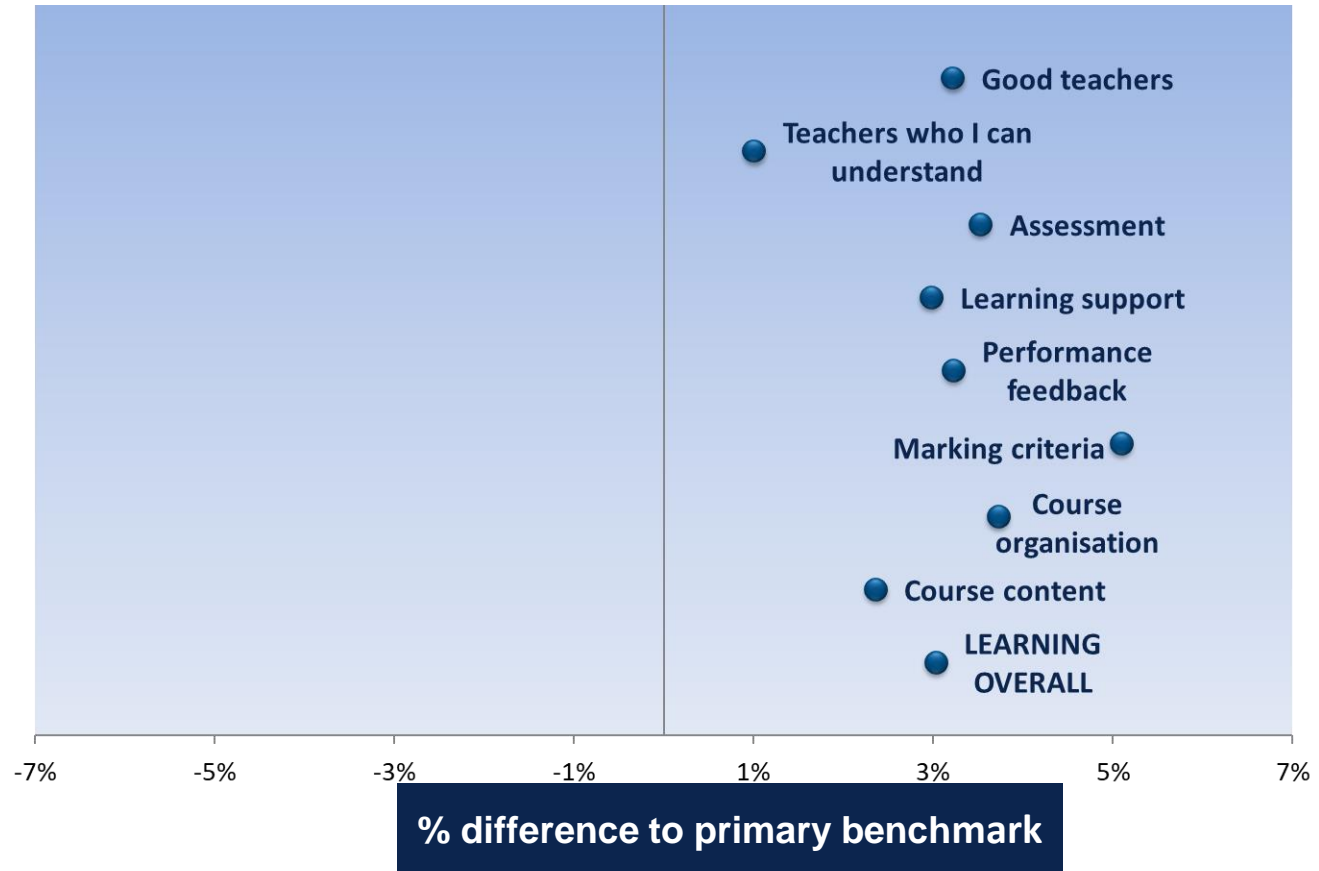
Arrival satisfaction matrix



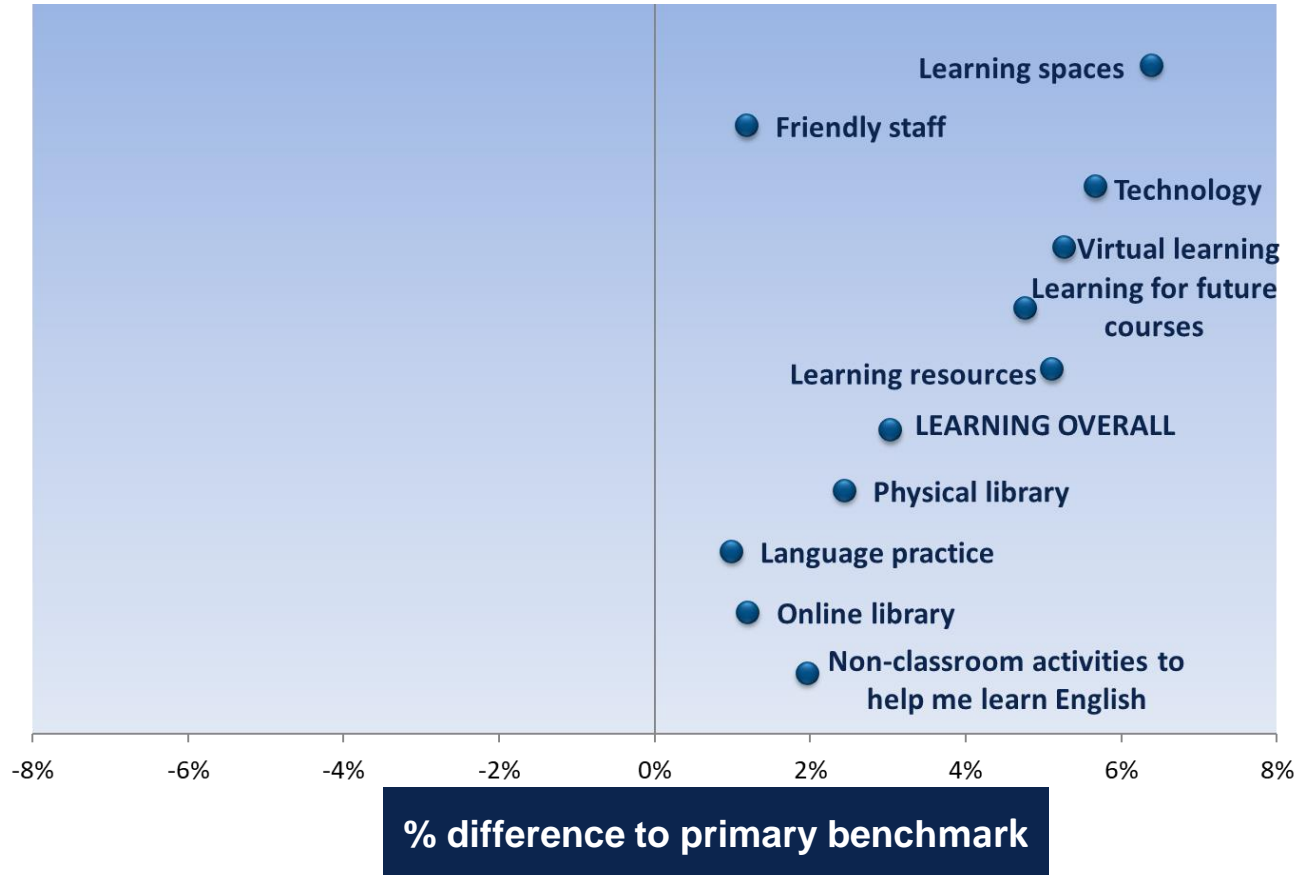
Arrival section asked to all 1st year students

% difference to primary benchmark

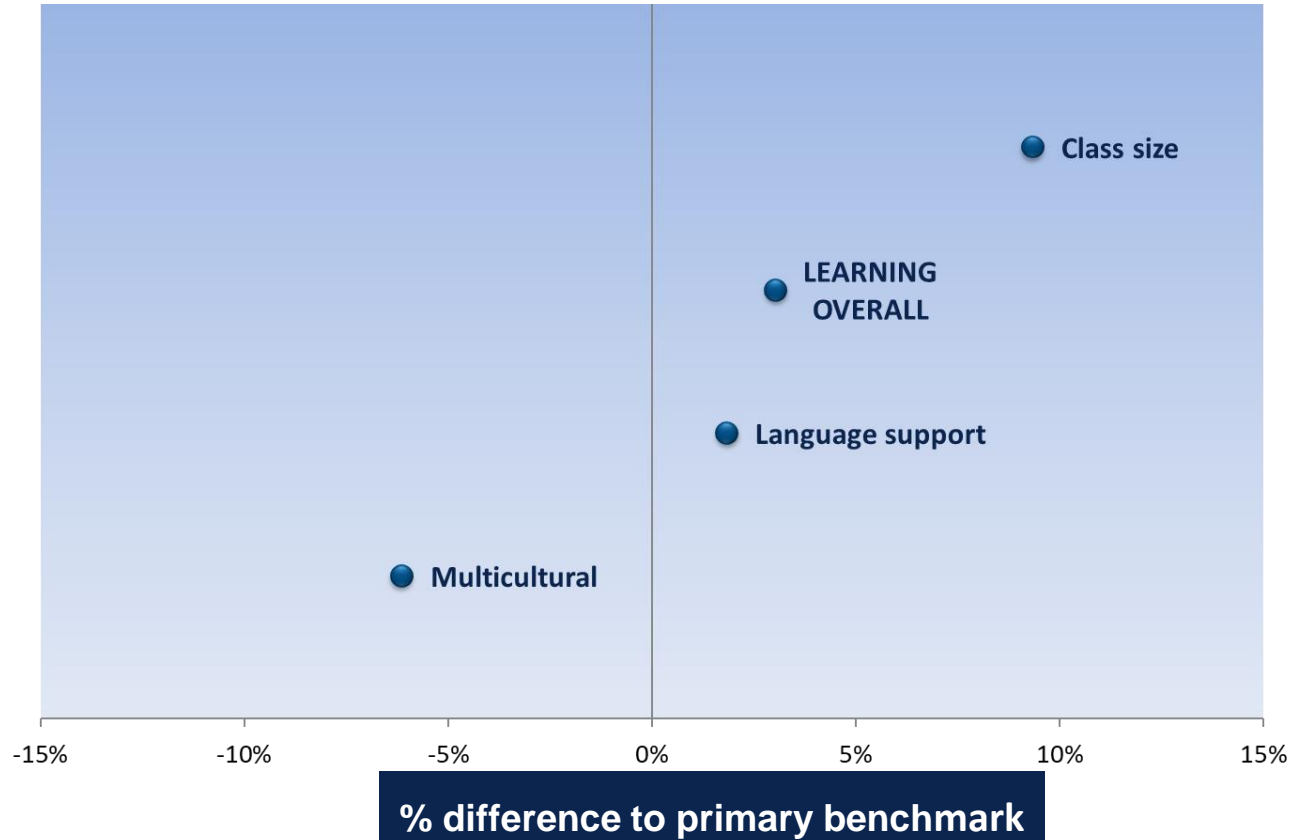
Teaching satisfaction matrix



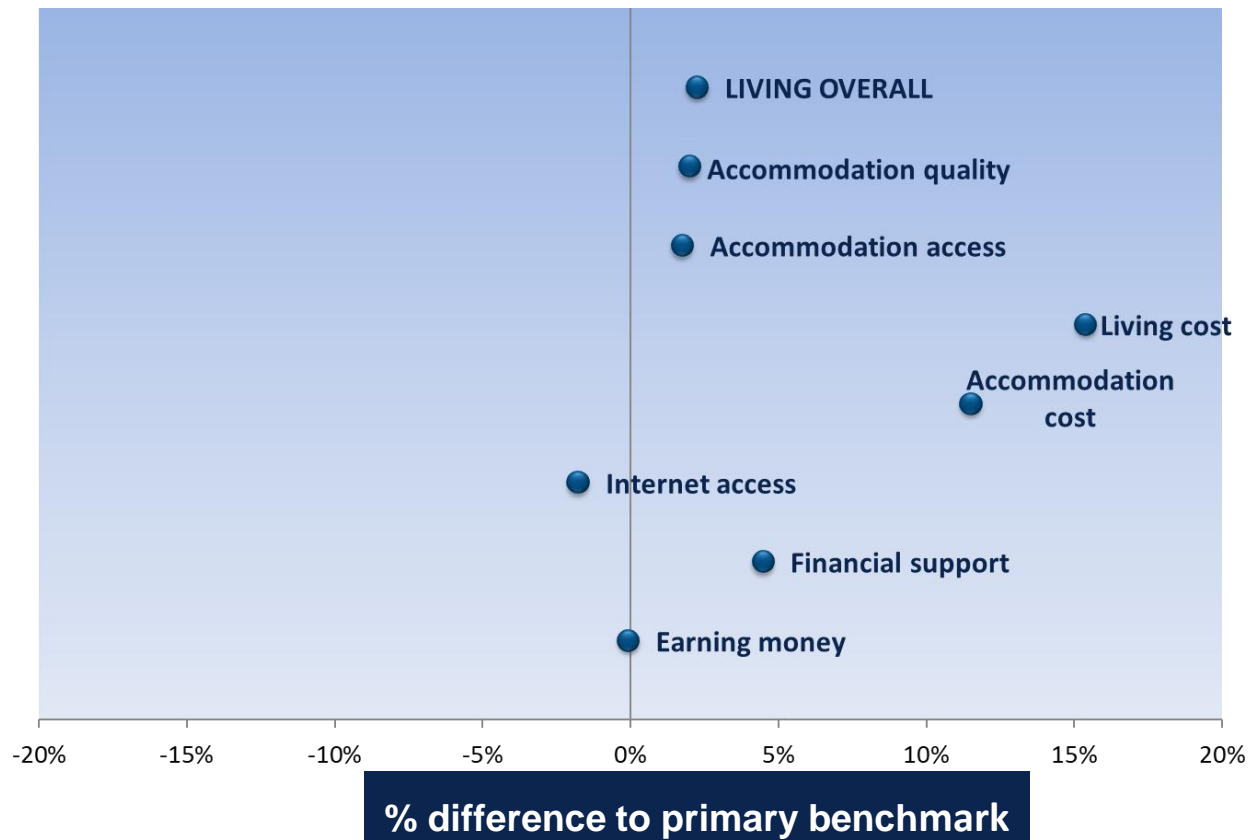
Facilities satisfaction matrix



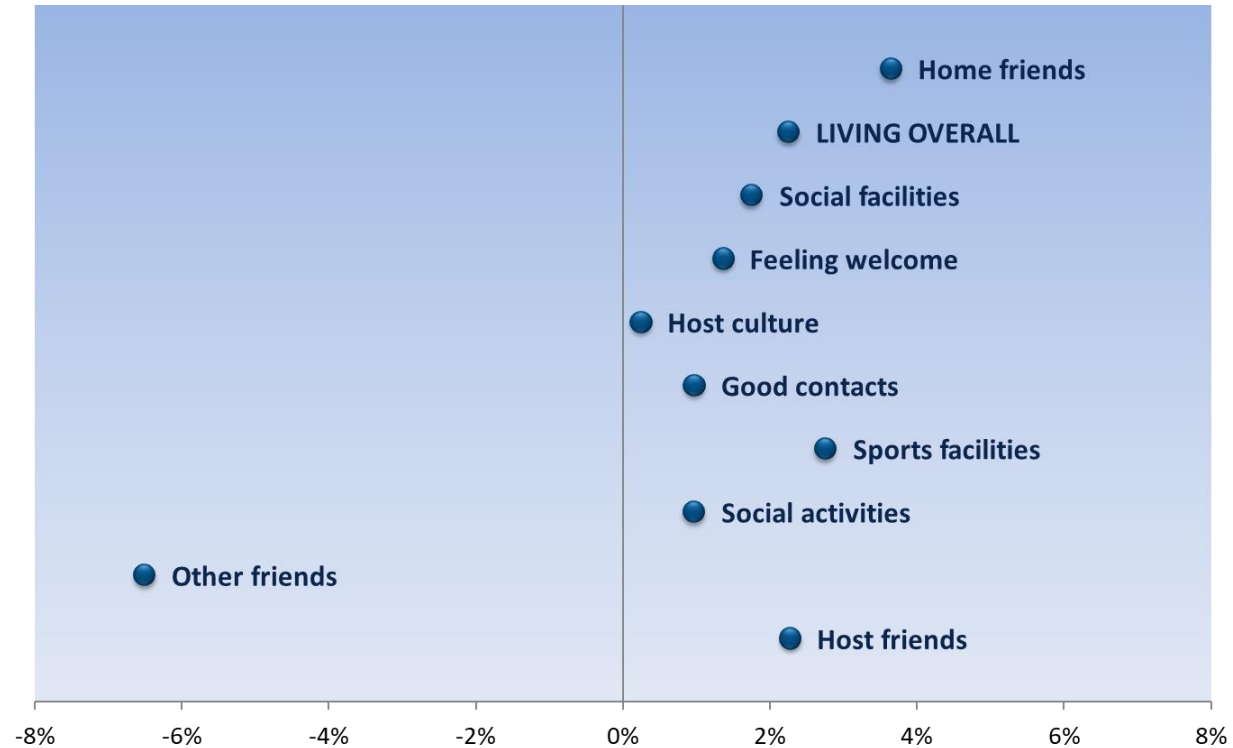
Study satisfaction matrix



Accommodation and living cost satisfaction matrix



Social life satisfaction matrix



% difference to primary benchmark

What is StudyAdelaide's student engagement program?



Student support

Initiatives

- Get Work Help Desk
- Employment workshops and seminars
- Visa information sessions
- Competitions; food, festivals and events
- Social and sporting events
- Welcome dinner project
- StudyAdelaide Mentors
- Adelaide Student Housing

Needs addressed (2014 research)

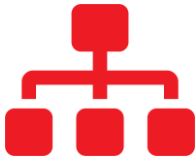
- Job opportunities
- Make friends
- Internships
- Accommodation portal



Three Pillars



Education Excellence



Australian Education Framework

An Adelaide education is an investment in Australian quality



Ranking

All universities ranked in the **top 2%** worldwide



Global recognition

World-class education and internationally-recognised qualifications

Wellbeing



Lifestyle & environment

A quality of life you won't find
anywhere else in the world



Supportive

Happy people are the
foundation for success



Vibrant city

Alive and vibrant through
Invaluable life experiences



Career



Industry support & links

Vibrant economy with global businesses providing opportunities for work experience



Work opportunities

Practical training programs to develop core skills for the workplace



Career outcomes

Create a career, not a job

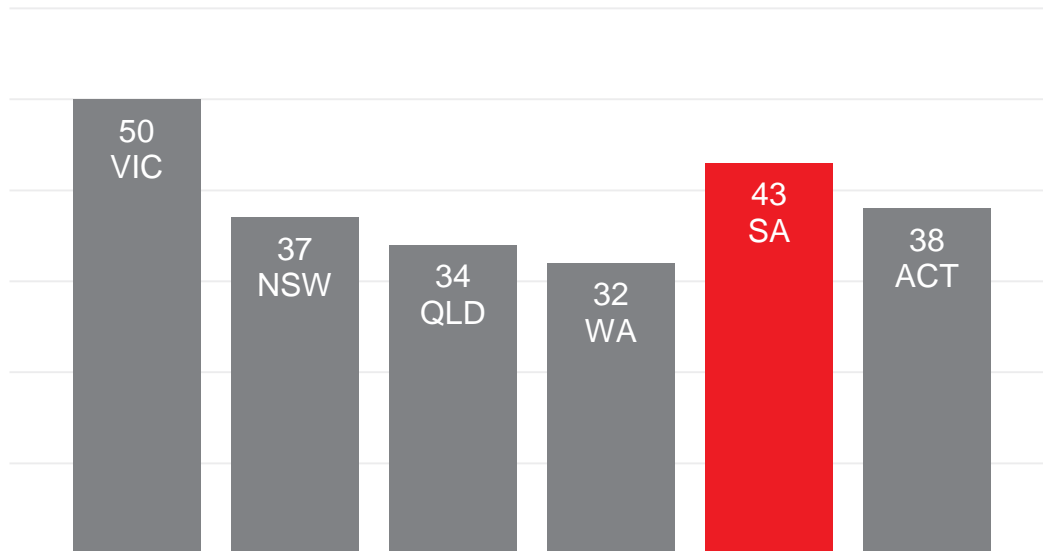
International Alumni Job Network Alumni Satisfaction Survey 2017

- 5,232 international students surveyed
- Malaysia, Indonesia, Hong Kong SAR, China, India, Vietnam, Singapore
- Nielsen NV market research company



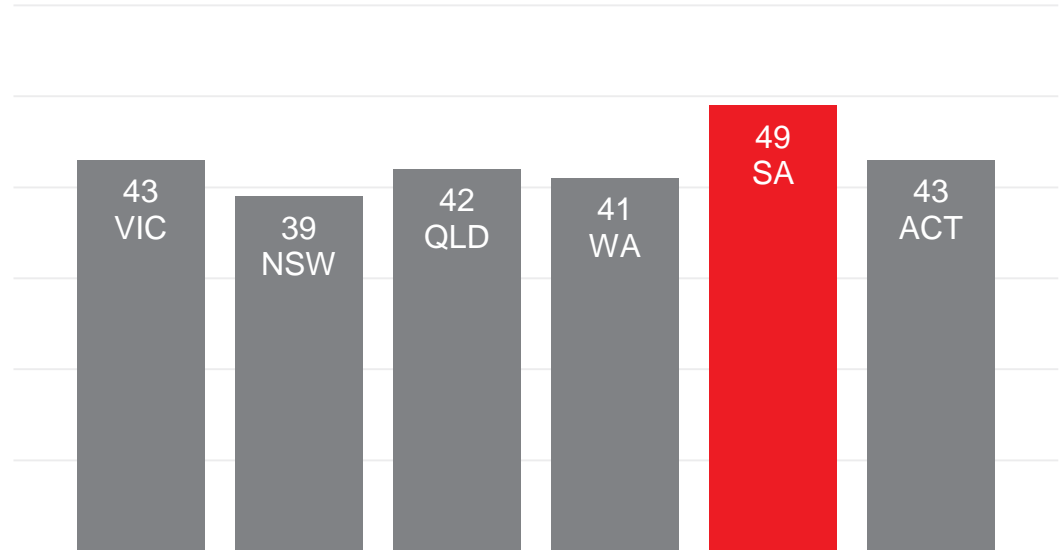
Job opportunities while studying

Percentage of participants who responded with satisfied or very satisfied.



Job opportunities available after graduation related to my studies

Percentage of participants who responded with satisfied or very satisfied.

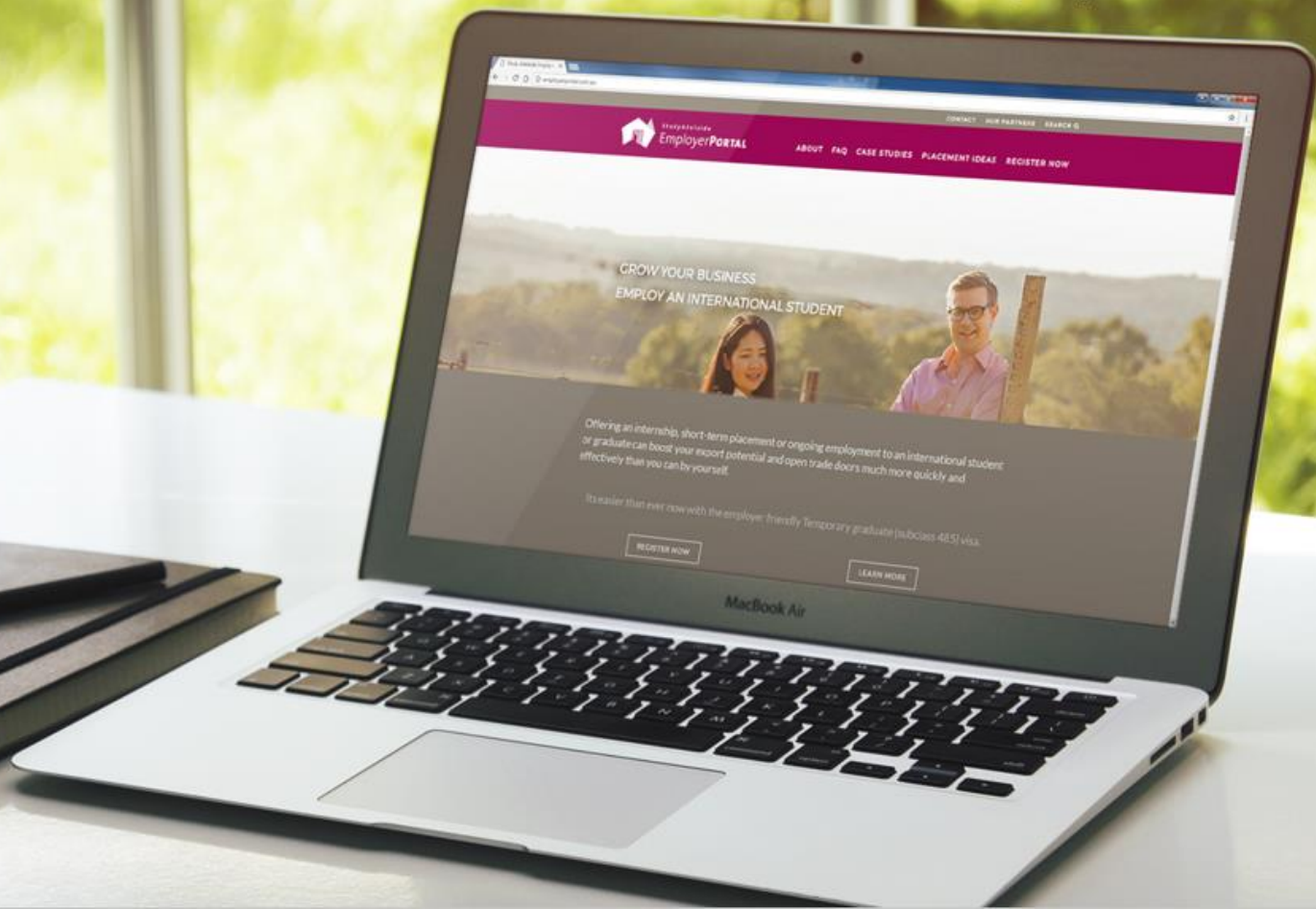


StudyAdelaide business engagement

- Awareness and understanding of the 485 visa
- Communicate the opportunity for both businesses and students
- Importance of employability in destination decision making



Employer Portal



Get Connected



Thank you



Questions