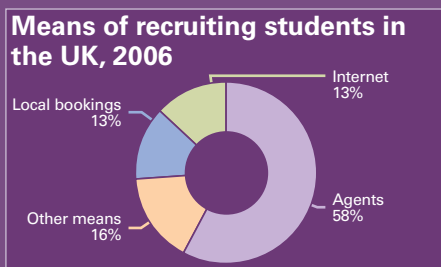


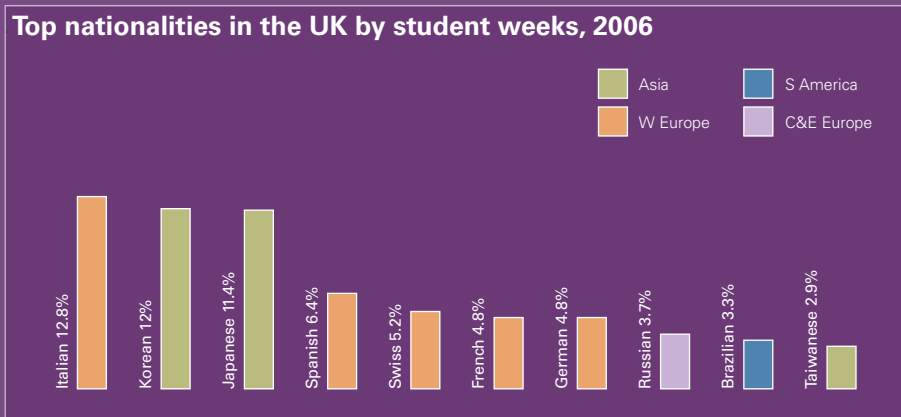
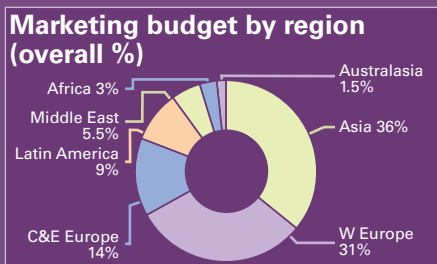
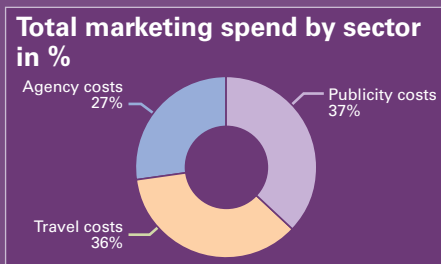
# Status: UK 2006

The Status survey gathers specific market data about all of the main language teaching markets in the world. Through this initiative, it is now possible to compare world market statistics, a summary of which will be published in the March 2008 issue.

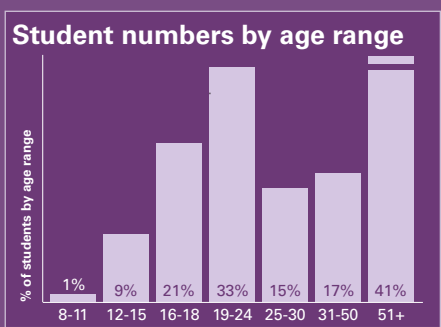
If you would like to see the complete breakdown of data, please visit [www.hothousemedia.com/statuszone/lmstatus/latest.htm](http://www.hothousemedia.com/statuszone/lmstatus/latest.htm) where this information is available. Thanks to all the schools that contribute valuable data - confidentially - to help us produce this market information.



- ### Key points
- Number of participating organisations in the UK survey: **31**
  - Total number of students at the organisations in 2006: **59,272**
  - Total number of student weeks in 2006, estimated: **693,482**
  - Overall average length of stay in weeks: **11.7**
  - Average cost of a one-month course, excluding accommodation: **UK£762 (US\$1,539)**
  - Average cost of residential accommodation per week: **UK£130 (US\$263)**
  - Average cost of host family accommodation per week: **UK£112 (US\$226)**
  - Average commission paid on a language course: **18 per cent (from 15 to 25)**
  - **No** institutions paid commission on accommodation



- ### Observations
- Compared with last year's survey on the UK, there has been little movement among the top student nationalities (see LTM, June 2006, page 44). The top three nationalities remained Italian, Korean and Japanese. Chinese students however did not appear on the list this year.
  - Although fewer language schools took part in our survey this year, the total number of students represented was actually higher. The average length of stay increased this year, from eight weeks last year to 11.7 weeks.
  - One very noticeable change in trend this year was the decrease in the number of 12-to-15 year olds hosted by UK language schools in 2006. Last year, this age group made up 23 per cent of the total student body but this was down to nine per cent in this year's survey.



**Thank you to the following institutions for taking part in our Status survey:**  
 Alexanders International School, Woodbridge; Anglia Ruskin University, Cambridge; Avalon School of English, London; Bell International, various; Brighton International Summer School, Brighton; The Canning School, London; Cardiff College International, Cardiff; Celtic School, Cardiff; City College, Manchester; EC, various; Education ABC, Oxford; Embassy CES, various; The English Language Centre, various; The Heart of England Language School, Leamington Spa; International House, Torquay; King's School of English, Bournemouth; Language Studies International, various; Live Language, Glasgow; The Liverpool School of English, Liverpool; Manchester Academy of English, Manchester; St Giles International, various; Shane Global Language Centres, various; St Brelade's College, Jersey; St Clare's, Oxford; Twin Group, various; Tresham Institute, Kettering; University of Edinburgh IALS, Edinburgh; Wimbledon School of English, London.

Status Survey statistics are based on figures supplied by a selection of individual schools. Not all survey respondents answered every question in the survey. Figures are, in some cases, rounded up or down to the nearest whole. All information is treated with the strictest confidence.

**Next month:  
USA**

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## US study abroad bill passed

US STUDENTS could soon be given financial help to study abroad after a bill introducing legislation to this effect was passed by the House of Representatives in June. The Senator Paul Simon Study Abroad Foundation Act calls for the creation of a public-private partnership to administer a national study abroad programme for US students.

The programme's aim would be to widen the availability of study abroad opportunities to students from more diverse academic, socio-economic and ethnic backgrounds, as well as expand study abroad options in non-traditional destinations. It also hopes to achieve a five-fold increase in the number of US students studying overseas to one million within 10 years.

When introducing the bill to the House earlier this year, Senators Tom Lantos and Ileana Ros-Lehtinen said that, if passed, it would enable study abroad opportunities to be "a commonplace rather than exceptional part of college education for US students".

As well as providing direct scholarships and grants to students, the programme would also encourage higher education institutions in the USA to reduce barriers to study abroad participation by making this a prerequisite to gaining access to federal funds. Currently, only one per cent of US students study overseas on an academic programme each year.

The bill must now be passed by the Senate before it can be adopted as law. ■

## NZ student levy extended

An international student levy, which requires state schools to pay the New Zealand government NZ\$900 (US\$700) for every paid international student they have at their school, will be extended from January 2008 to include state-integrated schools – schools that are state supported but can also charge students fees.

The move comes after a dramatic increase, of 349 per cent between 1997 and 2003, in the number of international students studying in New Zealand's state-funded schools – 29 per cent of whom were studying in state-integrated schools. Since then, international student numbers have dropped by 44 per cent to 9,701 as of March 2006, although international enrolments at state-integrated

school have increased by six per cent over the past year.

New Zealand's Tertiary Education Minister, Michael Cullen, said, "By applying the international student levy to both state and state-integrated schools, the government has ensured there is greater equity in the way costs associated with international students are recovered."

The State Schools International Student Levy (SSISL) was initially introduced in 1992 in a bid to help recover costs associated with international student enrolment, including pastoral care, additional language support and the recruitment and training of teaching staff.

A similar levy, the Export Education Industry Development Fund (EEIDF) – was introduced in January 2003 and affected

all education providers enrolling international students, regardless of the type of institution. This legislation was met with some industry resistance, however, and Stuart Boag of school association, Education New Zealand, said that the development was a concern for state-integrated schools. "As you might imagine, schools that are subject to the SSISL are concerned about the levy, which of course is considerably higher than the EEIDF," he said. However, he added, "Education New Zealand has been and continues to advocate on behalf of schools around this levy, and just this year has commissioned two research documents that help support further advocacy."

Private schools, which receive limited state funding, will remain exempt from the fee. ■

## Ireland extends visas for graduates

Non-EEA third level graduate students in Ireland can now apply for a six month extension on their student visa after a new scheme was introduced in April. The Third Level Graduate Scheme allows graduates with a primary, masters or doctorate degree from an Irish university to stay in Ireland for six months after completing their studies in order to look for work.

The Minister for Enterprise, Trade and Employment, Micheal Martin, said at the launch of the scheme, "Given our skill shortages in certain strategically

important areas, the Irish economy would benefit if some of these students stayed here to work after graduation."

Brian McNamara, International Academic Liaison Officer at Waterford Institute of Technology, said that the new scheme was "a positive development". He added, "With so many countries competing as education destinations, it is important to offer something different, an attractive point of differentiation. We have seen a noticeable increase in applications [since the scheme

was introduced], particularly from South Asia."

However, Francis Kelly, Director of EBS Dublin, said that they had yet to see any major impact on international student enquiries. He added that "confusion regarding some elements of the scheme [meant that] it will be some time before we see its effects".

Students must have graduated on or after 1 January 2007 to be eligible and the six-month extension period starts after the students receive their exam results. ■

### Scholarship programme in China

The Chinese Ministry of Education has launched a five-year graduate programme that will finance the studies of 5,000 Chinese graduate students a year at some of the world's leading universities. Undergraduate students will be selected from 49 top Chinese universities to study abroad at renowned institutions such as Harvard and Yale in the USA and Oxbridge in the UK.

### ID card for students in Malaysia

The Malaysian government has introduced a high-tech I-Kad identity card for international students, which will soon replace all other student cards. The card has 17 security features, including an embedded microchip with biometric thumbprint of the holder that aims to crack down on forgery. Higher Education Minister, Datuk Mustapa, said that over 60,000 international students would benefit from access to a range of services without enduring excessive bureaucratic processes over identity.

### Australian university closes in Singapore

Australia's University of New South Wales in Singapore has closed down after just five months. The campus experienced a drop in enrolments, which the university attributed to competition from better-financed institutions. Of the university's 500 expected enrolments, 148 students enrolled in the first and only semester, and just 57 students accepted offers for the second semester. Around 142 affected students will continue their studies at the university's Sydney campus.

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[www.celt.stir.ac.uk](http://www.celt.stir.ac.uk)



**Full name:** Education Wellington International  
**Year established:** 1996  
**Organisation's main role:** to provide leadership and support in the marketing of Wellington as a study destination and provide professional development to ensure standards among members  
**Full contact details:** Education Wellington International, PO Box 5245 Wellington, New Zealand  
 Tel: +64 44942565  
 Fax: +64 44942569  
 Email: ewi@paradise.net.nz  
 Web: www.ewi.org.nz

#### What activities has EWI been involved in over the last 12 months?

We have been involved in the production of generic marketing brochures published in eight languages, including English, and widely distributed worldwide through members, delegations and visiting agents. We have updated our website to align with the look and messages of the new brochures. The directory of members is now only available online, with hyper-links to the institution's own website and an email address for enquiries. We have hosted visits from interested parties worldwide,

sent by agents. We have sent out bi-monthly e-newsletters to international readers including education agents and potential students. We have also kept members and business supporters up-to-date on all EWI news and held professional development sessions on a range of relevant topics, particularly intercultural competence.

#### How have international enrolments fared over the last 12 months among your members?

The Wellington region has been affected by an anticipated drop in international student

numbers over the last year. Lower numbers generally reflect the increasingly competitive state of the international education industry worldwide but specific challenges that our members face include the issue of distance, the high New Zealand dollar and immigration policies.

#### Why do you think international students choose to study in Wellington? What are its main attractions for international students?

Wellington boasts a manageable size and safe, intimate feel as well as extensive study options and affordable accommodation.

The region is cultural, vibrant, intellectual and creative. Particularly appealing are its nightlife and recreational opportunities at the beaches and inland, and its varying landscapes.

#### What plans do you have for the future in terms of increasing the profile of Wellington as a study destination overseas?

EWI plans are for increased integration with local export businesses to ensure that education takes a central role in all of Wellington's economic development and export initiatives in the future.



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