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GET IN THE HABIT EVERY MONDAY



Graham Simpson from Oxford English Centre in Oxford, UK, tends the barbecue in a fetching apron at the annual Oxford Fun Run. The event, which attracts teams from the city's language schools, is for charity

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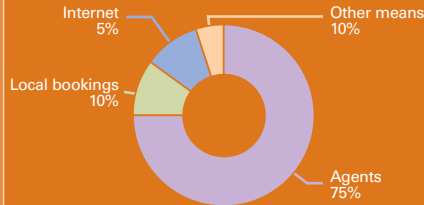
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Australia 2007

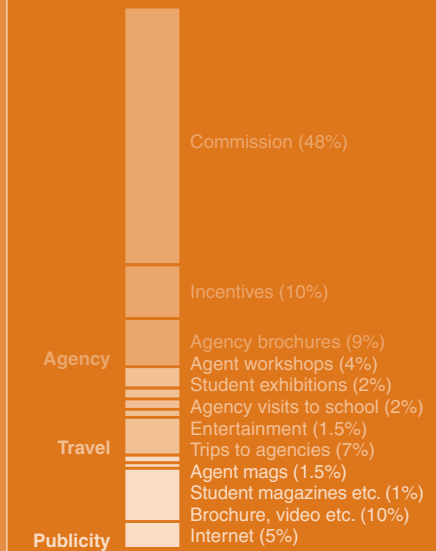
Means of recruiting students in Australia, 2007



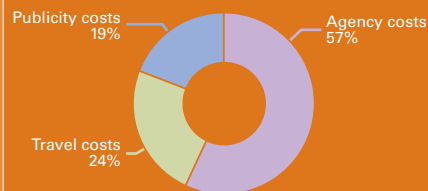
Intensity of study (hours studied per week)



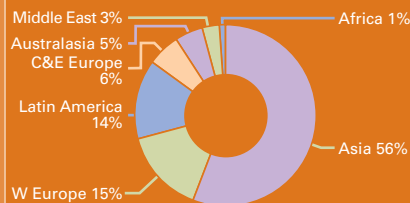
Marketing spend by category (from a selection of schools)



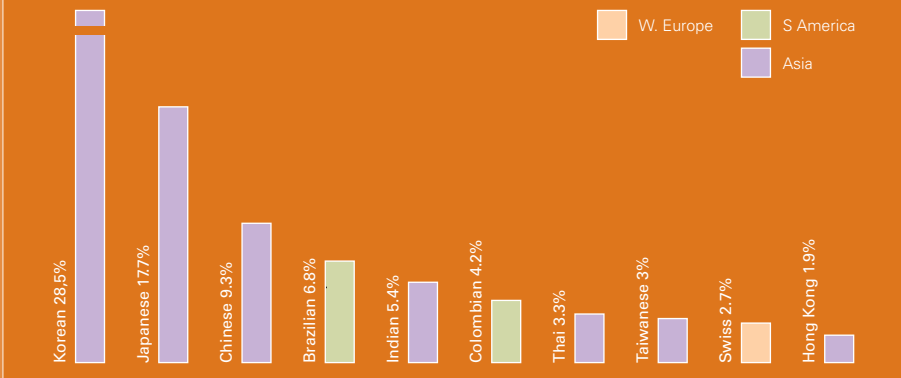
Total marketing spend by sector in %



Marketing budget by region (overall %)



Top nationalities in Australia by student weeks, 2007

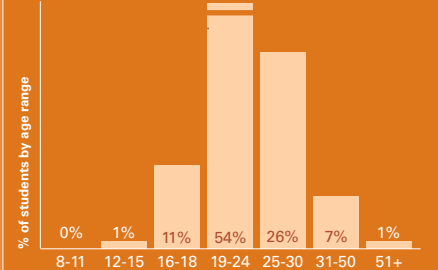


Key points

- Number of participating organisations in the Australia survey: **21**
- Total number of students at the organisations in 2007: **21,810**
- Total number of student weeks in 2007, estimated: **283,530**
- Overall average length of stay in weeks: **13**
- Average cost of a one-month course, excluding accommodation: **AUS\$1,199 (US\$1,130)**
- Average cost of residential accommodation per week: **AUS\$173 (US\$163)**
- Average cost of host family accommodation per week: **AUS\$223 (US\$210)**
- Average commission paid on a language course: **22 per cent**
- **One** institution paid commission on accommodation (of 25 per cent)

*For currency conversion rate, see page 7.

Student numbers by age range



Observations

- Four more schools participated in our Status survey of Australia this year and the total student numbers and volume accounted for by this snapshot was significantly higher. However, the top three nationalities of Korea, Japan and China remained unchanged, although in 2007, our survey indicates a rise in Brazilian and Indian students, now in fourth and fifth position in the league table.
- The average length of stay had dipped slightly from 16.7 weeks to 13 weeks.

- The majority of language travel students in Australia remain 19-to-24 year olds; now accounting for 54 per cent of total intake, up from 48 per cent.
- Prices remained similar to those reported last year in AUS\$ for tuition and accommodation, although there was an average increase of US\$175 for tuition prices in US dollar terms.
- Agency usage appears to be stronger with 75 per cent of bookings through agencies, up from 61.

Thank you to the following institutions for taking part in our Status survey: Brown's English Language School, Southport, QLD; Byron Bay English Language School, Byron Bay, NSW; Carrick Institute of Education, Melbourne, VIC; Education and Training International, Perth, WA; Embassy CES, Brisbane, Gold Coast, Sydney, Melbourne, Perth; Flinders University IELI, Adelaide, SA; Global Village Sydney, Brisbane, Noosa, Noosa Caloundra; International College of Queensland, Brisbane, QLD; Layas Education Group, Melbourne, VIC; OISE, Sydney, NSW; Pacific Gateway International College, Sydney and Brisbane; Perth International College of English, Perth, WA; Sun Pacific College, Cairns, QLD; St Paul's School, Bald Hills, QLD; South Australian College of English, Adelaide, SA; Southbank Institute of Technology, Brisbane, SA; Sydney English Academy, Manly, NSW; Sydney English Language Centre, Sydney, NSW; Sydney West International College, Westmead, NSW; Tafe English Language Centre, Northern Sydney, NSW; West Coast International College of English, Bunbury, WA.

If you would like to see the complete breakdown of data, please visit www.hothousemedia.com/statuszone/ltmstatus/latest.htm where this information is available. Thanks to all the schools that contribute valuable data – confidentially – to help us produce this market information.

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.

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