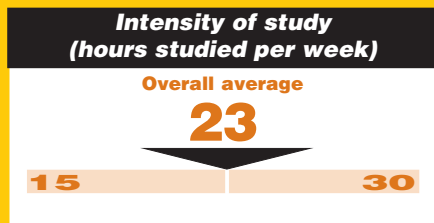
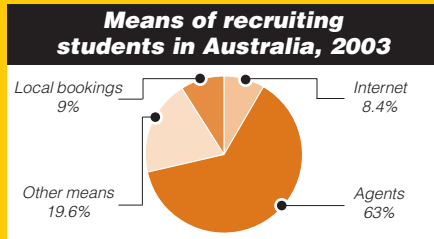


# Status: Australia 2003

The Status survey is a venture by *Language Travel Magazine* that aims to gather specific market data about all of the main language teaching markets in the world. Through our initiative, it is now possible to compare world market statistics.

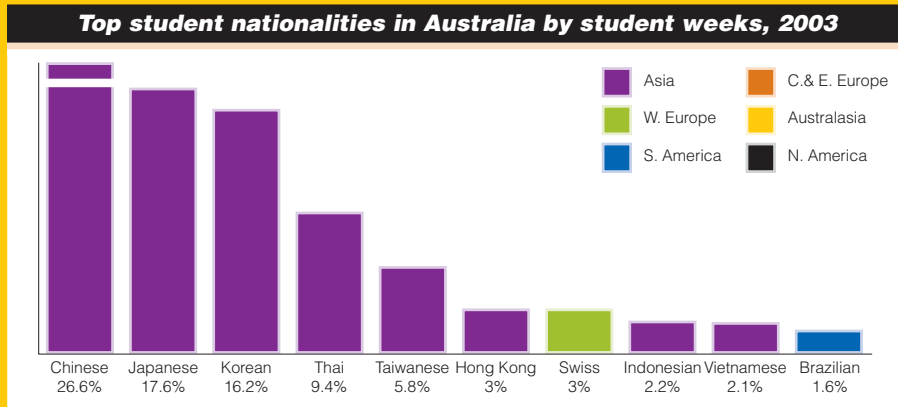
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing "Status survey web address" in the subject heading. We will then forward the web address to you.



### Key points

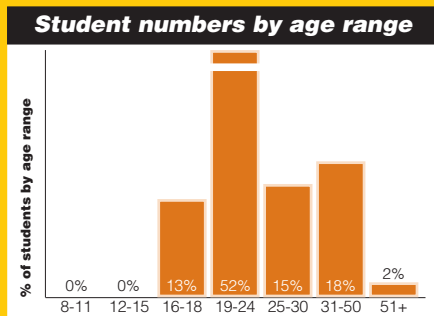
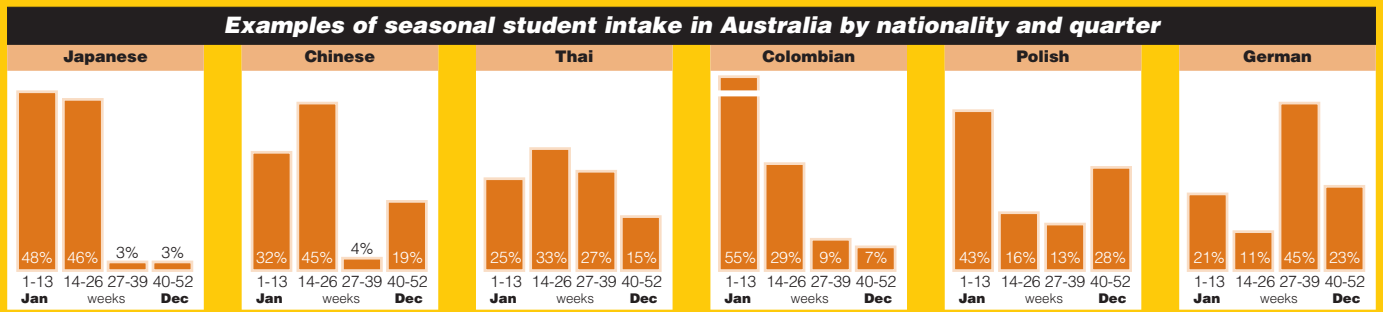
- No. of participating organisations in the Australian survey: **23**
- Total no. of students in 2003 at 21 organisations: **13,624**
- Total no. of student weeks in 2003, estimated, at 21 organisations: **212,534 weeks**
- Overall average length of stay in weeks: **15.6**
- Average cost of a one-month course, excluding accommodation: **AUS\$1180 (US\$867)**
- Average cost of residential accommodation per week: **AUS\$166 (US\$122)**
- Average cost of host family accommodation per week: **AUS\$191 (US\$140)**
- Average commission paid on a language course: **20 per cent** (from 10 to 30)
- **No** institution paid commission on accommodation

\*For currency conversion rate, see page 4.



### Observations

- Many of the trends revealed in our previous Status survey of Australia are unchanged, with the average commission paid, average length of stay and proportion of business acquired via agents all at comparable levels.
- However, one change year on year has been the dominance of Chinese students in the student nationality table. Chinese students are now the number-one nationality.
- There is an increasing bias towards Asian nationalities in the student nationality table this year. Last year, three Western European countries were represented (see LTM, August 2003, page 52) but this year, only Swiss students are in the top 10.
- The prices of accommodation options remain unchanged, although tuition fees are slightly up, as is the comparative US\$ cost.



**Thank you to the following institutions for taking part in our Status survey:**  
 AMES International, Melbourne; ANU College (formerly Anutech Education Centre), Canberra; Adelaide Institute of Tafe English Language Centre, Adelaide; Australian Centre for Languages (ACL), Sydney; Central Queensland University Language Centre, North Rockhampton; Centre for English Language in the University of South Australia, Adelaide; English Language Institute, Victoria University, Melbourne; ICET Pty Ltd, Swan Hill (VIC) and Sydney; Institute of Continuing and Tesol Education - The University of Queensland, Brisbane; International House, Sydney; International Institute Australia, Brisbane; Language Links, Perth; Monash University, Clayton, VIC; NCELTR - English Language Programs, Macquarie University, Sydney; Perth International College of English, Perth; RMIT English Worldwide, Melbourne; St Paul's International School, Brisbane; Sydney English Language Centre, Sydney; Sydney Tafe English Centre, Ultimo; Sydney West International College, Westmead; Universal SGV, Sydney; Wollongong University College, Sydney and Wollongong; World English, Perth.

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: UK**