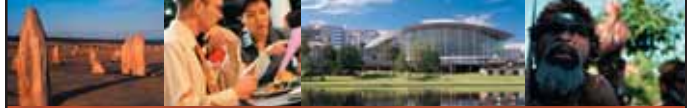


explore the land  
 & explore the people  
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**English Australia and AEI invite you to explore the opportunities provided by the EA Agents Workshop 2007.**

We have put together an exciting program for all participants. Agents who attend the Workshop will have the opportunity to meet a range of institutions from across Australia.

# English Australia Agents Workshop

19-21 April 2007  
 Adelaide, Australia



Explore the opportunities

## The Workshop program will feature:

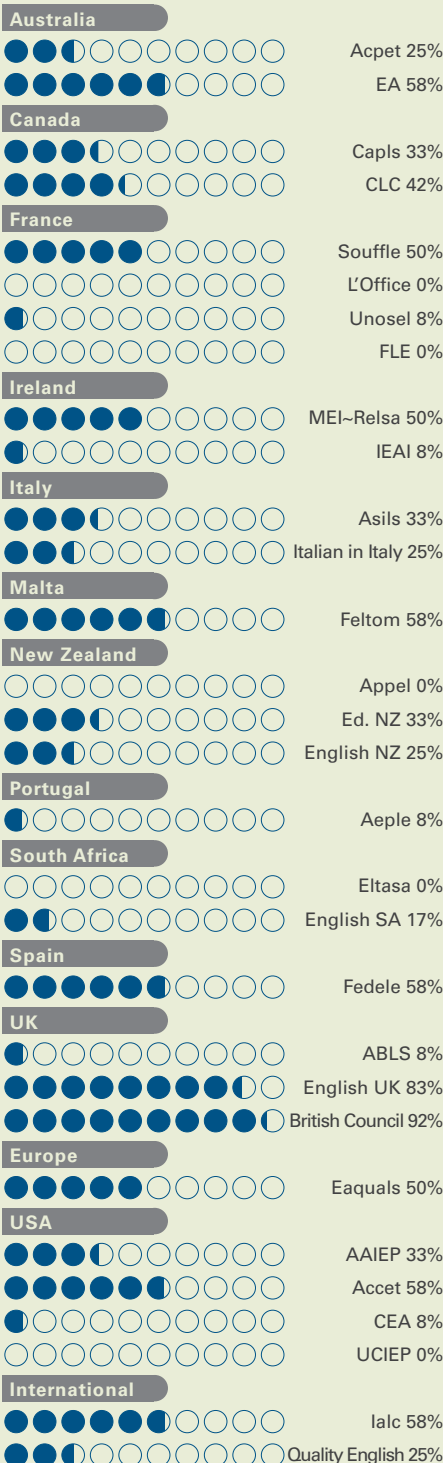
- Two days of appointments with Australian institutions
- Informative agent seminars
- Post-Workshop regional tour options
- Spectacular social program
- Registration is FREE

An initiative of



For further information please visit  
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**Percentage of agents who recognised each of the following organisations**



**Swiss agents named a range of language programmes they work with, including, in Australia:** Australian College of English, various; Geos Australia, Perth, WA; International House, various; Milner College, Perth, WA; Phoenix Language Academy, Perth, WA; St Mary's, Perth, WA; University of the Sunshine Coast, Maroochydore, QLD; **In Canada:** Canadian College of English Language, Vancouver, BC; Global Village, various; International Language Academy of Canada, Vancouver, BC; Language Studies International, Vancouver, BC; Pacific Language Institute, Vancouver, BC; **In France:** Institut Linguistique Adenet, Montpeller; **In Germany:** International House, Freiburg; **In Malta:** Easy School of Languages, Valletta; European Centre, St Julians; **In New Zealand:** Crown English Language Academy, Auckland; **In the UK:** Anglo-Continental, Bournemouth; Regent Language Training, various; **In the USA:** Embassy CES, various; Florida Language School International, Pasadena, CA. **Worldwide:** CCI, St Giles International.

**Thank you to the following agencies for taking part in this survey:** AD Voyages Langues et Cultures, Akzent Sprachbildung, Australia Europe Connection, Canada Live, Follow Me Schülersprachkurse, Globo Study Sprachreisen, Lingua Service, Linguista Sprachaufenthalte, Live & Study, Sniggale Rider Schoenenberger, STA Travel, STS Student-Travel Schools.

# New Zealand

Agent usage was high among students studying in New Zealand this year, with agent advice playing an important role in deciding where to study, ahead of other considerations such as cost and location.

## New Zealand feedback at a glance

Total number of students: female 107, male 86, (unknown 5) <b>198</b>
Average age in years: <b>24.9</b>
Average length of programme in weeks: <b>14.2</b>
Average number of students in class: <b>9.2</b>
Average number of hours of language tuition per week: <b>23.1</b>
% of students who found their course through an agent: <b>52</b>
% of students who booked through an agent or adviser: <b>73</b>
% of students who had been on another lang. programme: <b>21</b>
% of students who would recommend their school: <b>91</b>

### Student nationality

It has been noted in the past that New Zealand language schools were heavily reliant on the Chinese student market – however, as other market analysis has revealed, our Feedback survey of New Zealand proves a move away from this trend towards a more even distribution of student nationalities, as the Chinese market has shrunk. Chinese students were knocked off their top position to fourth place this year, making up just eight per cent of the student body, compared with 21 per cent in last year's survey (see *Language Travel Magazine*, March 2005, pages 16-17). Asian

students, particularly those from Japan and Korea however, remained the most numerous, representing the most important world region of origin overall. However, student numbers from Central and Latin America increased this year, up from two per cent to nine per cent, and, overall, 29 different nationalities were represented, up from 23 last year.

### Student motivation

This year, more students intended to go on to further studies at another English speaking country (16 per cent) rather than in New Zealand (nine per cent), which is a change from last year when 30 per cent of students

intended to stay in New Zealand and just nine per cent were planning to study elsewhere. Motivations for language learning continued to be fairly evenly spread between immediate study plans, either at home, in New Zealand or in another country, or future work prospects. However, a larger number of students (11 per cent) were studying English in New Zealand for pleasure only, compared with last year (six per cent). While longer-term programmes of seven weeks or over were definitely the norm, reflecting serious career or study goals, a notable 24 per cent of students were staying in New Zealand for less than

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six weeks, one-third of whom were from Japan.

### Student enrolment

A very high percentage of students (72 per cent) booked through an agent this year although only 52 per cent actually found their courses through an agency. Important factors influencing students' decisions about where to study included the price, location and nationality mix at the school, while one student added that they chose their school because it was easy to book over the Internet. The majority of students (73 per cent) knew which city they wanted to study in before seeking agency advice, although this went down to 36 per cent when it came to knowing which school.

### Standard of the schools

Overall, standards at New Zealand schools were very high, with the teachers and academic programme receiving the highest satisfaction rates among students. Average class sizes were quite low at 9.2 students and 80 per cent of all classes consisted of 10 or fewer students. Of those who said that there were too many students of their own nationality in the classroom, one third were from Japan.

### Living in New Zealand

Aspects of New Zealand that students particularly liked included the language, countryside and people. With the average cost of one week's language tuition and accommodation given as NZ\$463 (US\$294), 44 per cent of respondents found New Zealand to be more expensive than their own countries, while a further 40 per cent thought costs were the same as at home.



### Top nationalities

26%  
1. Japanese  
18%

2. Korean

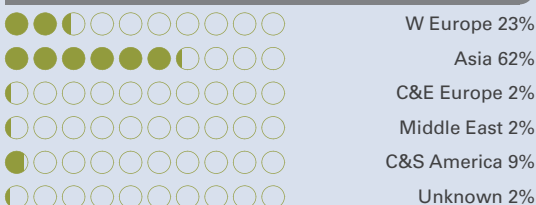
- 3. Swiss 9%
- 4. Chinese 8%
- 5. German 6%
- 6. French 5%
- 6. Thai 5%
- 8. Brazilian 4.5%
- 9. Argentinean 3%
- 10. Taiwanese 1.5%

### How did you find your programme?

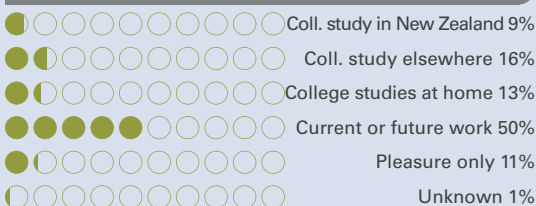
52%  
1. Recommended by an agent  
24%  
2. Recommended by a friend/relative

- 3. I found it on the Internet 17%
- 4. I saw it advertised 6%
- 4. No reply 1%

### Respondents by world region of origin



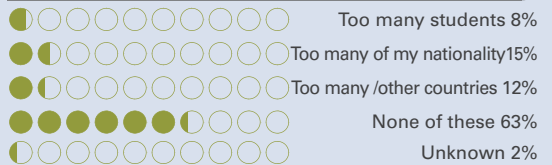
### How will you use your English in the future?



### Thank you to the following schools for participating in our survey:

AIS St Helens, Auckland; Alpha Educational Institute, Christchurch; Aspect ILA, Auckland; Aspiring Language Institute, Christchurch; Christchurch College of English, Christchurch; Coromandel Outdoor Language Centre, Whitianga; CPIT, Christchurch; Crown English Language Academy, Auckland; Dominion English Schools, Auckland, Christchurch; Edenz Languages, Auckland; Eurocentres, Auckland; Kaiapoi High School, Kaiapoi; Language School New Zealand, Christchurch; Languages International, Auckland; Massey University English Language Center, Auckland; Rotorua English Language Academy, Rotorua; Taupo Language, Taupo; Southern Lakes English College, Queenstown; Worldwide School of English, Auckland.

### In my class there are...



### What is your accommodation while in New Zealand?



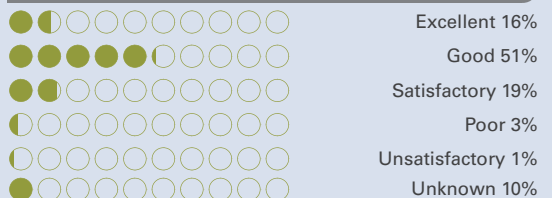
### Standard of the teaching



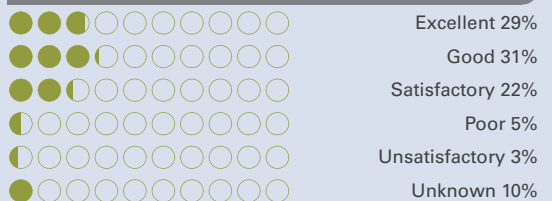
### Standard of your academic programme



### Standard of your social programme



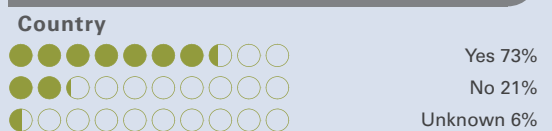
### Standard of your accommodation



### Did you book your course through an agent or an educational adviser?



### Before looking for your course, did you know where you wanted to study?



### City/town



### School

