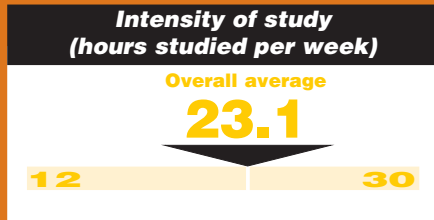


Status: Australia 2001

The Status survey is a venture by *Language Travel Magazine*, in collaboration with the Association of Language Travel Organisations (Alto), which gathers specific market data about all of the main language teaching markets in the world. For the first time, it is possible to compare world market statistics.

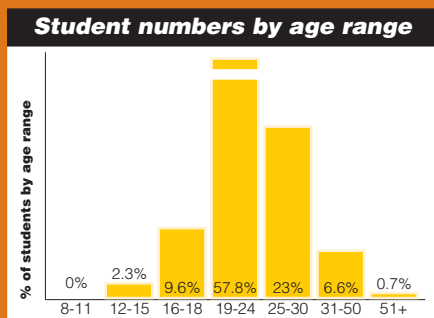
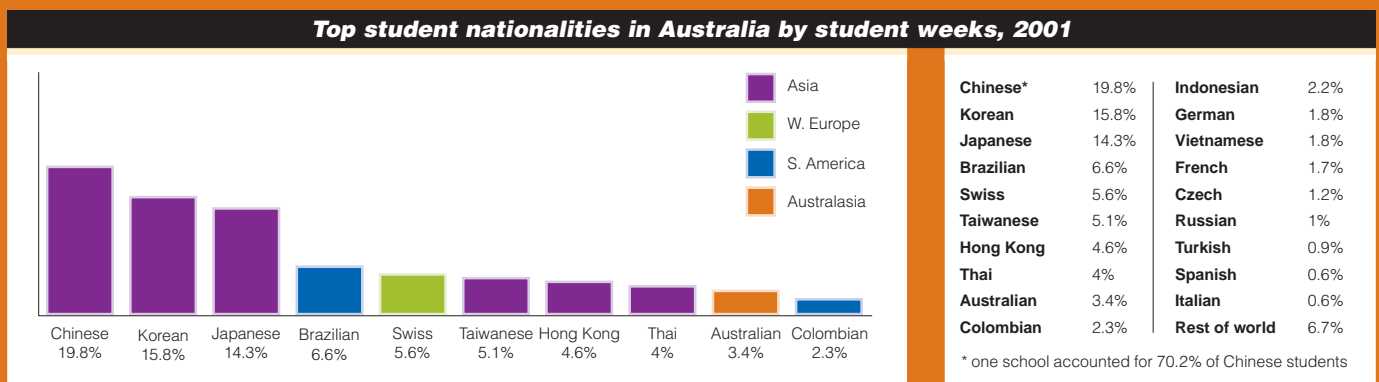
If you would like to see the complete breakdown of data, including marketing spend per region and marketing budget analysis, and you are an agent (or a school that has completed or intends to complete the Status survey), please send us an email containing 'Status survey web address' in the subject heading.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



Key points

- No. of participating organisations in the Australian survey: **19**
- Total no. of students in 2001: **16,699**
- Total no. of student weeks in 2001, estimated: **215,417 weeks**
- Overall average length of stay: **12.9 weeks**
- Average cost of a one-month course, excl. accommodation: **AUS\$1,046 (US\$594)**
- Average cost of residential accommodation per week: **AUS\$122 (US\$69)**
- Average cost of host family accommodation per week: **AUS\$182 (US\$103)**
- Average commission paid on a language course: **19.7 per cent (from 15 to 22.5)**
- **No** institution paid commission on accommodation

*For currency conversion rate, see page 4.



Thank you to the following schools for taking part in our Status survey:
 Adelaide Institute of Tafe English Language Centre, Adelaide, SA; Australian Pacific College, Sydney, NSW; Aspect International Language Academies, Sydney, NSW; Central Queensland University Language Centre, Rockhampton, QLD; Centre for Applied Linguistics in the University of South Australia, Adelaide, SA; Cooloola Sunshine Institute of Tafe, various; East Coast College of English, Brisbane, QLD; ELS Language Centre Australia, Wagga Wagga, NSW; Embassy CES, various; Flinders University Intensive English Language Institute, Adelaide, SA; Geos Melbourne College of English, Melbourne, VIC; HHH Language Centre, Sydney, NSW; Pacific Gateway International College, Brisbane, QLD; Perth International College of English, Perth, WA; Regent Language Centre, Port Douglas, QLD; Sydney English Academy, Sydney, NSW; Sydney West International College, Sydney, NSW; University of New South Wales, Institute of Languages, Sydney, NSW; Uniworld Colleges, Sydney, NSW.

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: Global comparison