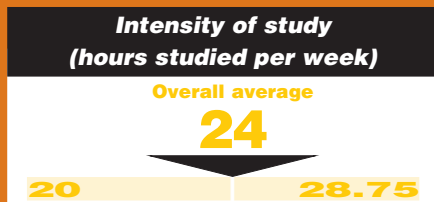
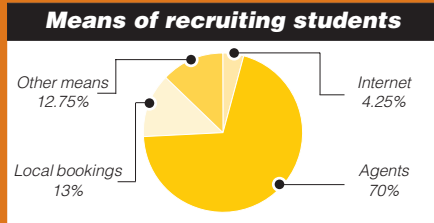


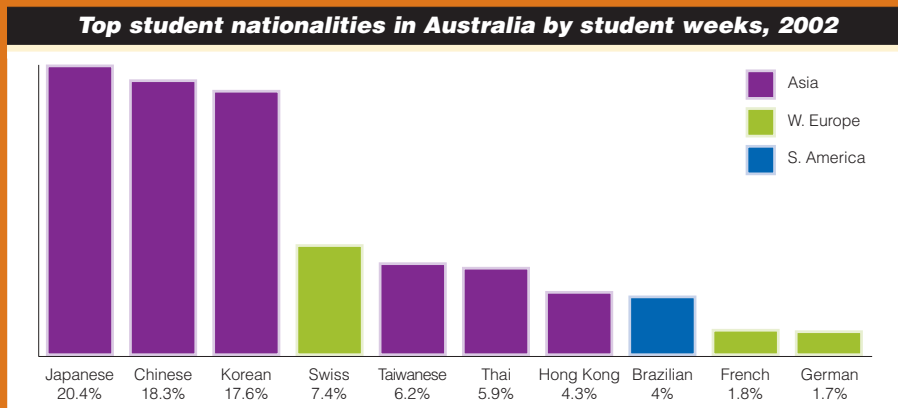
Status: Australia 2002

The Status survey gathers market data from language teaching institutions in a variety of countries and produces comparable world market statistics. It is a joint venture from *Language Travel Magazine* and the Association of Language Travel Organisations (Alto).



Key points

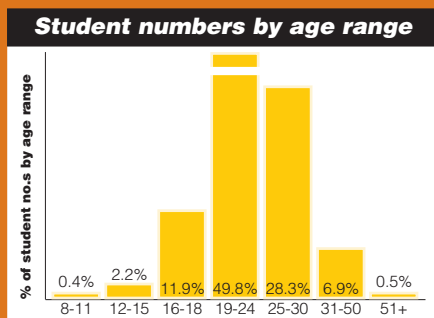
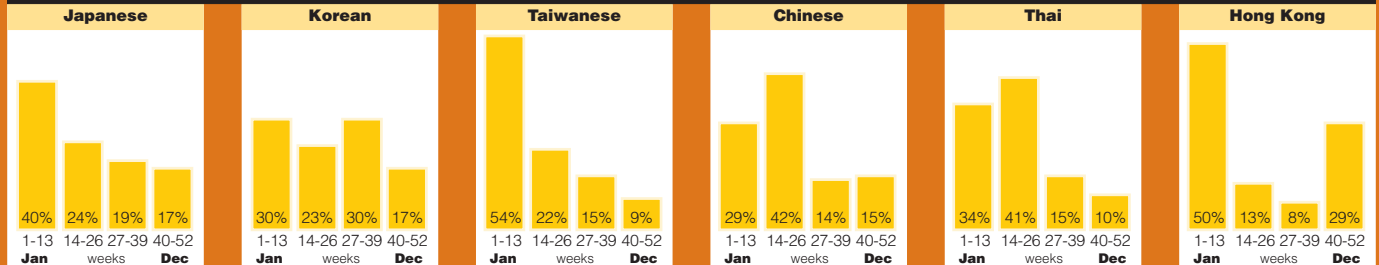
- No. of participating organisations in the Australian survey: **25**
- Total no. of students in 2002: **31,621**
- Total no. of student weeks in 2002, estimated: **474,315**
- Overall average length of stay in weeks: **15**
- Average cost of a one-month course, excluding accomm: **AUS\$1,038 (US\$684)**
- Average cost of residential accommodation per week: **AUS\$160 (US\$105)**
- Average cost of host family accommodation per week: **AUS\$189 (US\$124)**
- Average commission paid on a language course: **20 per cent** (from 15 to 22.5)
- **No** institutions paid commission on accommodation



Observations

- The student weeks estimated across the sample of schools in our survey represent almost one third of the total estimated student weeks for the Australian market in 2002 (see pages 26-30).
- Compared with the results of our 2001 Status survey, the average length of stay has increased from 12.9 weeks to 15 weeks.
- Prices remain comparable, with just residential accommodation – at AUS\$160 per week – slightly higher than the AUS\$122 recorded in 2001.
- The percentage of business that came from agents increased from an overall 56 per cent in 2001 to 70 per cent this year.
- The spread of business across age ranges was very similar to last year, with the 25-to-30 year old age group gaining five per cent market share.

Examples of seasonal student intake in Australia by nationality and quarter



Thank you to the following institutions for taking part in our Status survey:
 ACL, Sydney; Alexander Language School, Perth; Aspect ILA, Sydney; Anutech Education Centre, Canberra; Australian College of English, Sydney; Burleigh Heads Language Centre, Gold Coast; Central Queensland University Language Centre, North Rockhampton; Centre for English Language at the University of South Australia (CELUSA), Adelaide; Clayfield College, Brisbane; Edith Cowan University International English Centre, Claremont; Embassy CES, Brisbane; Geos Melbourne College of English, Melbourne; Geos St Mark's International College, Sydney; La Trobe University Bendigo Language Centre, Bendigo; Macquarie University NCELTR, Sydney; Pacific Gateway International College, Brisbane; Perth International College of English, Perth; Phoenix English Language Academy, Perth; Queensland College of English, Brisbane; SA Adelaide Language Centre, Adelaide; Sydney English Language Centre, Sydney; Sydney West International College (SWIC), Sydney; Taft NSW Sydney Institute, Sydney; Universal SGV, Sydney; University of Western Australia Centre for English Language Teaching, 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: Spain

The information on this page is available in *Language Travel Magazine*, August 2003, while the results shown on the next page provide a fuller breakdown of the data received from participating schools. This information is available only to agents and schools that plan to participate in our Status surveys and it provides insightful information about a variety of market trends in the Australian language teaching industry. By accessing this web page, you are showing interest in our project to provide comparable market statistics for our industry. Thank you for your support.

