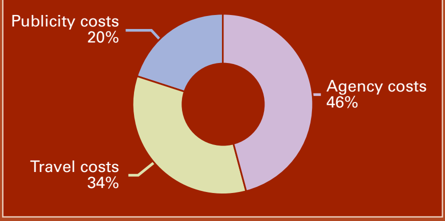
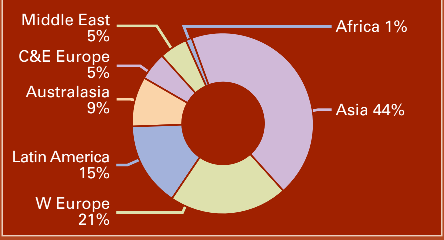
Status: Australia 2010

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.

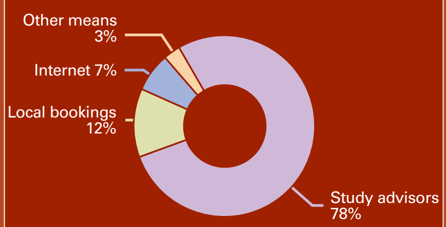
Total marketing spend by sector in %



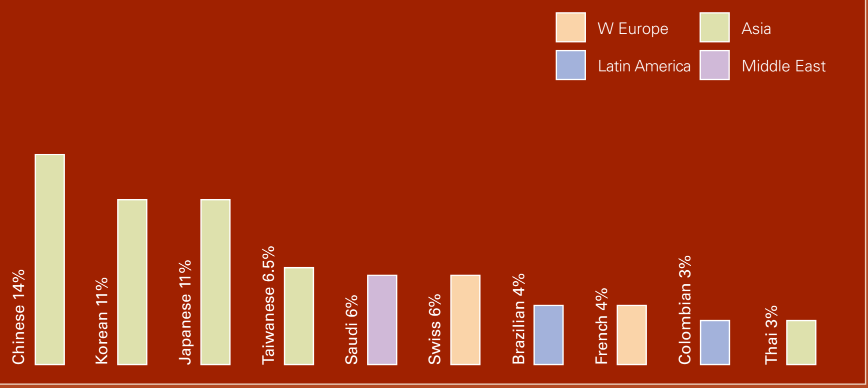
Marketing budget by region (overall %)



Means of recruiting students in Australia, 2010



Top nationalities in Australia by student weeks, 2010

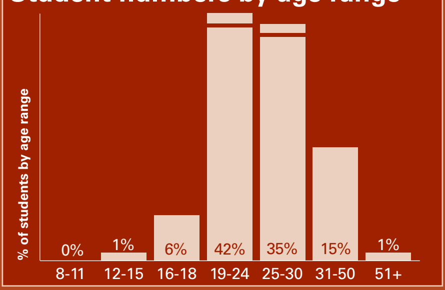


Key points

- Number of participating organisations in Australia survey: **14**
- Total number of students at the organisations in 2010: **19,353**
- Total number of student weeks in 2010, estimated: **193,530**
- Overall average length of stay in weeks: **14**
- Average cost of a one-month course, excluding accommodation: **AUS$1,322 (US$1,411)**
- Average cost of residential accommodation per week: **AUS$178 (US$190)**
- Average cost of host family accommodation per week: **AUS$231 (US$247)**
- Average commission paid on a language course: **22**
- **None** of the institutions profiled paid commission on accommodation

**For currency conversion rate, see page 7.*

Student numbers by age range



Observations

• Average length of stay for international students studying in Australia in 2010 was 14 weeks, down from 17.2 weeks in 2009. It is worth noting that one school had a high volume of students with a relatively low number of comparable student weeks and had this statistic been included, average length of stay would have dropped to 10 weeks.

• The Koreans (who have polled first since 2005) were usurped by the Chinese in 2010 (14 per cent, compared with 11 per cent previously). One large scale provider recorded particularly high Brazilian student numbers and had this statistic been included, they would have polled joint-first with China. However, this did not necessarily reflect an industry-wide trend.

• Slightly less of the marketing budget was allotted to advisory costs in 2010, down from 57 per cent to 46 per cent. Percentage of commission spend was also down (38 per cent). This did not effect overall advisor usage, however, which was up four percentage points.

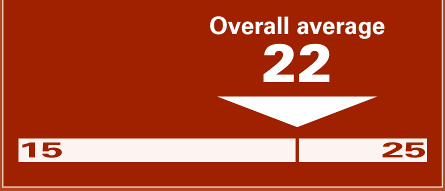
Thank you to the following institutions for taking part in our Status survey: Navitas, Sydney, Bondi, Manly, Melbourne, Cairns, Darwin, Perth and Brisbane; Mercury Colleges Sydney, NSW; John Paul International College, Brisbane, QLD; West Coast International College of English, Bunbury, WA; Nudgee International College, Brisbane, QLD; St Paul's International School, Bald Hills, QLD; Green & Gold Day Night College, Southport, QLD; Southbank Institute of Technology, Southbank, QLD; Browns English Language School, Gold Coast & Brisbane, QLD; Bond University ELI, Gold Coast, QLD; Mowbray College, Melbourne, VIC; Global Village, Noosa, QLD; Byron Bay English Language School, Byron Bay, NSW; Embassy CES, Brisbane, QLD.

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.

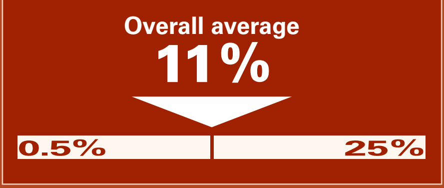
Status Survey statistics are based on figures supplied by a selection of individual schools. Not all survey respondents answered every question in the survey. Figures are, in some cases, rounded up or down to the nearest whole. All information is treated with the strictest confidence.

Next month: USA

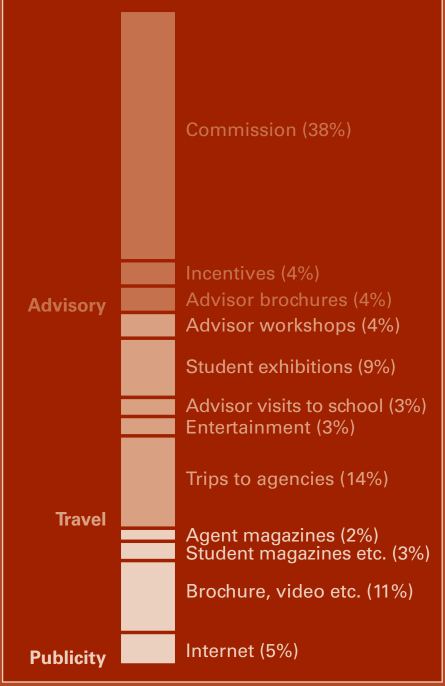
Intensity of study (hours studied per week)



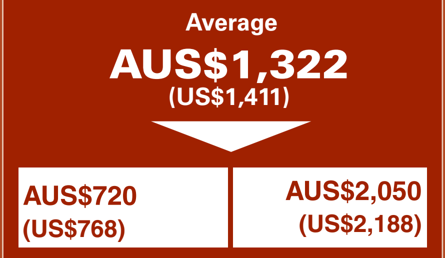
Marketing spend as % of school's gross income



Marketing spend by category (from a selection of schools)

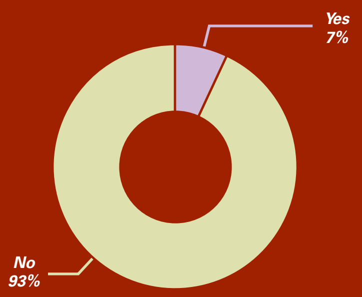


Average cost of tuition (for 80 hours)



(Costs for one hour of tuition ranged from AUS$9.00 (US$9.60) to AUS$25.62 (US$27.34) per hour, averaging AUS$15.34 (US$16.37)

% of institutions offering/selling travel insurance



Annual student intake in Australia by world region of origin