

AIEC 2015

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- **India student visa trends**
- **IDP student research**
- **Innovations in student recruitment**
- **Increasing flow of quality students to Australia**
- **The future of the Indian market**

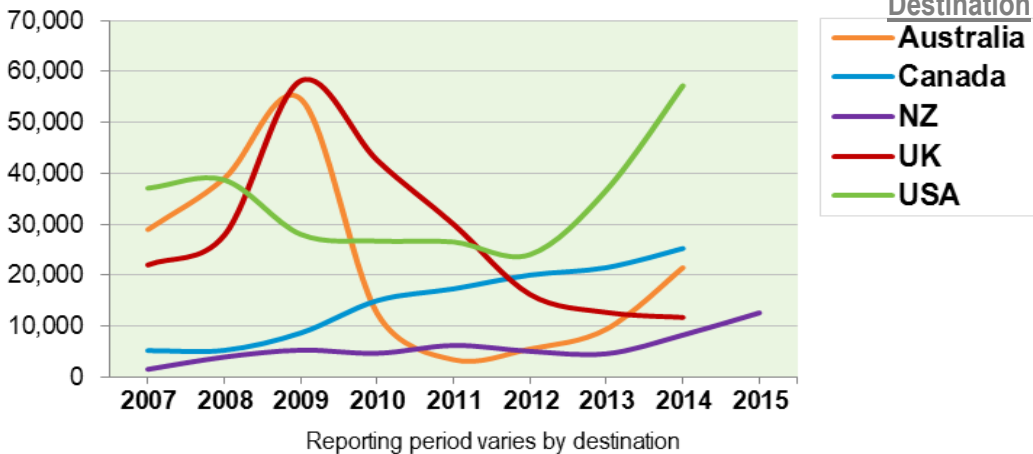
India student visa volumes



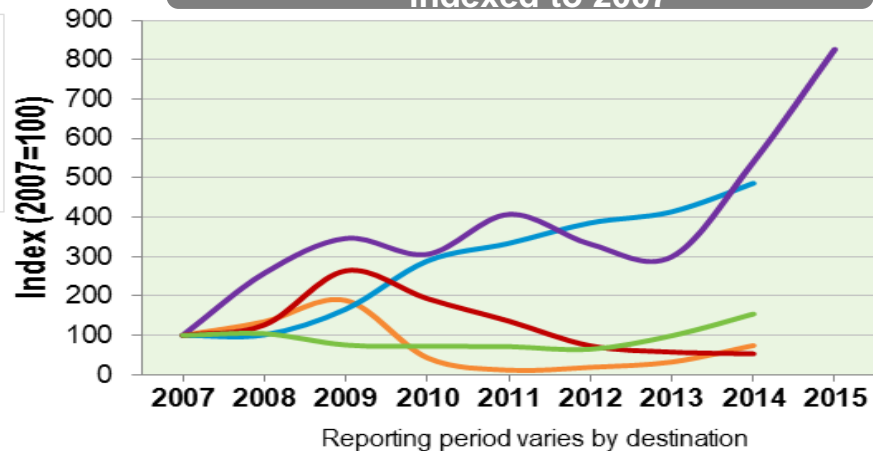
Estimated 10% of above visa grants are for UG students
Germany , China have seen sharp growths



India student visa volumes

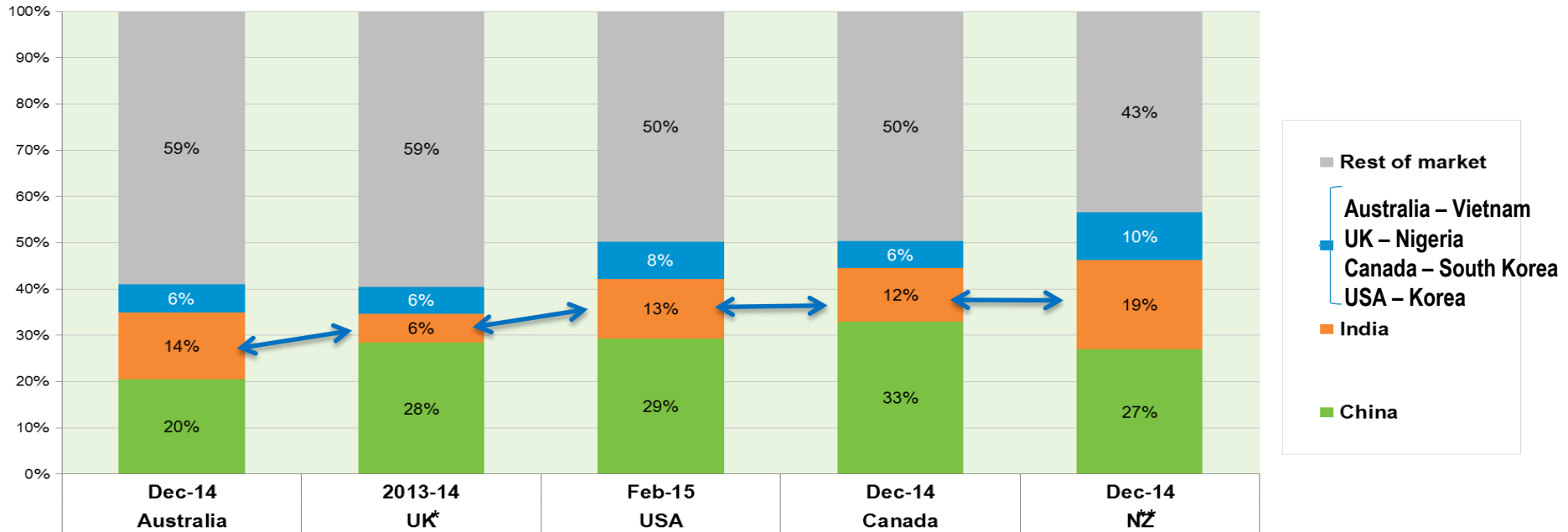


India Student visa volume growth indexed to 2007



Note: Data based on Australia and NZ – offshore only, UK - offshore, non-EU only, Canada and US – total
Sources: NZ Department of Labour (Immigration) Australia DIBP, Canada CIC, UK Home Office, US Dept. of State

Proportion of students currently studying from top 3 source markets for MESC

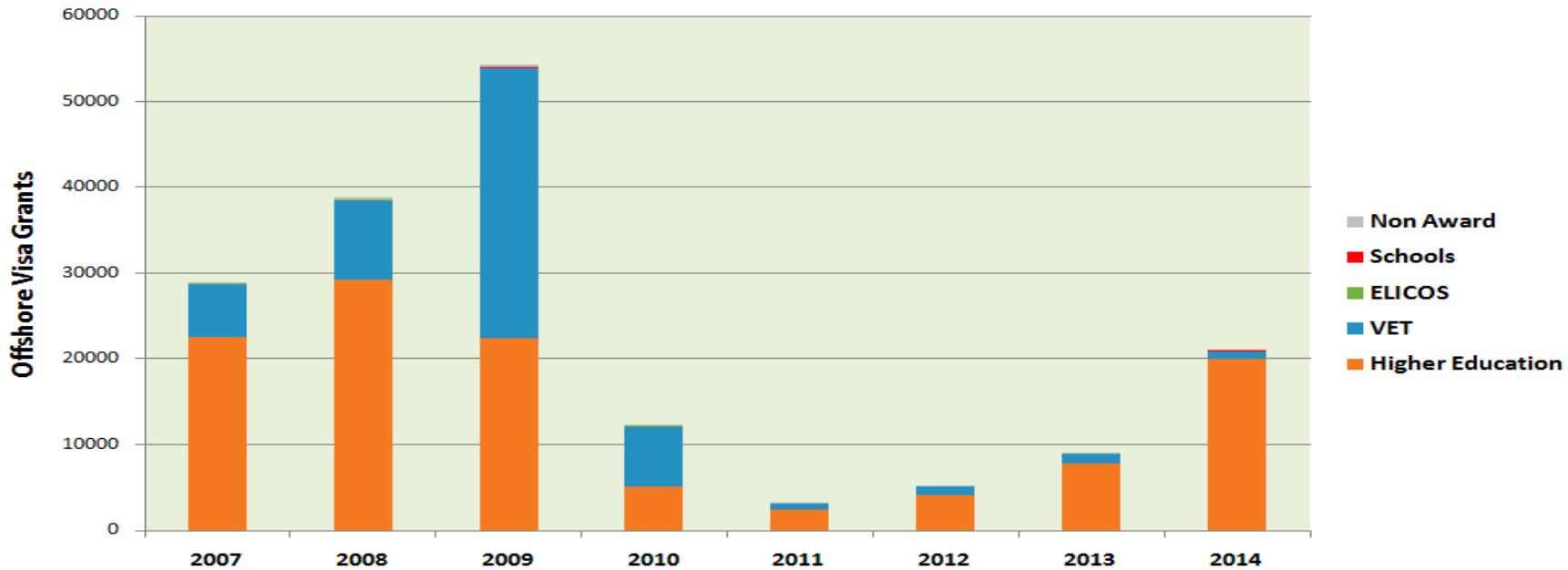


UK* – Higher Education only

NZ** – International fee paying students only; China includes Hong Kong

Sources: Australia: DIBP student visa holders, Canada: CIC – foreign students valid permits, NZ: Export Levy Data – IFP students enrolled

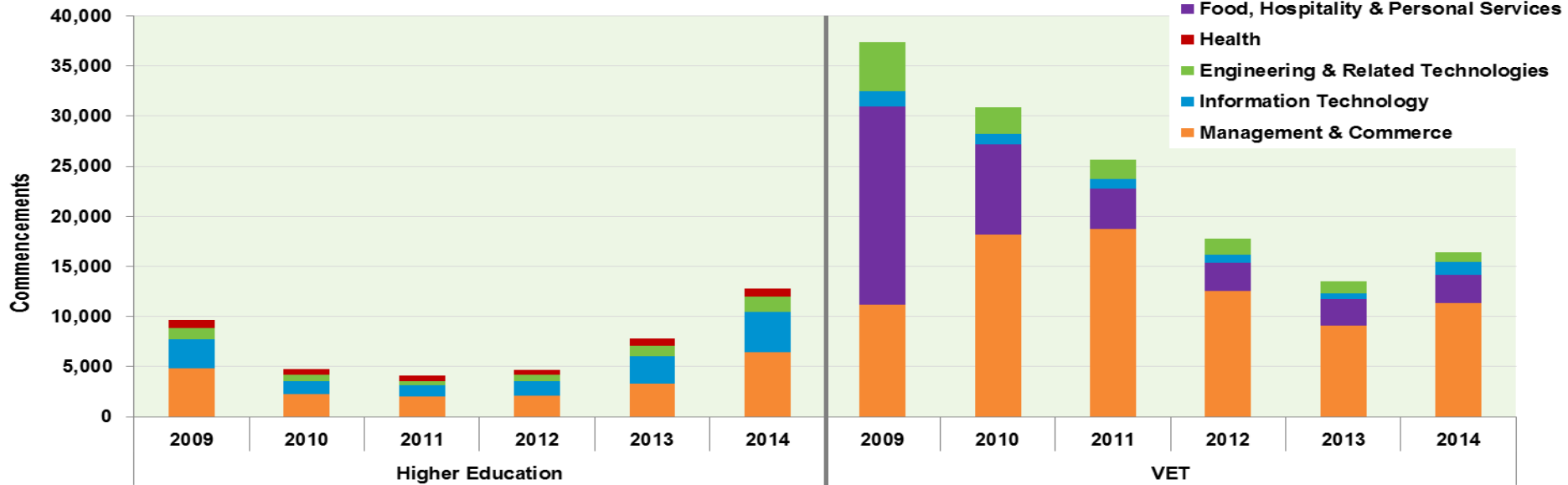
UK: HESA – HE students enrolled. US: SEVIS – active student visas



Source: Student visa quarterly report - DIBP

International Student Commencements - INDIA Top 4 Broad Fields of Study - Higher Ed, VET

Year ending December

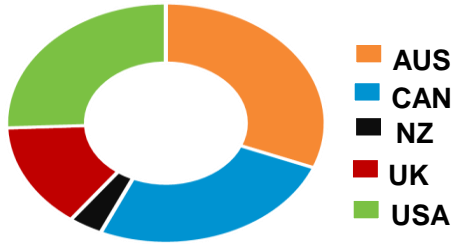


Source: Australian Government, Department of Education and Training – Courtesy: Austrade's Market Information Package



- IDP student research – India

IDP Indian study destination



IDP Indian student profile



78% studying PG Taught

65% studying **STEM** subjects



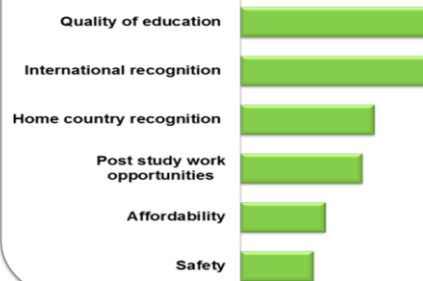
87% parental support/loan



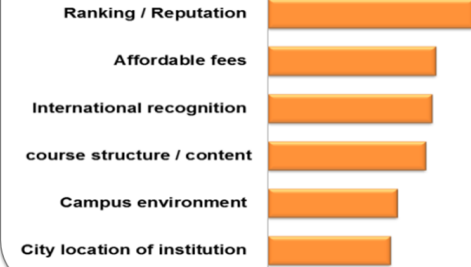
61% first in family to study abroad

All IDP students' drivers of choice

Destination



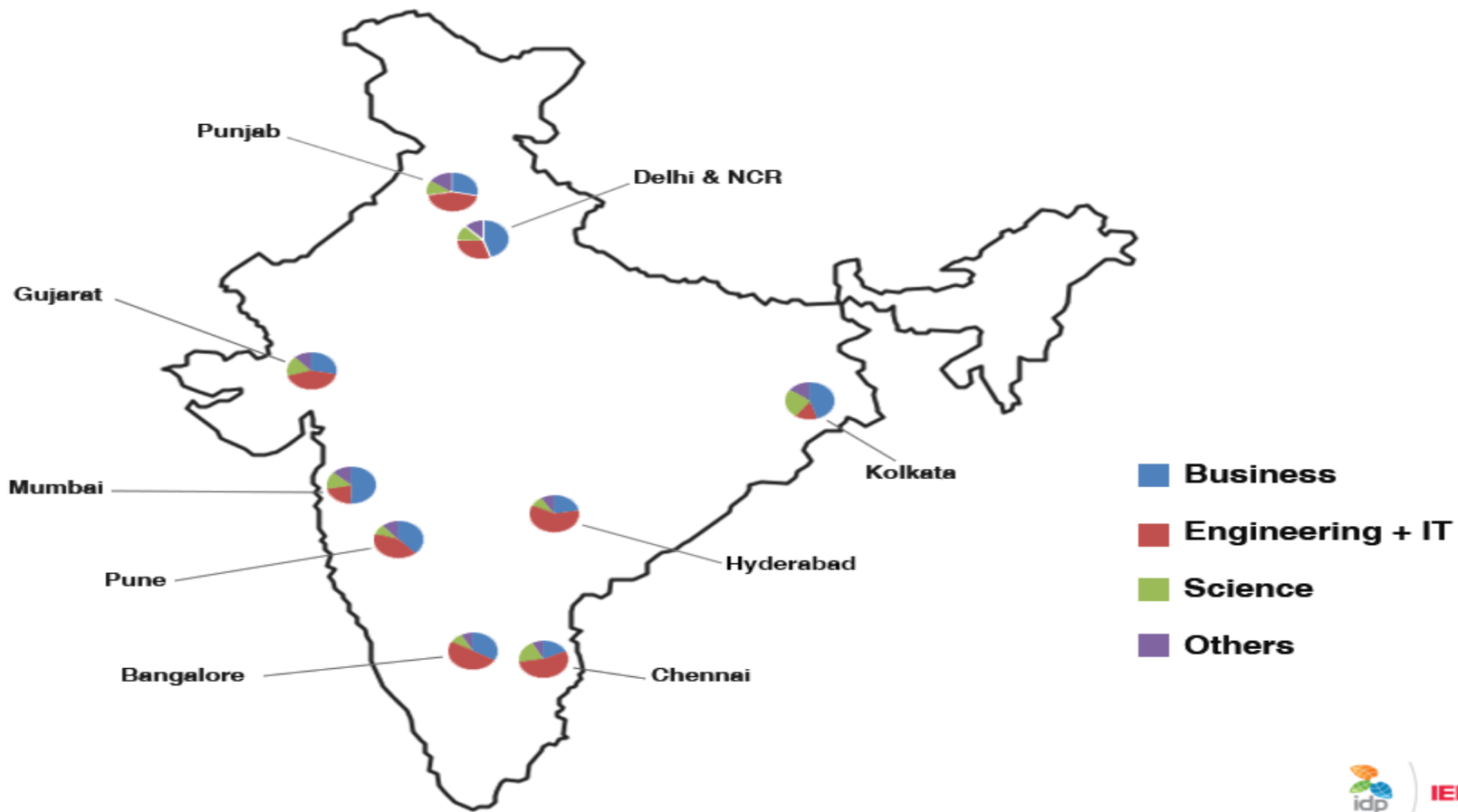
Institution



Relative to other students, IDP Indian students placed **greater** importance on:

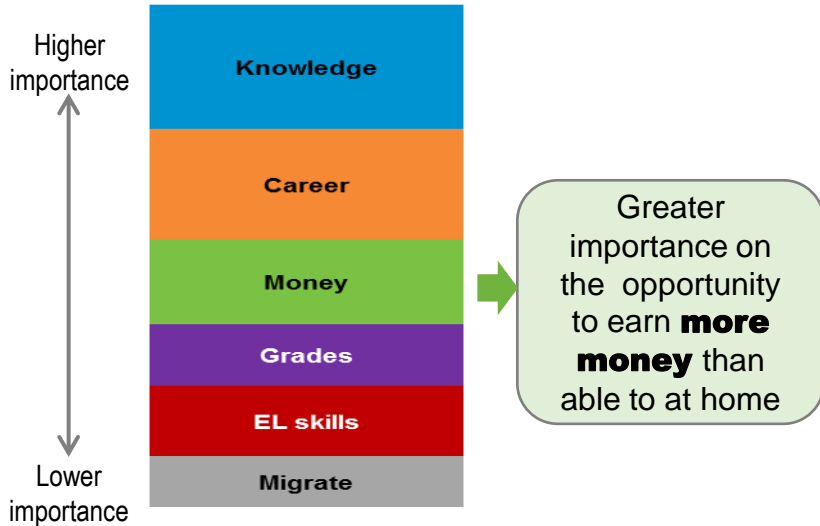
- ◆ **Post study work opportunities** in study destination

Nearly **1/2** of Indian students chose their study destination **themselves**

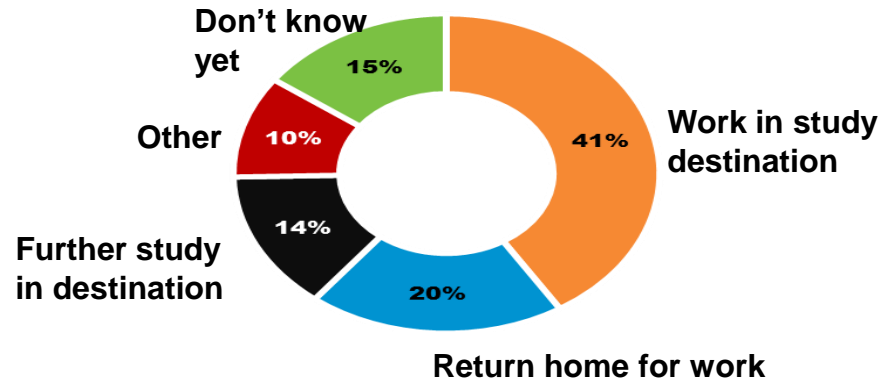




Students' measure of a successful international education



IDP Indian Student Future Expectations



 **47%** said it would be **difficult** to find work in their chosen career field  Why?



Main perceived barriers:

- × Lots of competition in study country
- × Difficult to get work visa in study country



- **Innovations in student recruitment**
- **Increasing flow of quality students to Australia**

Digital Devices



Call Centre



Online CHATS & Counselling

Social Media Users - 134 million
Mobile Social Media Users - 97 million



Virtual Fairs / Cyber Fairs

The Digital Evolution



Internet Users – 350 Million
Mobile Internet users – 159 million

Google Search



CRM & Technology



Knowledge



Over 17,000 programs in Australian institutions

Application Portal



Auto triggered communication – KIT & Reminders



Auto refresh after programs updated



Matching Function



Who is a quality student ?

Qualify for the program selected

Study the program and pay the fees

May work part time to cover some expenses

May seek PSW after studies if regulations allow

Attracting UG students

Deliver inter cultural education experience

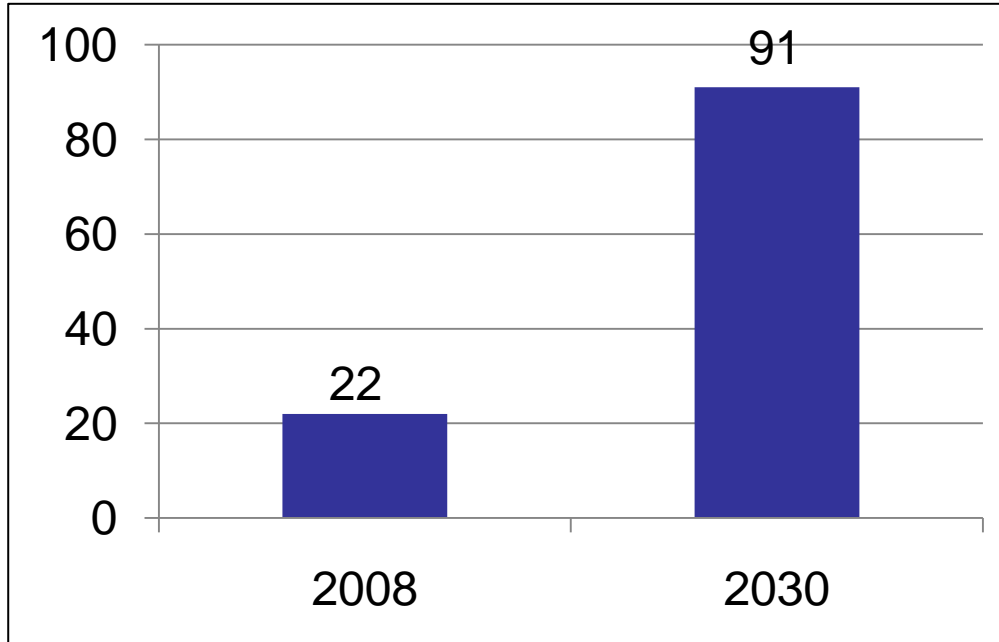
Flexibility in proving financial capacity

Ensure success of PSW in practice

Study in Australia campaign by government

Sector change permission

India's urban middle class households - Millions



- 68 cities with population > 1 Million (vs 42) and hence distribution will be a key factor
- GER target 30% (vs 18%)
- GDP growth forecast 7%-8%



Summing up

- **India has potential to provide sustained growth in international students to Australia**
- **Plan for “Distribution & Diversity”**
- **PSW is a key driver of behaviour**
- **Technology will a greater role in way students are serviced**
- **Australian government can play an important role in building “Study in Australia” brand**



THANK YOU