

UECA Benchmarking 2014 in 2015

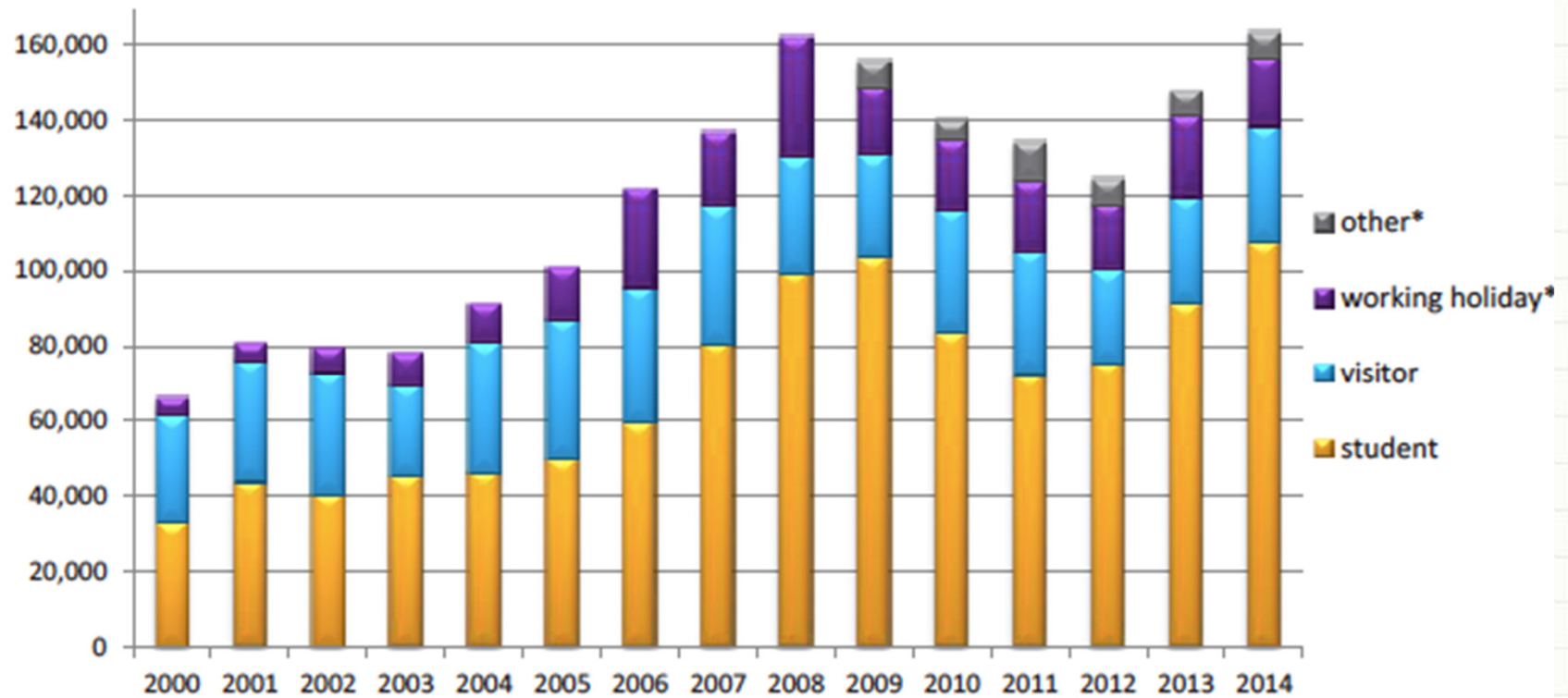
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Participating Centres

- Bond University
- CQ University
- Curtin University
- Deakin University
- Flinders University
- La Trobe University
- Macquarie University
- Swinburne University of Technology
- The University of Adelaide
- The University of Newcastle
- The University of New England
- University of Southern Queensland
- The University of Sydney
- University of Technology Sydney
- The University of Western Australia
- University of Western Sydney
- University of Wollongong

2014 - Biggest Year Ever?



** prior to 2009, working holiday & other visas were combined together*

Scale of Survey



UECA 2014

English Australia - total commencing students all visa types - 163,542

66% on a student visa - 107,938

UECA survey commencing students - 24,490

% of all commencing ELICOS students across Australia
- government and non-government providers - 22.7%

2014 Headlines



Participating Centres

17

Total Commencing Students
Avg Commencing Students

24,490
1,441

Total Student Weeks
Avg Student Weeks

292,591
17,211

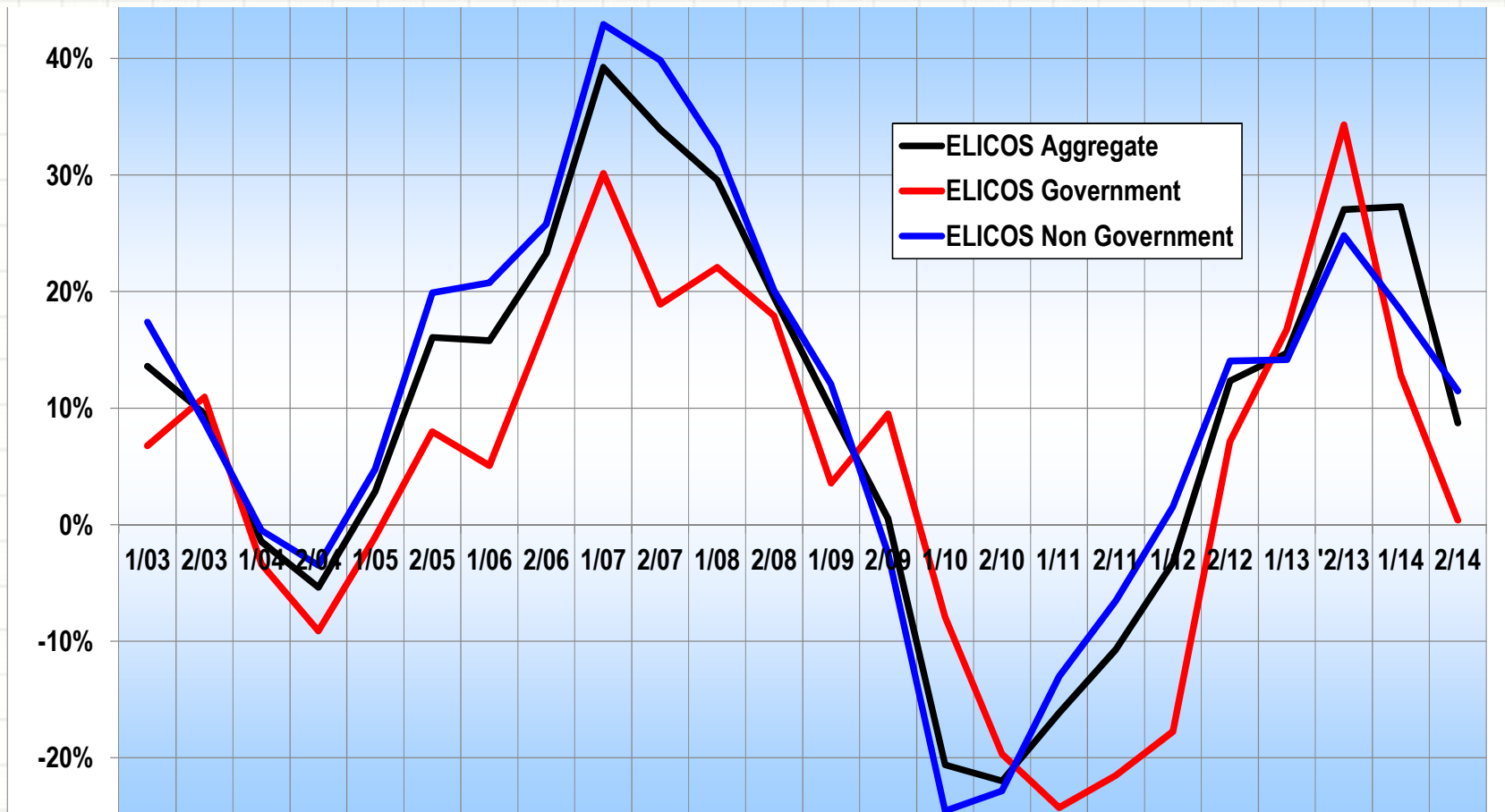
Total Revenue
Avg Revenue

\$155.75m
\$ 9.16m

Total Commissions
Proportion of Revenue

\$ 16.67m
10.7%

Volatility



Commencing Students

Type of Course

Type of Course	Number of Students	% of Students
University Entry English	16,202	66.16%
Short Courses, incl. Study Tours	4,323	17.65%
General English	2,813	11.49%
Test Preparation	758	3.10%
TESOL Training	275	1.12%
Corporate/Customised English	119	0.49%
Aggregate	24,490	100.00%

Student Weeks Type of Course

Type of Course	Number of Student Weeks	% of Student Weeks
University Entry English	239,389	81.82%
General English	30,182	10.32%
Study Tours	18,516	6.33%
Test Preparation	3,028	1.03%
Corporate/Customised English	797	0.27%
TESOL Training	679	0.23%
Aggregate	292,591	100%

Yield

A decorative graphic consisting of a solid blue line that curves downwards and then upwards, with a lighter blue, semi-transparent wave-like shape behind it, set against a light gray grid background.

University Entry English courses accounted for 66.16% of commencing students, but 81.82% of student weeks.

Study Tours, on the other hand, accounted for 17.65% of commencing students but 6.33% of student weeks.

Salaries % of Revenue



	2013	2014
Total Salaries	55.6%	56.0%
Teaching Salaries	42.0%	39.0%

Source Countries



	2013	2014
University Entry English	#1 China	#1 China
General English	China	Japan
Study Tours	Japan	Japan
Test Preparation	China	China

India as a Source Country



2013

2014

University Entry English Rank	5 th	3 rd
Overall Rank (all course types)	7 th	6 th
Commencements (23/17)	887	1,022
2013 > 2014 increase		15.3%
AEI commencements	2,776	7,180
2013 > 2014 increase		159%

Conversion Rates



Applicants to Starts

Processed by Centre (10)	70.7%
Processed by IO (7)	47.7%

Progress to University

A decorative graphic consisting of a thick, wavy blue line that starts on the left, dips down, and then rises towards the right. The line has a slight gradient and a soft shadow effect.

Total progressing

9,137

Range

150 to 1,252

Average/Centre

609

Sundry Measures



Research

minimal response rate

Scholarships

7 reported
5 with budget
1% revenue from reporting centres

Concurrent

9 reported
3 with enrolment numbers
2 with revenue

NESB

3 reported

Offshore

5 involved, 1 more during 2015