



# First look at the 2016 international student survey

A national project supported by the  
Australian Government Department of Education and Training

**Will Archer.** CEO i-graduate

**Christopher Lawson.** First Secretary (Education & Research) Beijing

**Elizabeth Webber.** Australian Government Schools International/  
NSW Department of Education

**Brett Blacker.** CEO English Australia

**Kevin Brett.** Director i-graduate Australia

# The 2016 international student survey

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**Funding:** Australian Government Department of Education and Training

**Support:** International Education Association of Australia, English Australia, Australian state and territory governments and other peak bodies in international education

**Participating:** Staff & students of 132 Australian tertiary institutions; 135 Australian public & private schools.

**Managed by:** The i-graduate group, Australia

**A biennial review of the international student experience in Australia**



# A national project

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## Today's purpose

- Positive student experience across participating Australian international education providers
- Headline findings only – participants have reports
- DET will produce an anonymised national report on the International student experience in Australia
- Data attests to the sector's commitment to the student experience
- To encourage other providers to participate in future national surveys of the international student experience



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## First look at the 2016 international student survey

- **Employability - all components**
- **Accommodation - all dimensions**
- **Agent relationships**
- **Joining the dots**



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## First look at the 2016 international student survey

<b>Introduction :</b>	<b>Will Archer</b> CEO i-graduate
<b>National picture:</b>	<b>Christopher Lawson</b> First Secretary (Education & Research) Beijing
<b>Schools:</b>	<b>Elizabeth Webber</b> Australian Government Schools International/NSW Dept of Ed
<b>Language Colleges:</b>	<b>Brett Blacker</b> CEO English Australia
<b>HEVET &amp; Universities:</b>	<b>Kevin Brett</b> Director i-graduate Australia
<b>Q &amp; A/Discussion:</b>	<b>Will Archer and all attendees.</b>



**The national picture**

**Christopher Lawson**



## A national project

Since 2010, the Australian Government has funded over \$300,000 each year towards research that aims to give international students a local and a national voice. The flagship activity for this research is the biennial International Student Survey, which began in 2010.



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**For each biennial survey:**

- **Over 50,000 international students have participated**
- **Participating students come from all of Australia's education sectors: Higher education, VET, ELICOS and schools**
- **Participating institutions receive de-identified data about their own students, compared with both national and international benchmarks**
- **Peak education bodies and all levels of government learn details about international students' experience in Australia.**



## Headline findings for 2016

**88%** of tertiary students very satisfied or very satisfied with the overall experience in Australia

**90%** satisfied with their living experience

**88%** satisfied with their study experience



## Headline findings for 2016

**88%** of tertiary students very satisfied or very satisfied with the overall experience in Australia

**88% in 2014** (*87.7 in 2014 vs. 87.8 in 2016*)

**90%** satisfied with their living experience

**89% in 2014**

**88%** satisfied with their study experience

**87% in 2014**

## A national project

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### Headline findings for 2016

**88%** of tertiary students very satisfied or very satisfied with the overall experience in Australia

**88% in 2014 (87.7 in 2014 vs. 87.8 in 2016)**

**90%** satisfied with their living experience

**89% in 2014**

**88%** satisfied with their study experience

**87% in 2014**

All these scores have steadily increased since 2010, when overall satisfaction was 86% (incorporating 84% living and 84% study).



# **The school sector**

## **Elizabeth Webber**

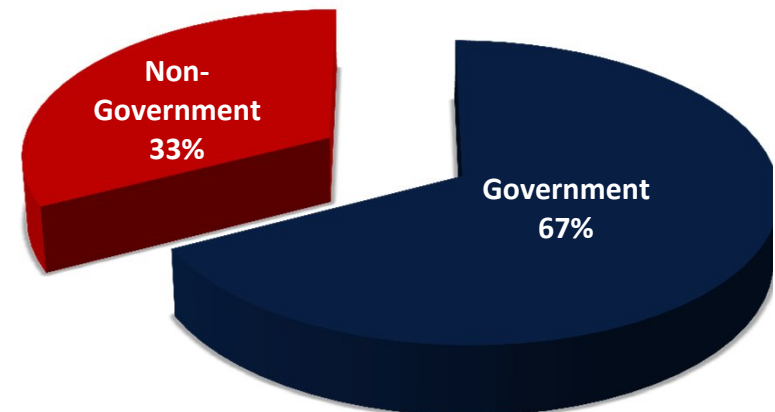


## A national project



### SCHOOLS – Participation

- Australia hosted just over 20,000 international school students in 2015.
- In 2016, over 1,600 international students from 135 Australian public and private schools participated in our national survey.
- The schools survey uses a different survey instrument (EY Sweeney conducted survey not *i-graduate*) therefore the results are not comparable with the tertiary sector survey results.
- All states were involved except NT
- Participating schools breakdown - 91 government / 44 non-government

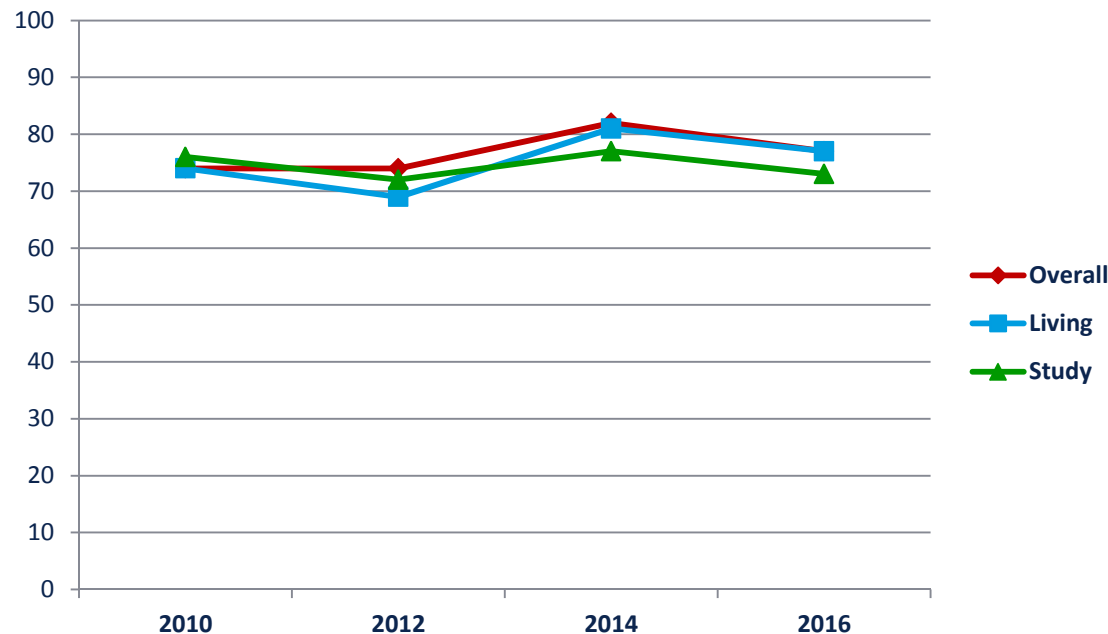


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## SCHOOLS – Satisfaction in 2016:

- **77% satisfied or very satisfied with their overall experience** *(74% in 2010 and 2012, up to 82% in 2014)*
- **77% satisfied with their living experience** *(74% in 2010, 81% in 2014)*
- **73% satisfied with their study experience** *(76% in 2010, 77% in 2014)*

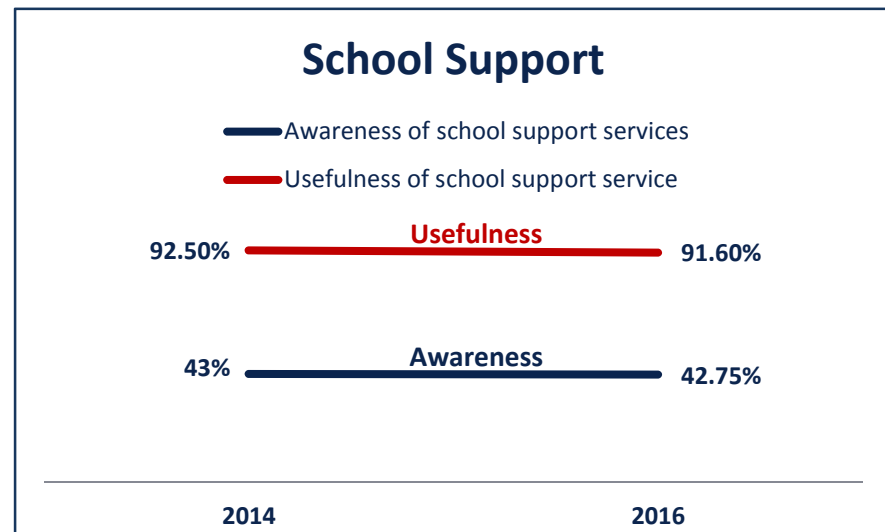
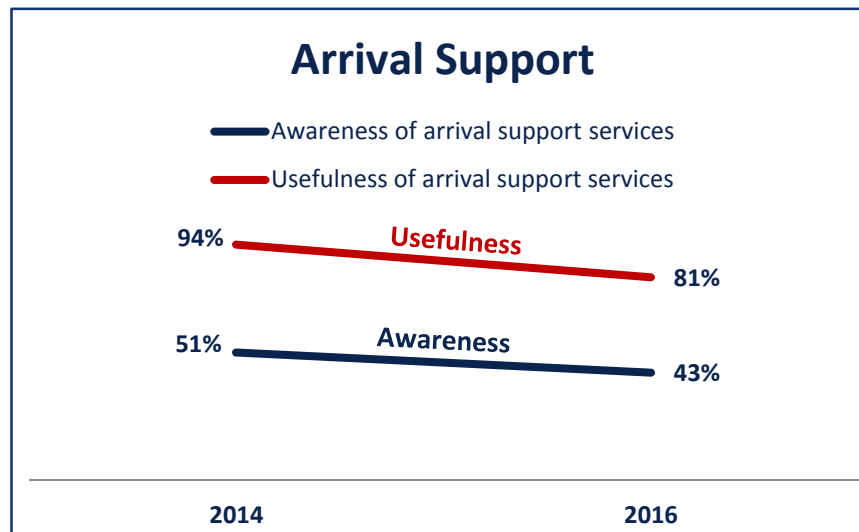


# A national project



## SCHOOLS - Support Services

- Variance between awareness and usefulness of support services
- Is awareness an indicator for school students?
- Matching survey questions to relevant participants

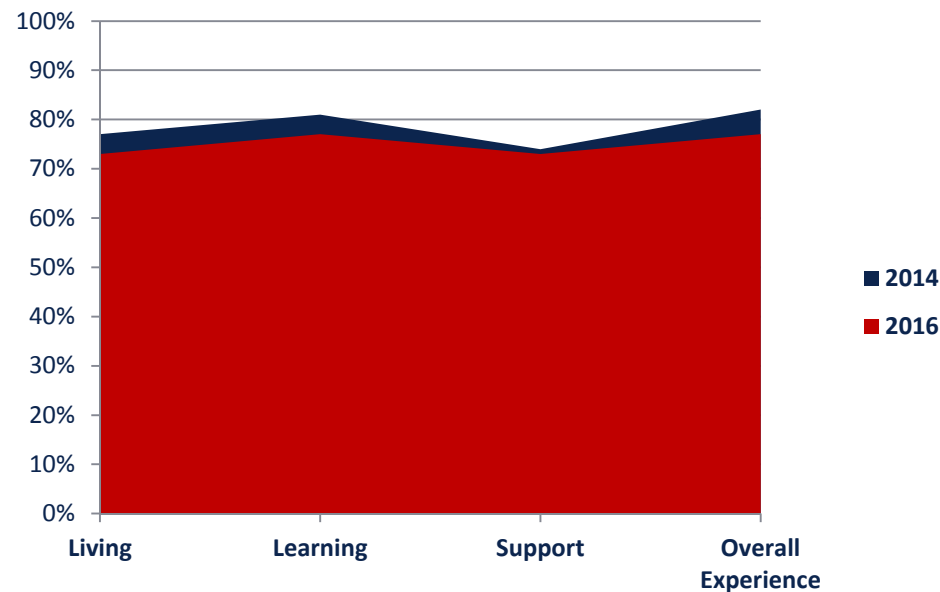


# A national project



## SCHOOLS – Satisfaction

- 1% decrease in support satisfaction
- 4% decrease in living and learning satisfaction
- 5% decrease in overall satisfaction

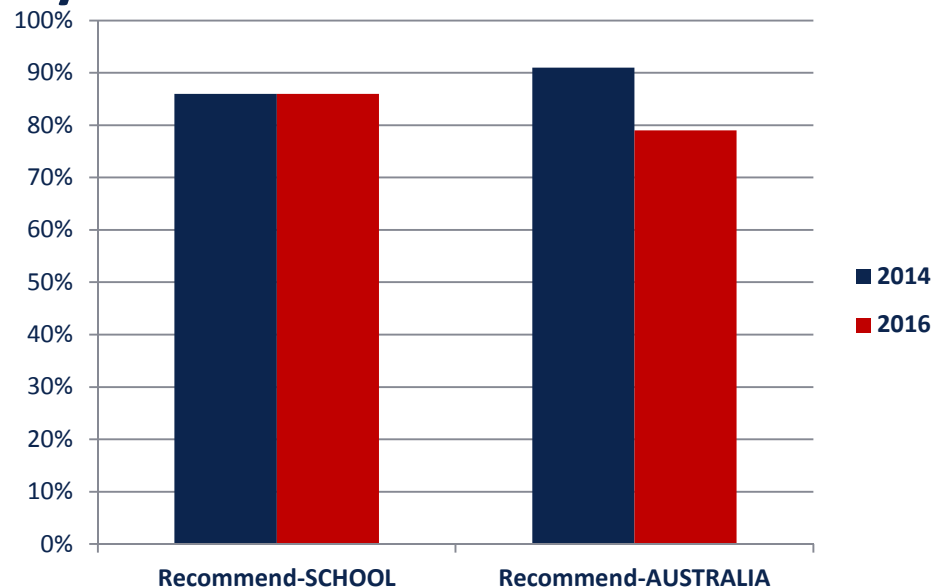


# A national project



## SCHOOLS - Recommendations

- Variance between recommendation rate for schools versus Australia
- 86% would recommend their school (no change since 2014)
- 12% decline in recommendation of Australia as a study destination – why?

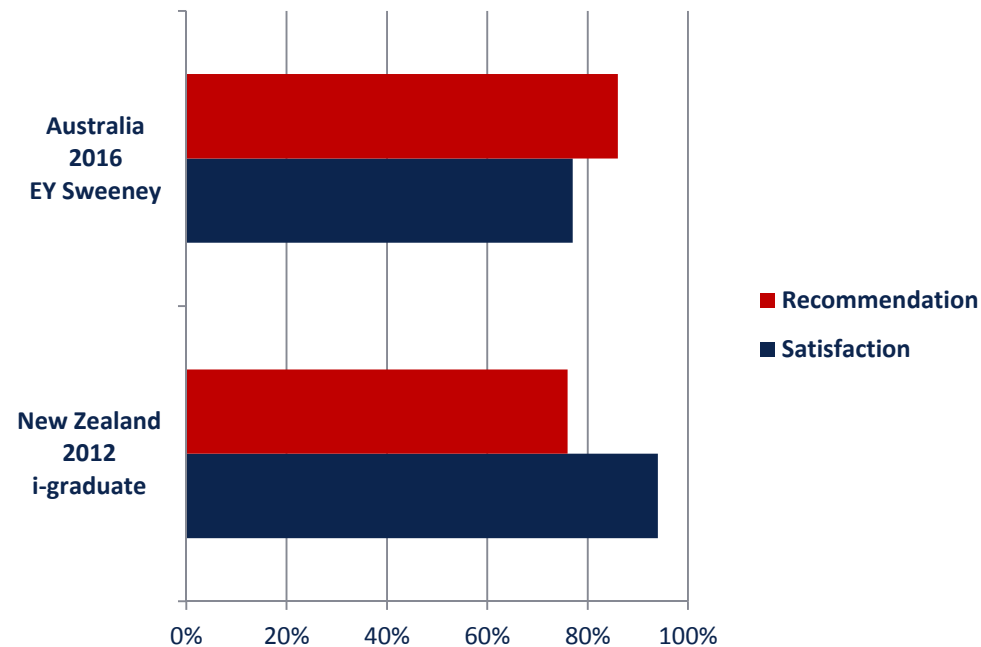


# A national project



## SCHOOLS - KPIs

- Is there a discrepancy between satisfaction and recommendation?
- Satisfaction (likes) doesn't directly convert to recommendations



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### **SCHOOLS - Conclusions**

- Satisfaction rates could improve for schools
- Questions for schools sector survey must be sector appropriate and age appropriate
- Surveys need to be easily accessible for schools and school students – issues for principals with students aged under 18
- Positive results overall
  - 90 to 97% found school support services useful including orientation, library, counselling, careers advice, homework centre, ESL support and teacher help
  - 86 % would recommend school



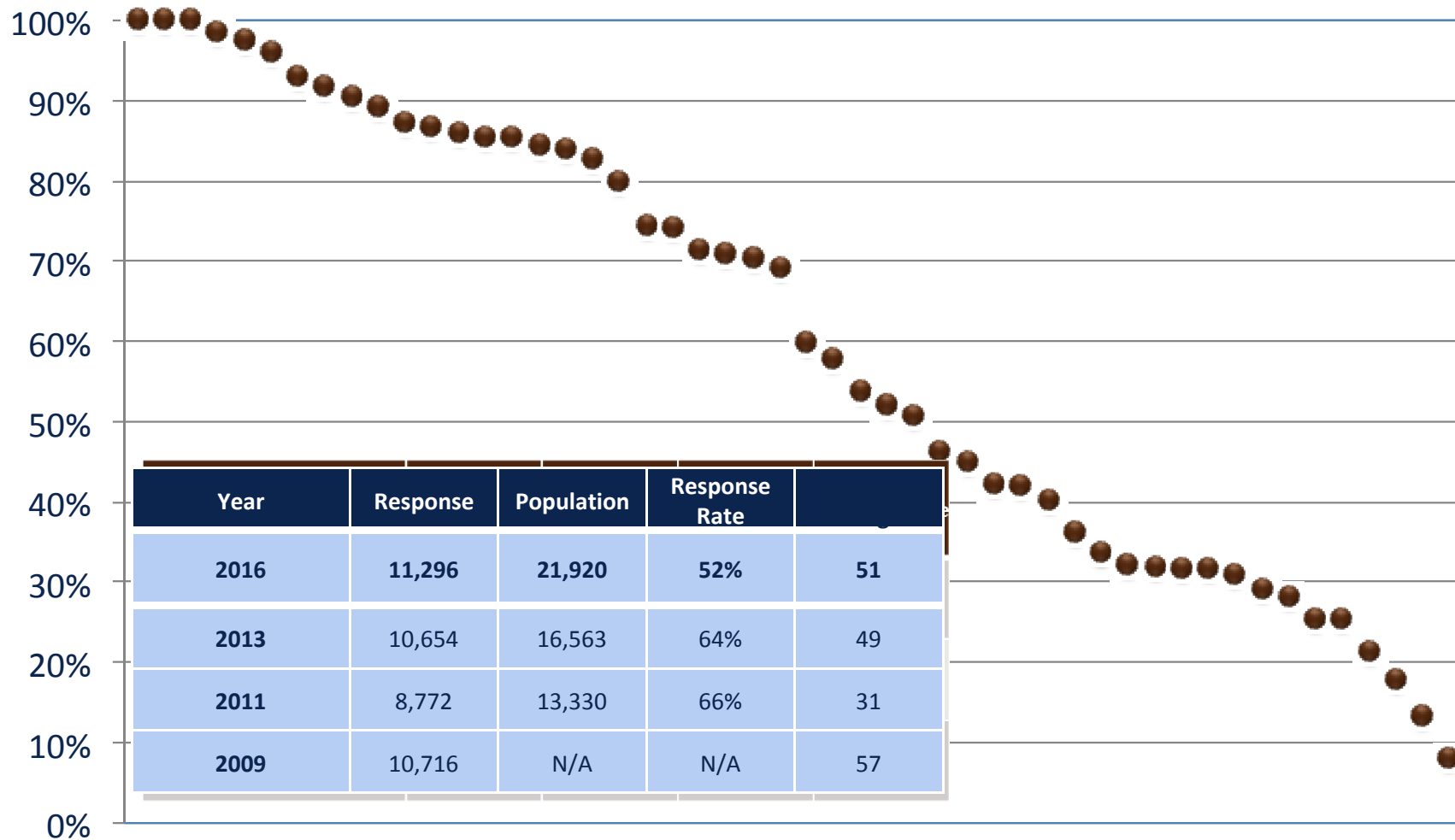
# Language Colleges

## Brett Blacker





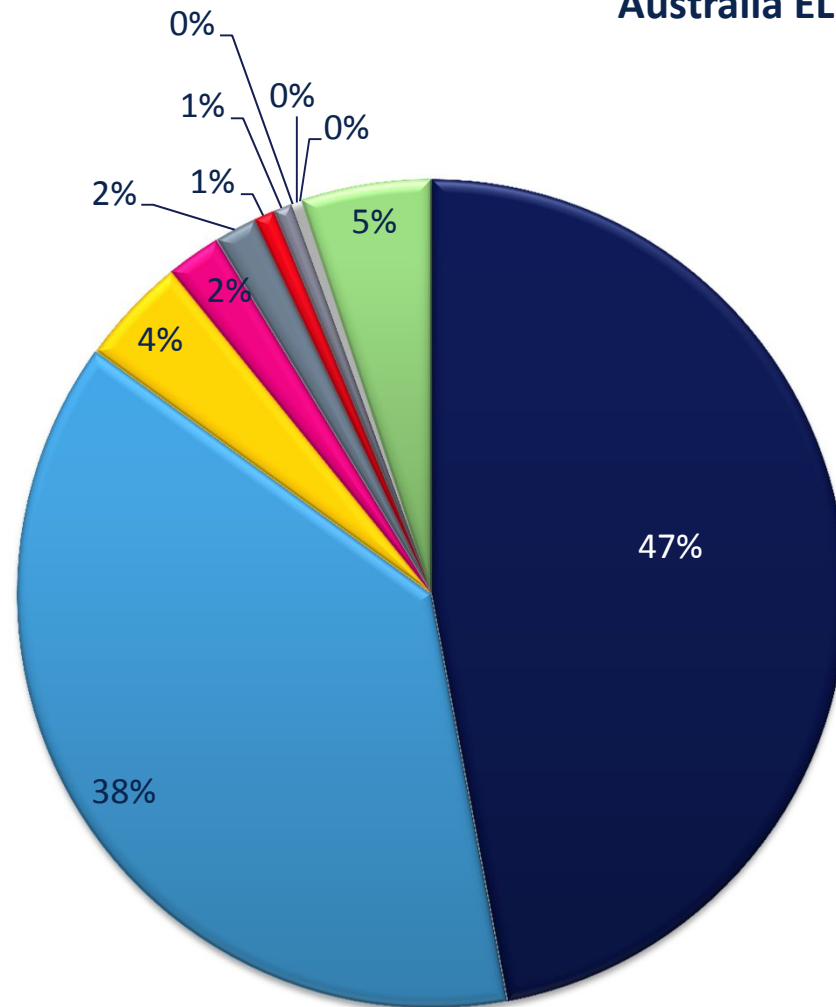
# ELT Barometer Australia - response rate breakdown





# ELT Barometer Australia - Study type breakdown

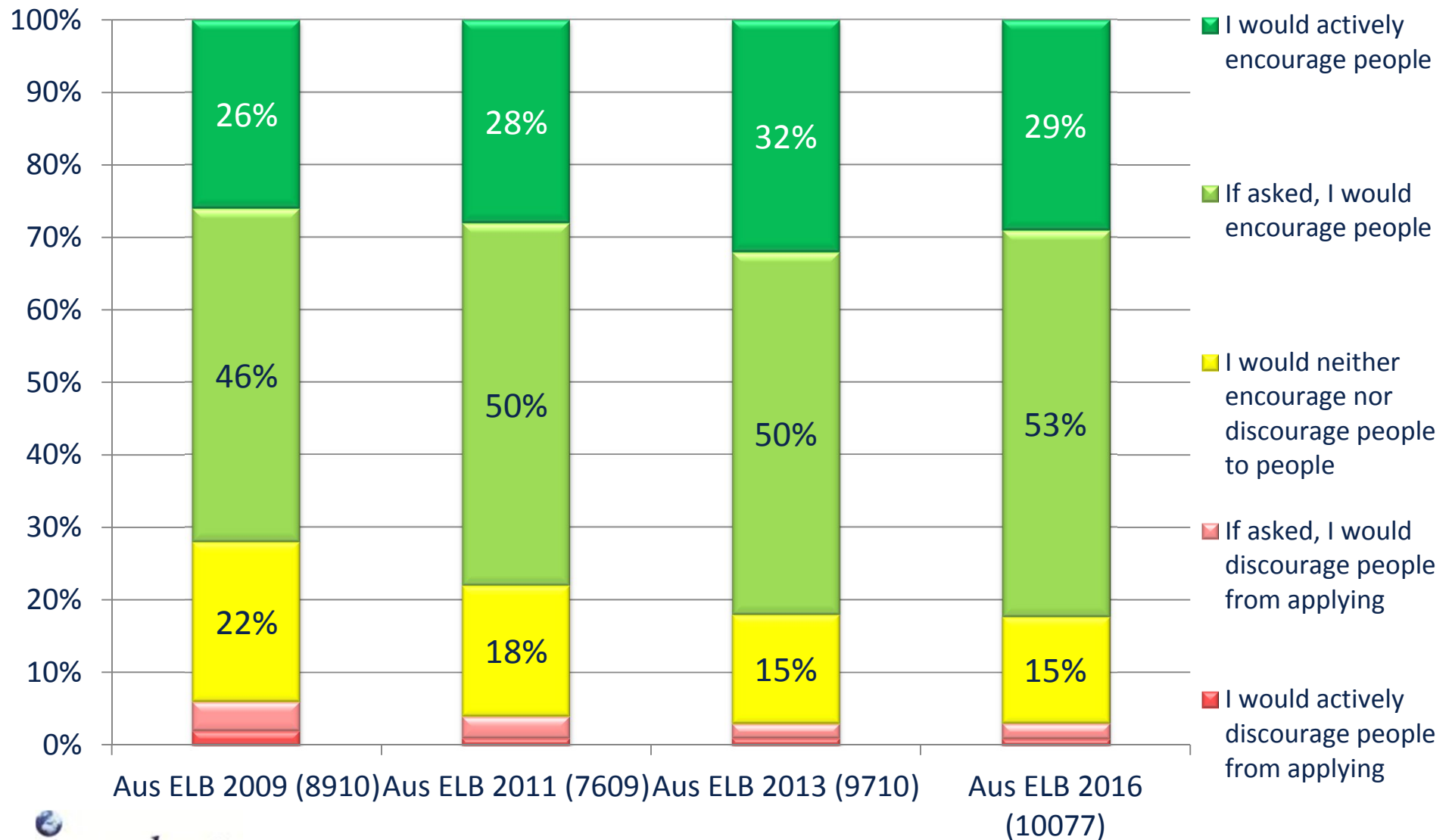
Australia ELB 2016 (11296)



- English for Academic Purposes (EAP) - learning English with study skills
- General English - learning all areas of English
- IELTS Preparation
- Cambridge Exams Preparation
- Group Study Tour
- English for High School
- English plus another subject – learning English plus another subject/hobby
- TOEFL Preparation
- TOIEC Preparation
- English for teachers (TESOL)
- Other



## ELB Propensity to recommend (compared to previous waves)





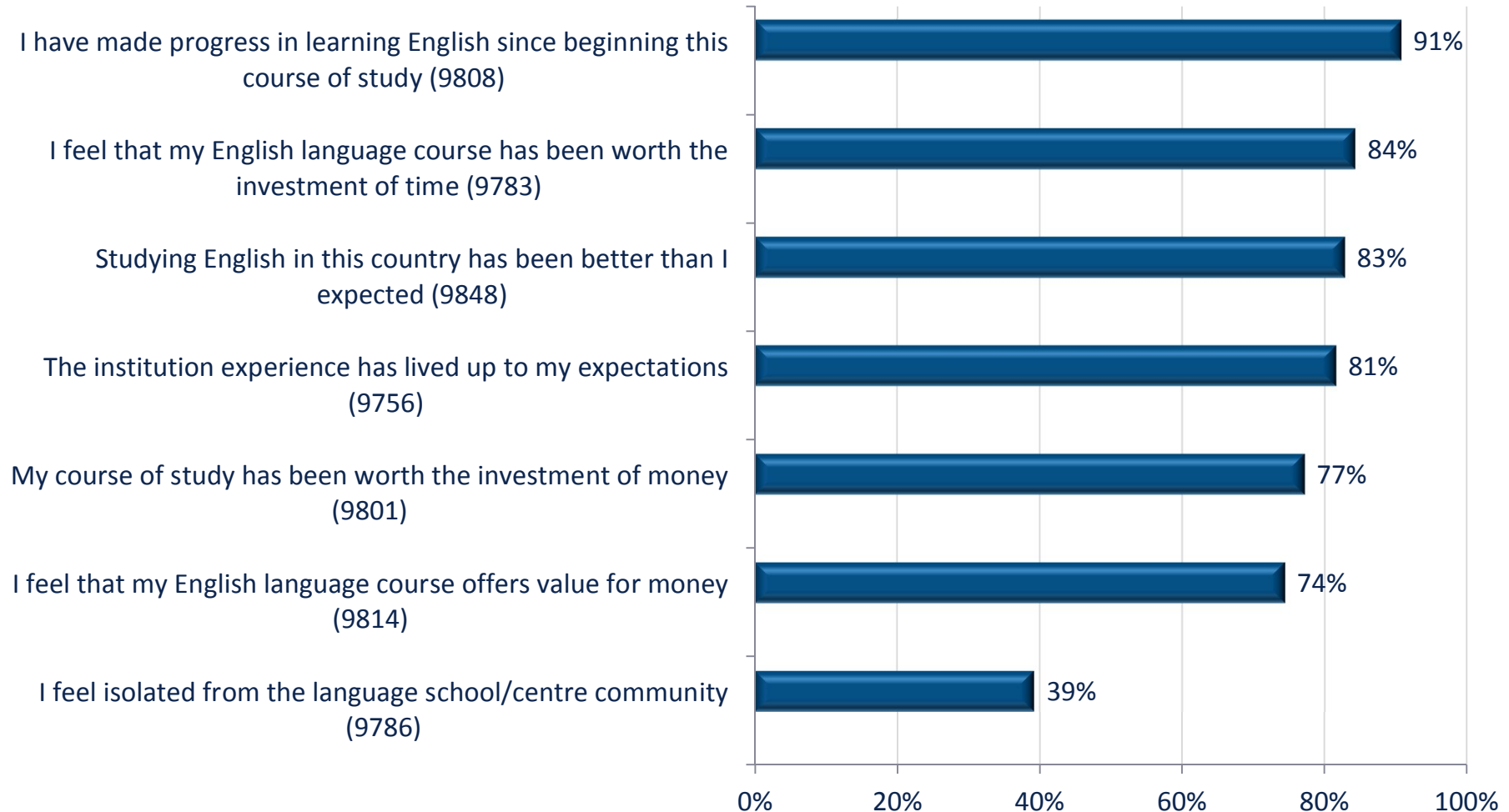
## ELB Topline results – year on year (% satisfied)

Element	Aus ELB 2009	Aus ELB 2011	Aus ELB 2013	Aus ELB 2016
Arrival overall	N/A	N/A	90%	92%
Learning overall	87%	91%	89%	90%
Living overall	86%	89%	89%	91%
Support overall	76%	83%	92%	93%
Satisfaction Overall	81%	87%	88%	89%



# ELT Barometer Australia - Reflections (% agree)

## Australia ELB 2016



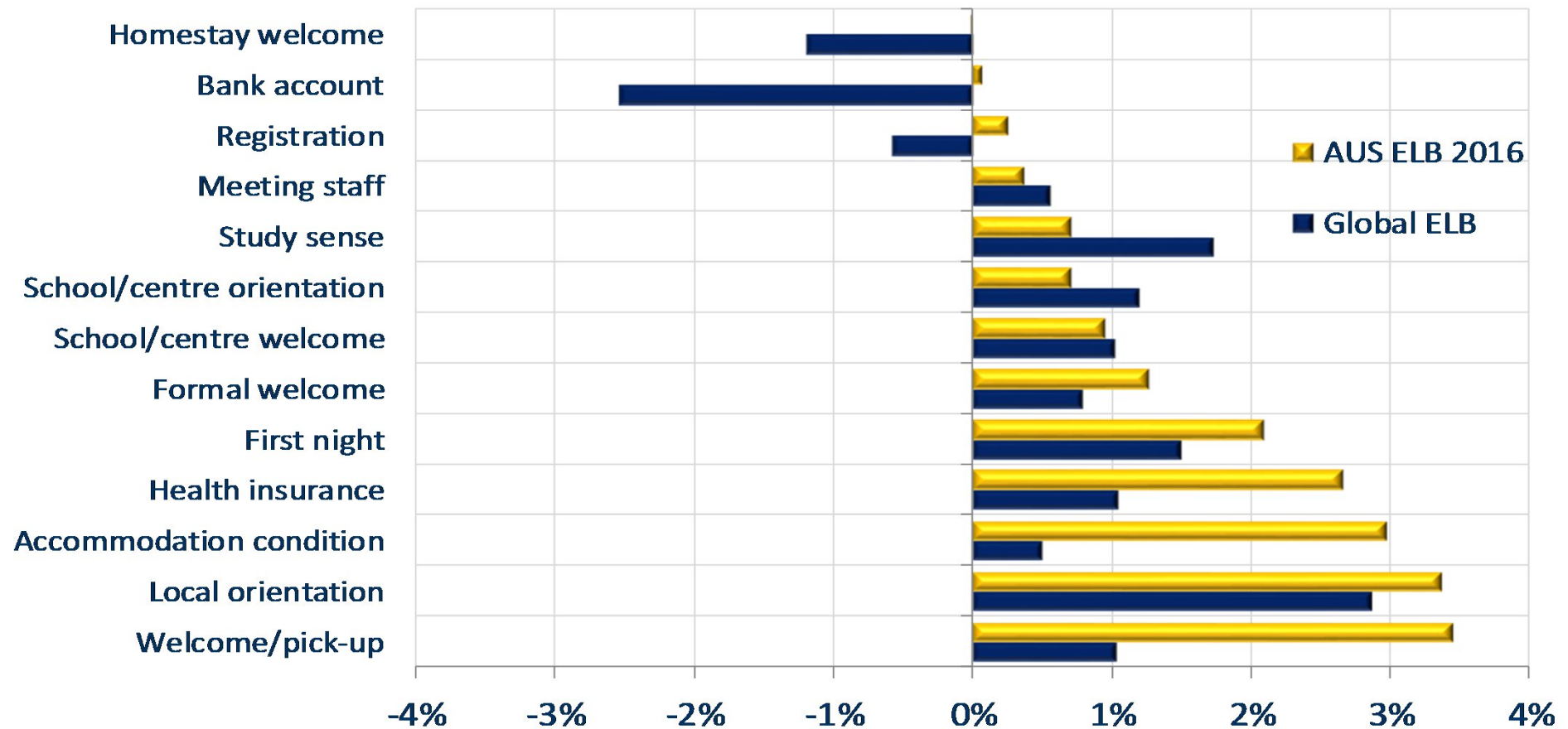


# ELB Arrival satisfaction – 2016 vs 2013

Worse

2016 vs 2013

Better

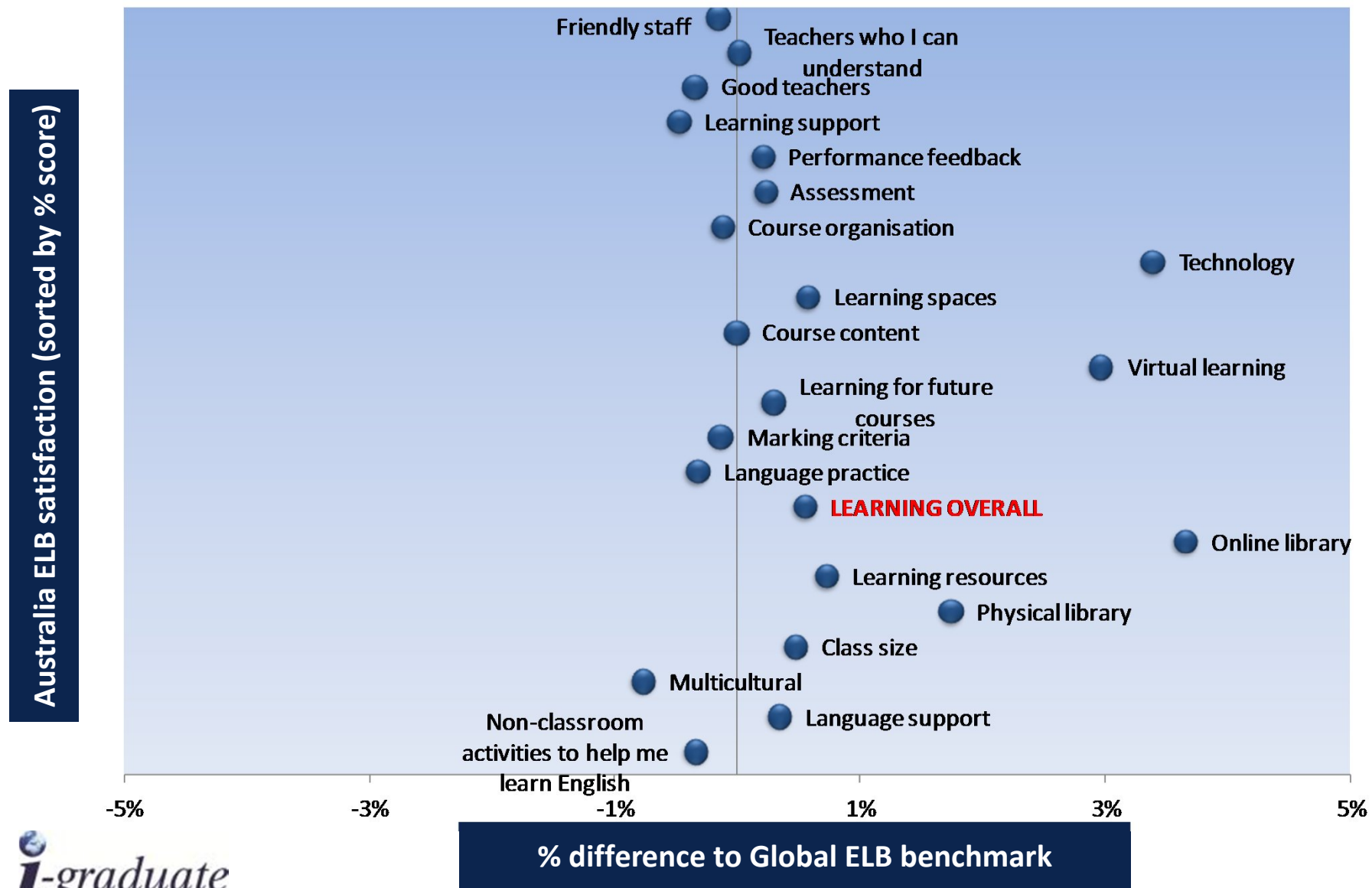




# ELT Barometer Australia - Learning



# ELT Barometer Australia - Learning matrix



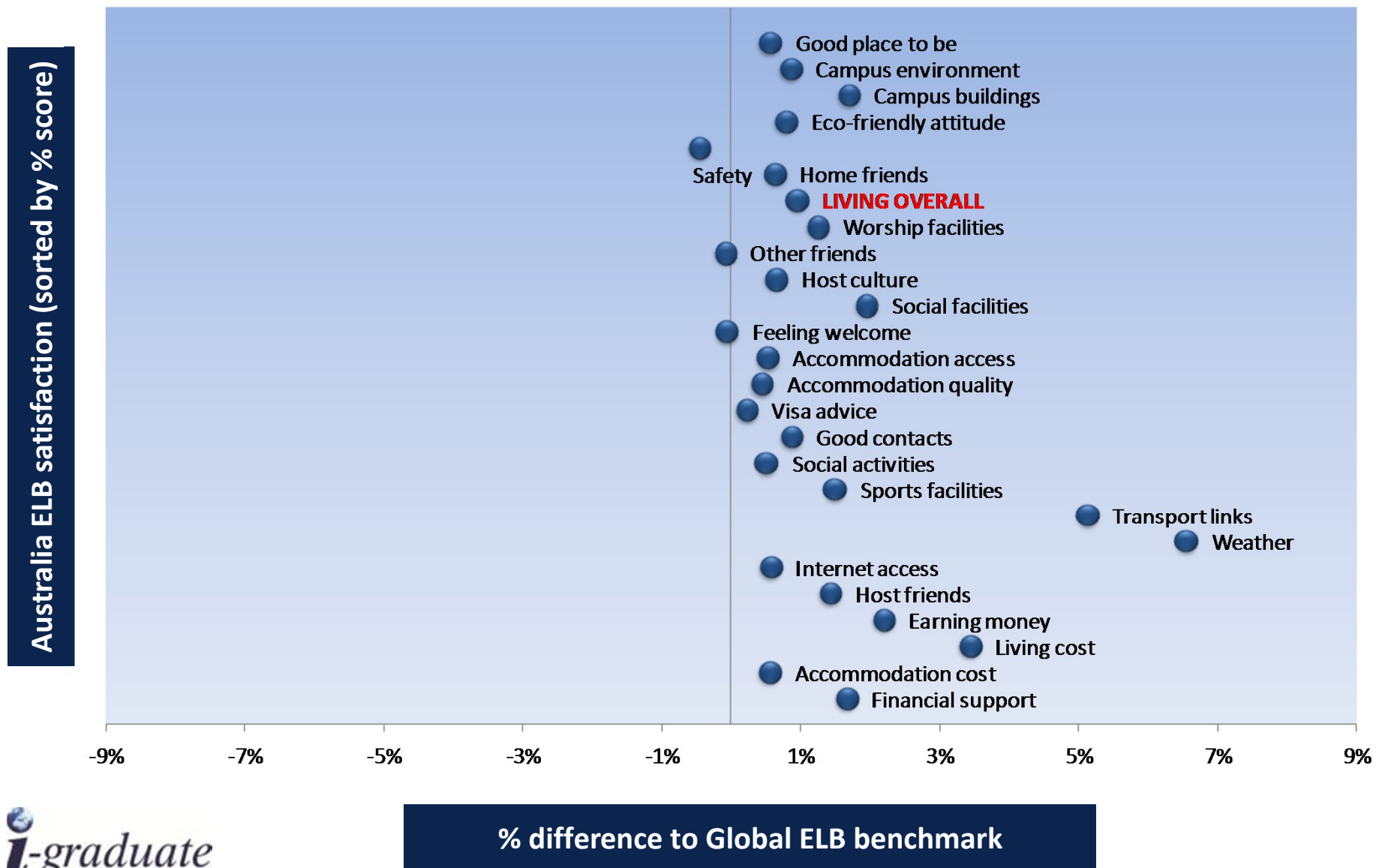




# ELT Barometer Australia - Living



# ELT Barometer Australia - Living matrix

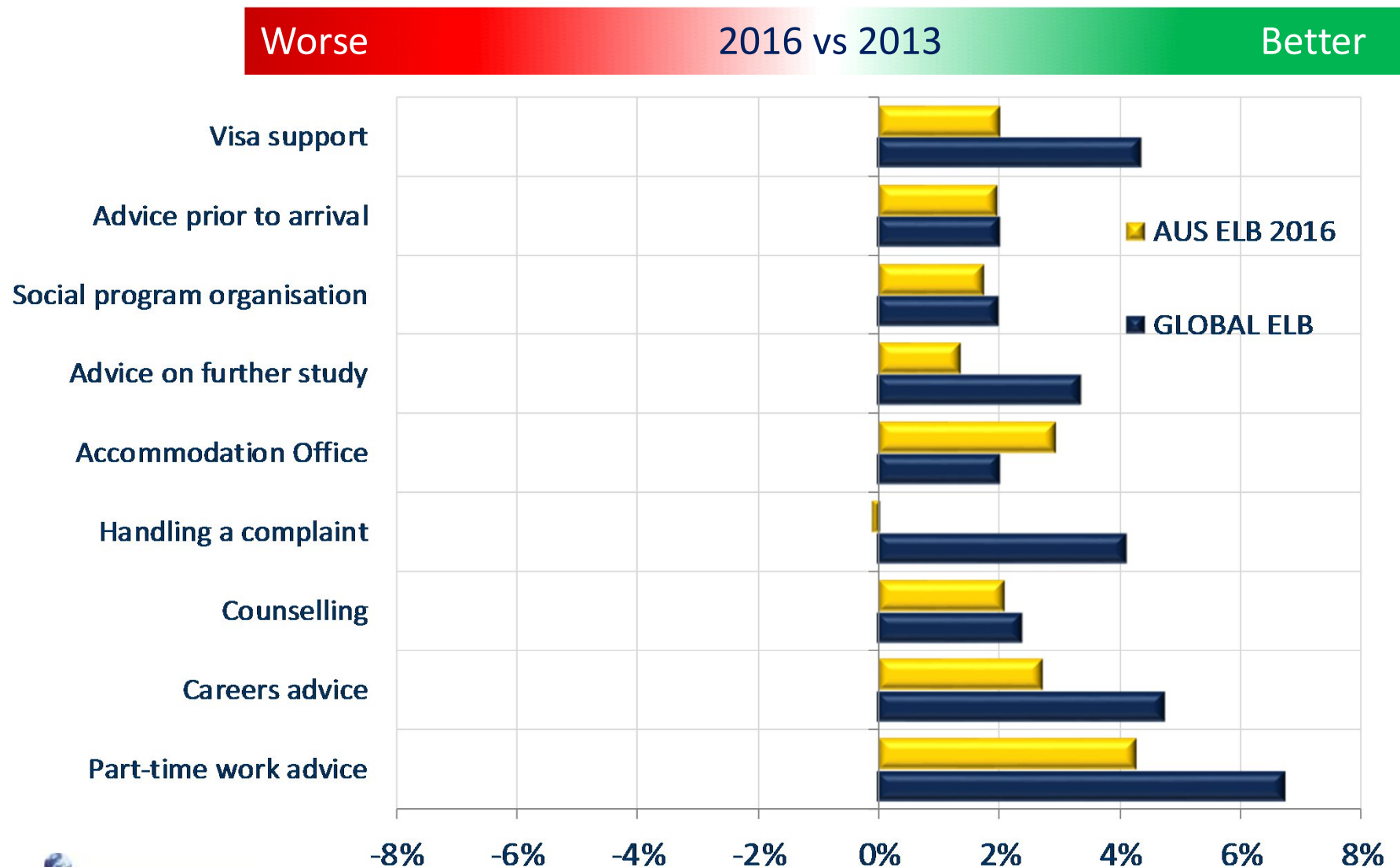




# ELT Barometer Australia - Support

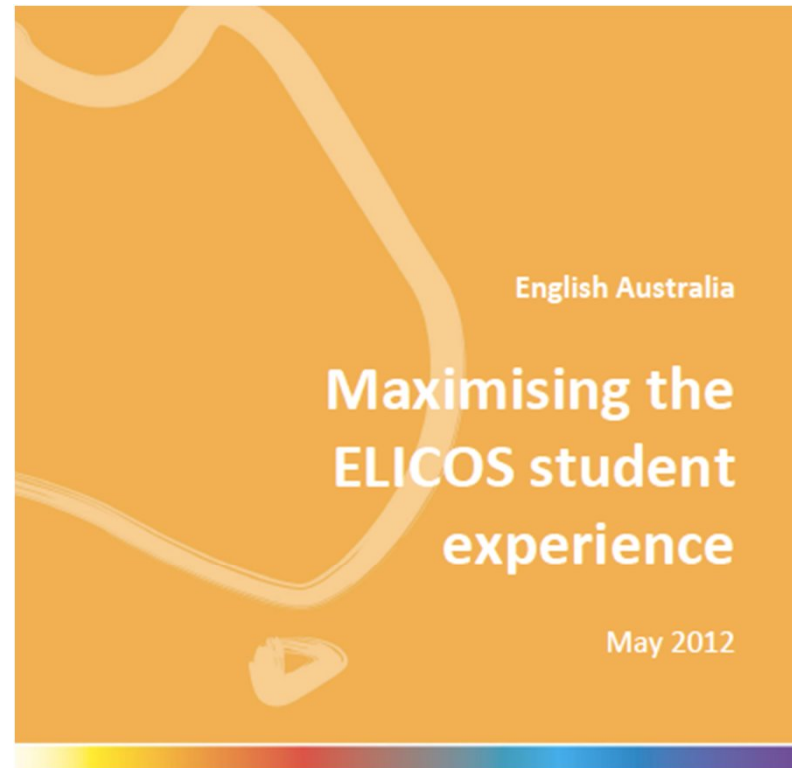


# ELB Support satisfaction – 2016 vs 2013





# ELB Maximising the student experience



Outcomes from the 2011 Australian English Language Barometer  
&  
A Practical Guide to marketing, administering, teaching and  
supporting students in the ELICOS sector





# Higher Education & VET (HE-VET)

Kevin Brett



# Propensity to recommend (by study level)

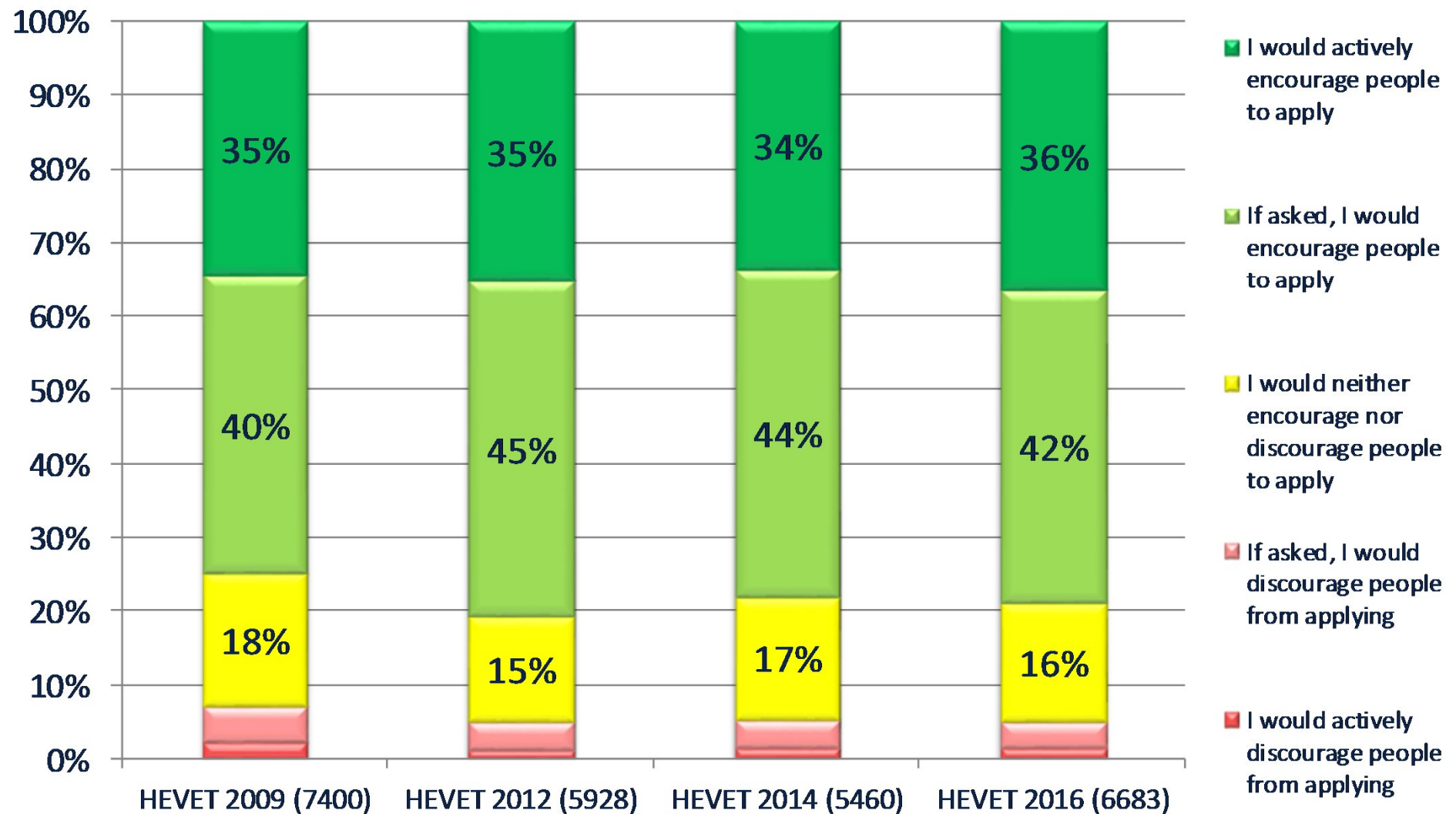
ONDLS: Other Non-Degree Level Studies

HEVET ISB (6,683)		ONDLS (3059)	Diploma (1319)	UG (1035)	PGT (670)	Foundation (526)	Other (73)
36%	I would actively encourage people to apply	39%	35%	33%	33%	35%	34%
42%	If asked, I would encourage people to apply	41%	45%	42%	43%	42%	48%
16%	I would neither encourage nor discourage people to apply	15%	15%	19%	19%	17%	12%
3%	If asked, I would discourage people from applying	3%	4%	4%	3%	4%	5%
2%	I would actively discourage people from applying	2%	1%	1%	2%	2%	0%





## Propensity to recommend (compared to previous years)







## Response rate breakdown

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	Response	Population	Response Rate
Australia HEVET ISB	8,864	30,911	29%
Global HEVET ISB	21,745	73,151	30%



# The 2016 International student survey

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**8,864 international students responded from 48 Australian HEVET institutions**

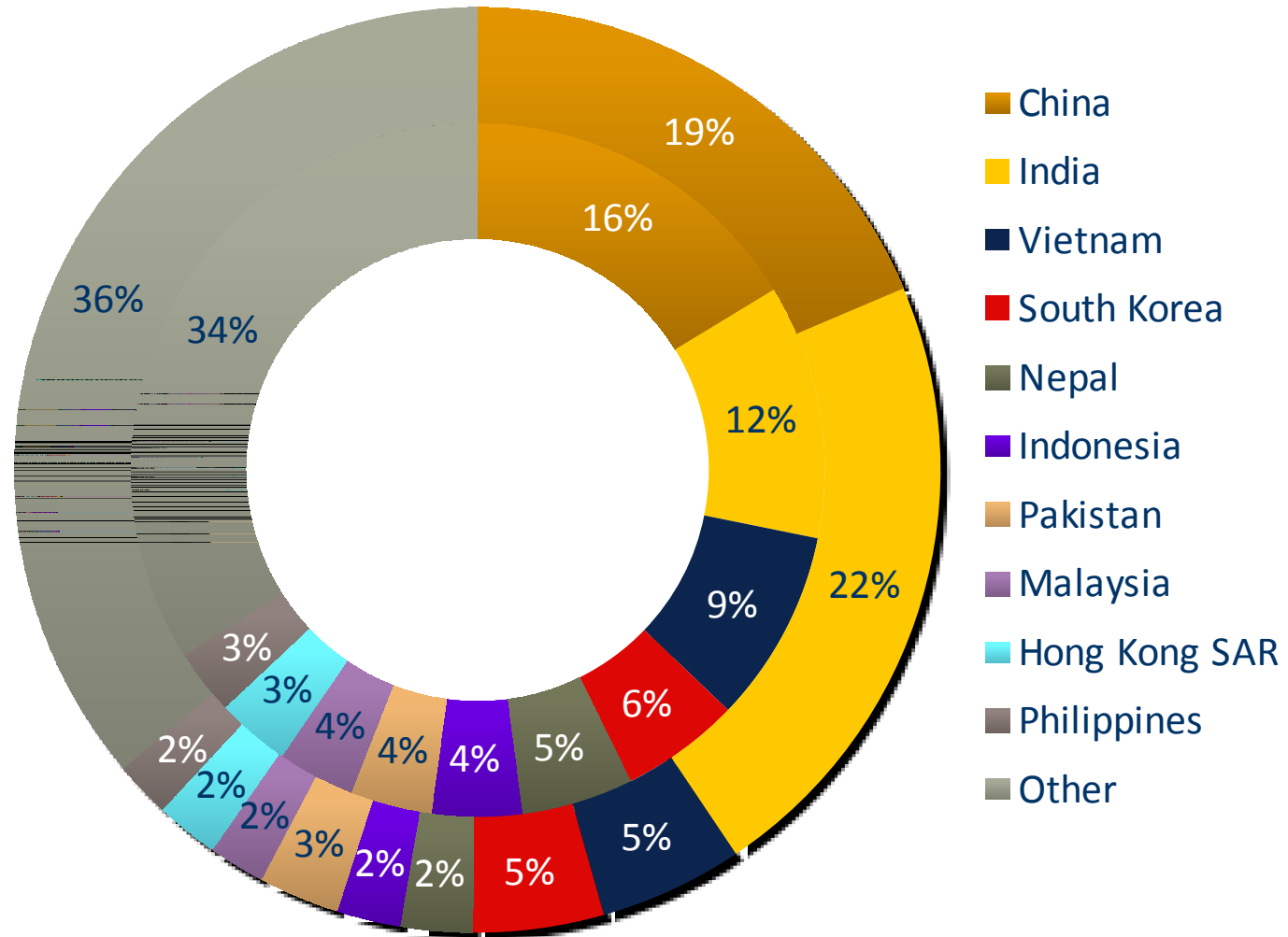
**Over 6,500 VET students.**

**Results compared against international HE-VET benchmark of 21,745 responses from 94 institutions**



# Nationality breakdown

Inner Circle, HEVET 2016 (8,864) vs Outer Circle, Global HEVET ISB (21,745)

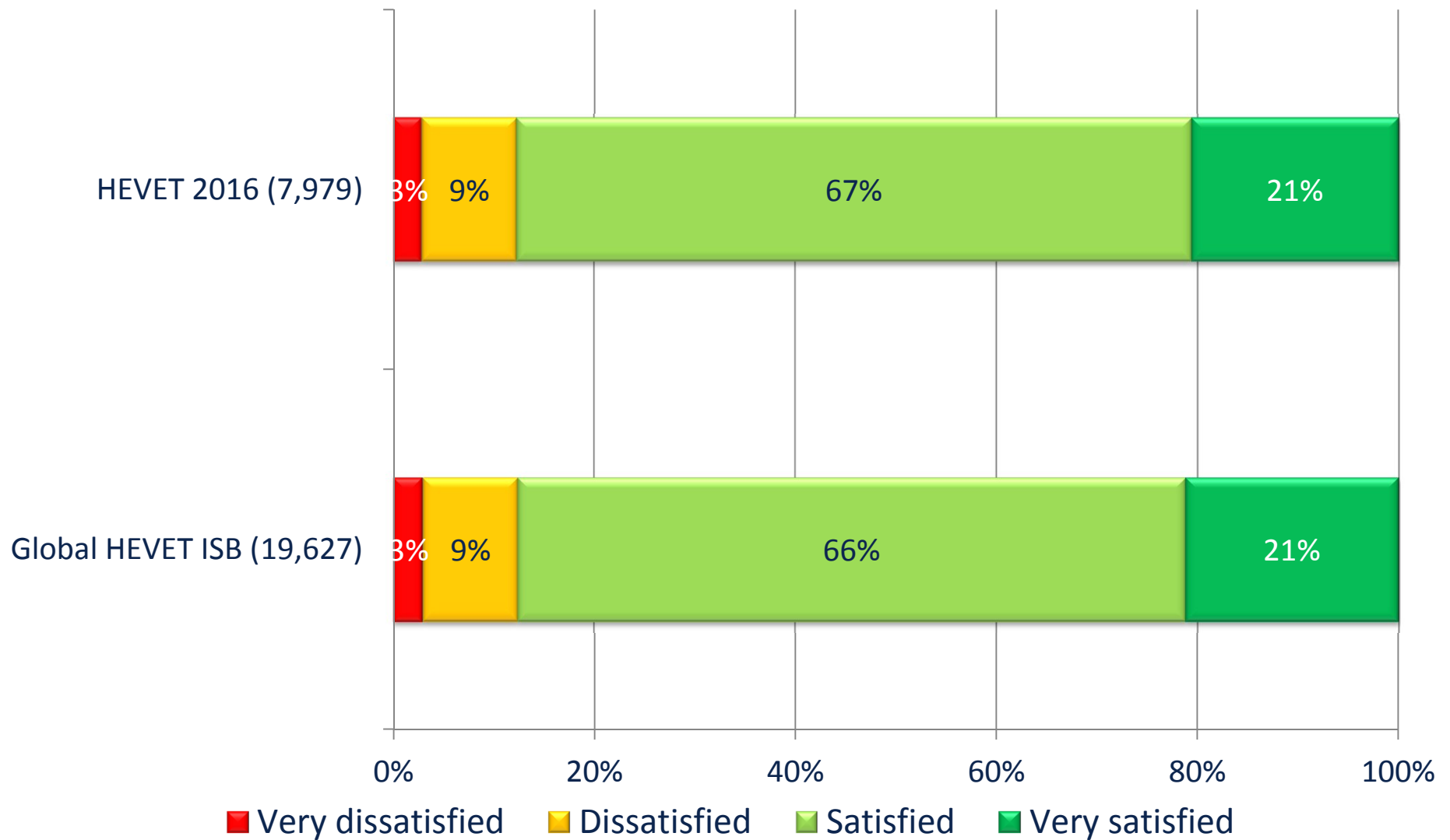




# Learning

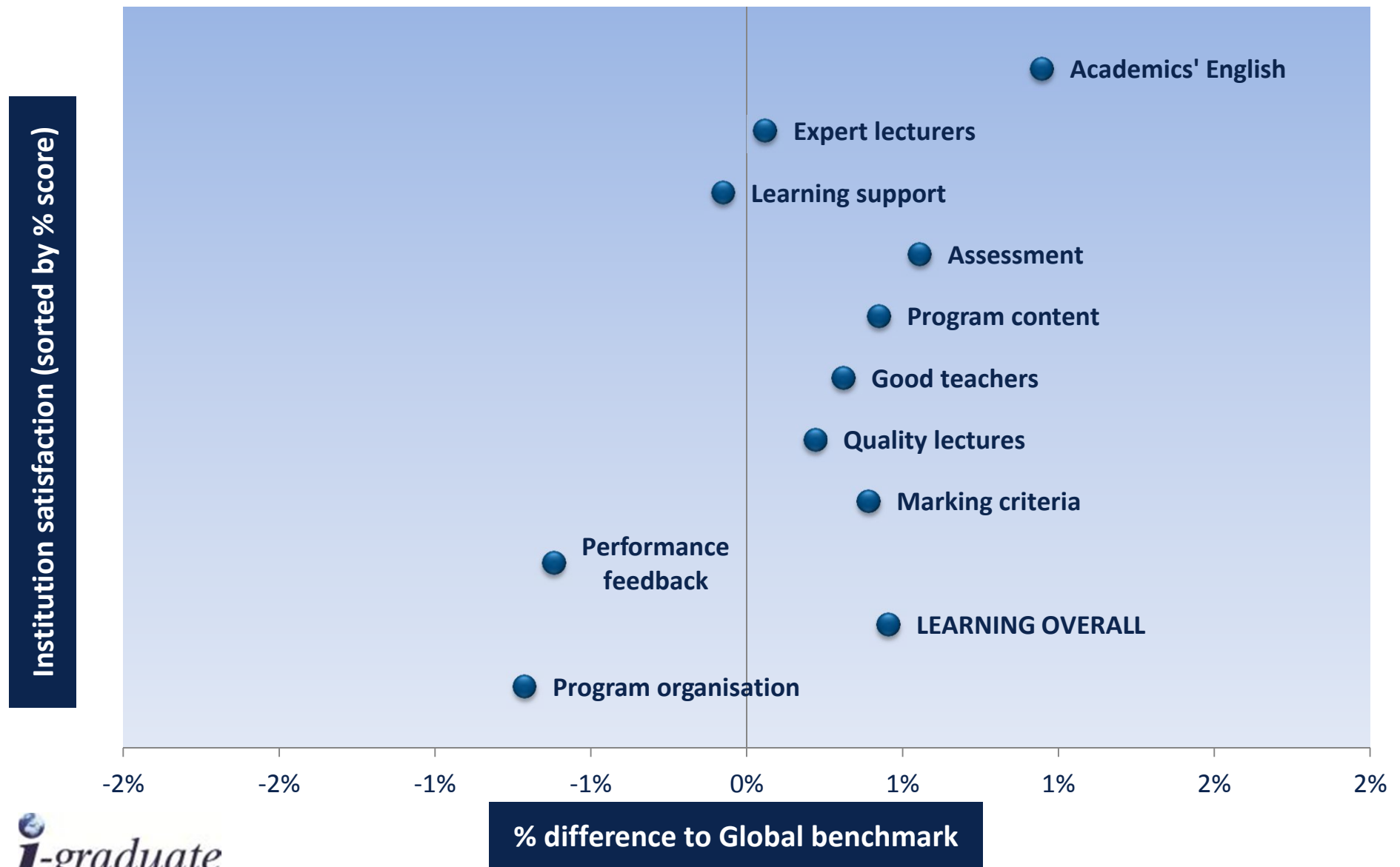


## Overall satisfaction - Learning



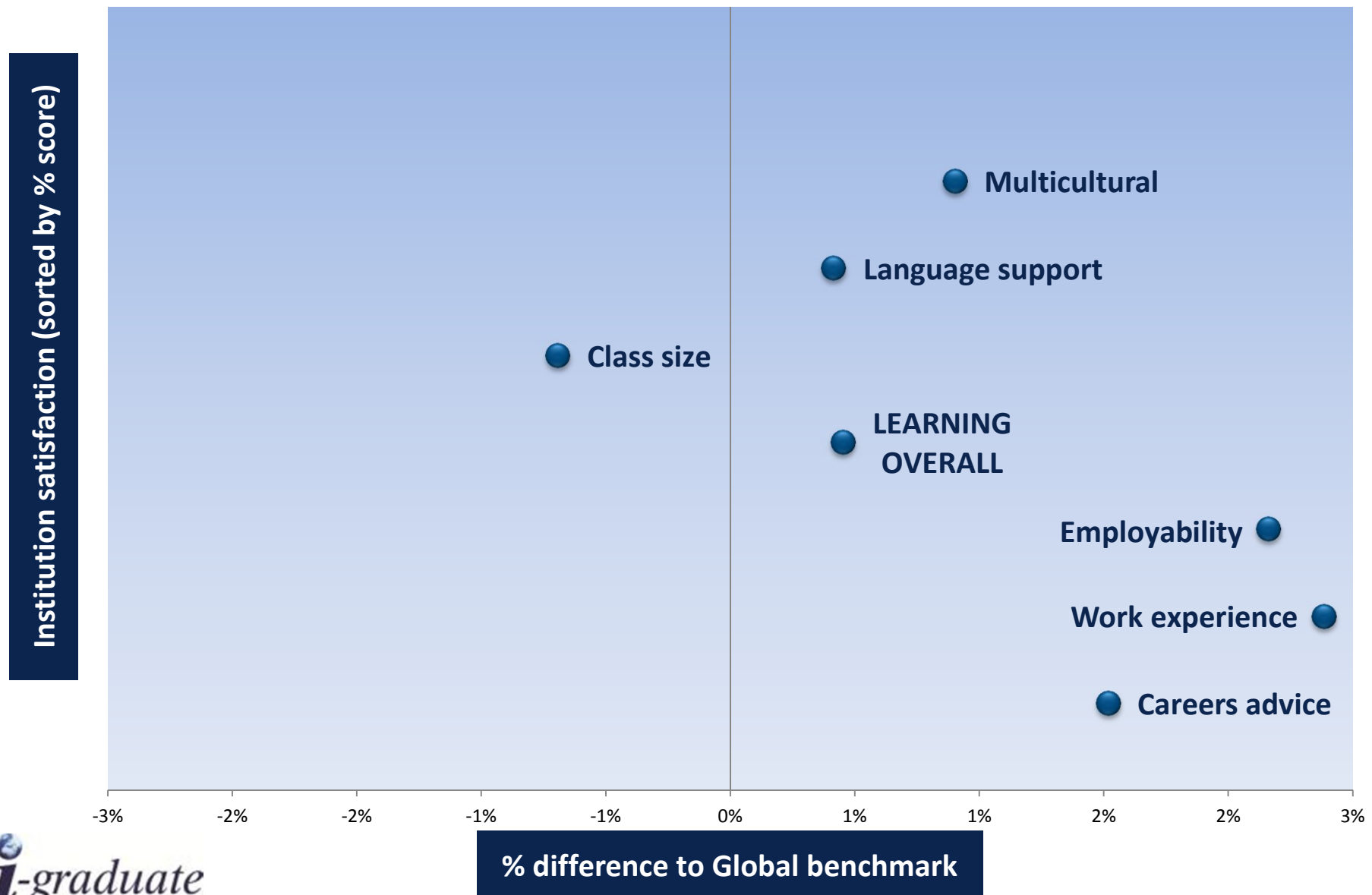


# Learning matrix - Teaching



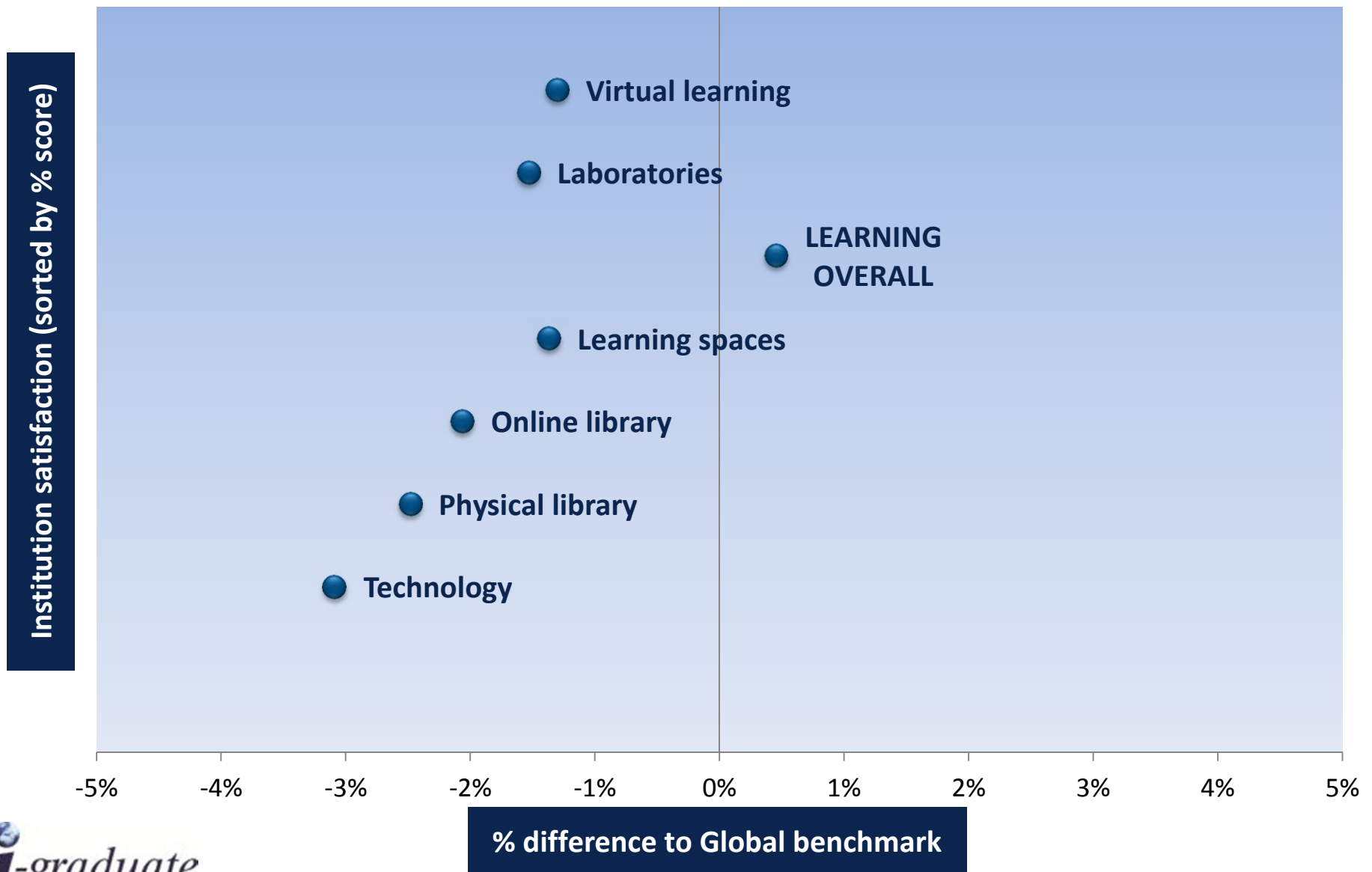


# Learning matrix - Studies





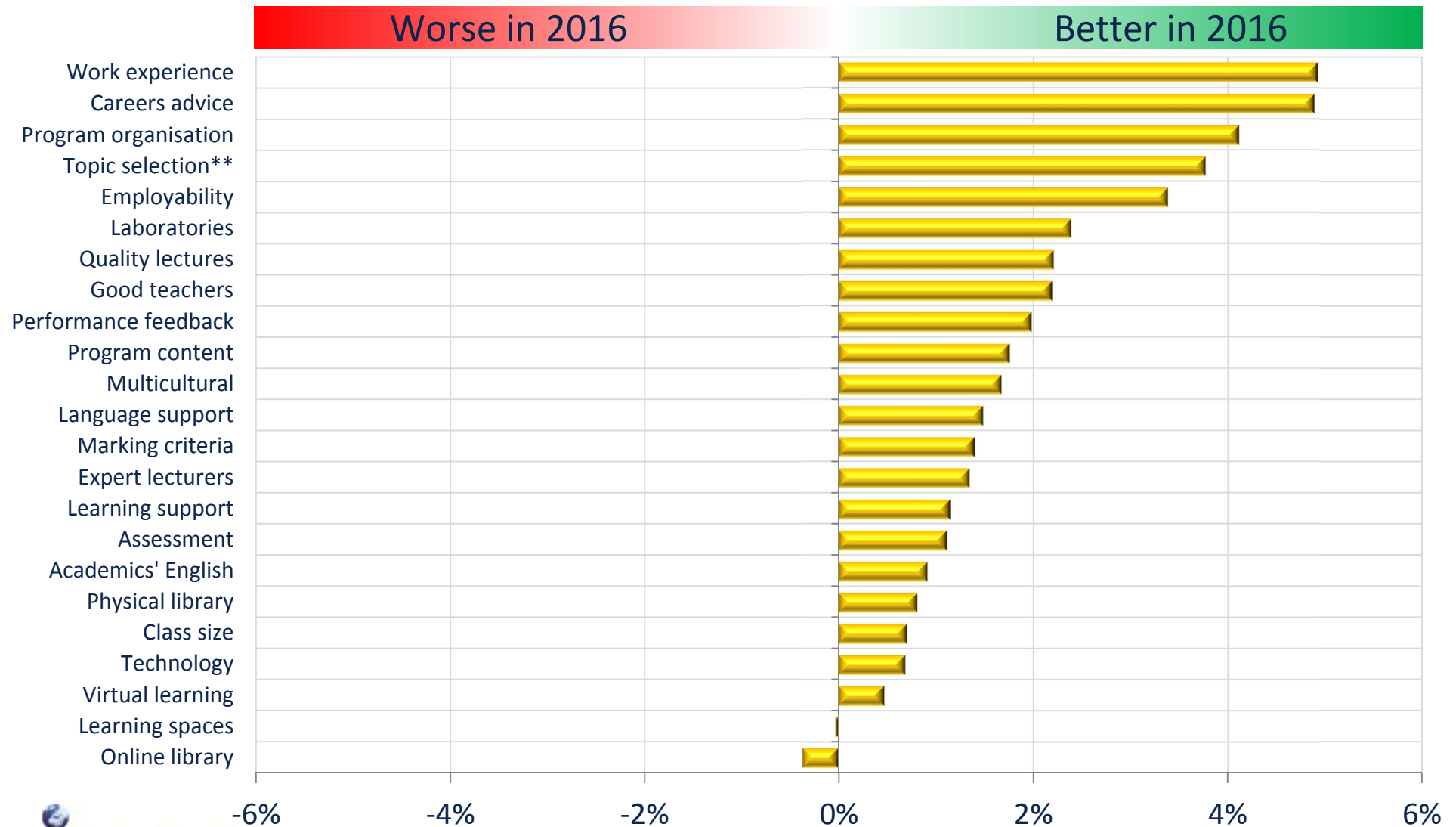
# Learning matrix - Facilities







# Learning satisfaction – (2016 vs 2014)





## Learning satisfaction – wave on wave comparison

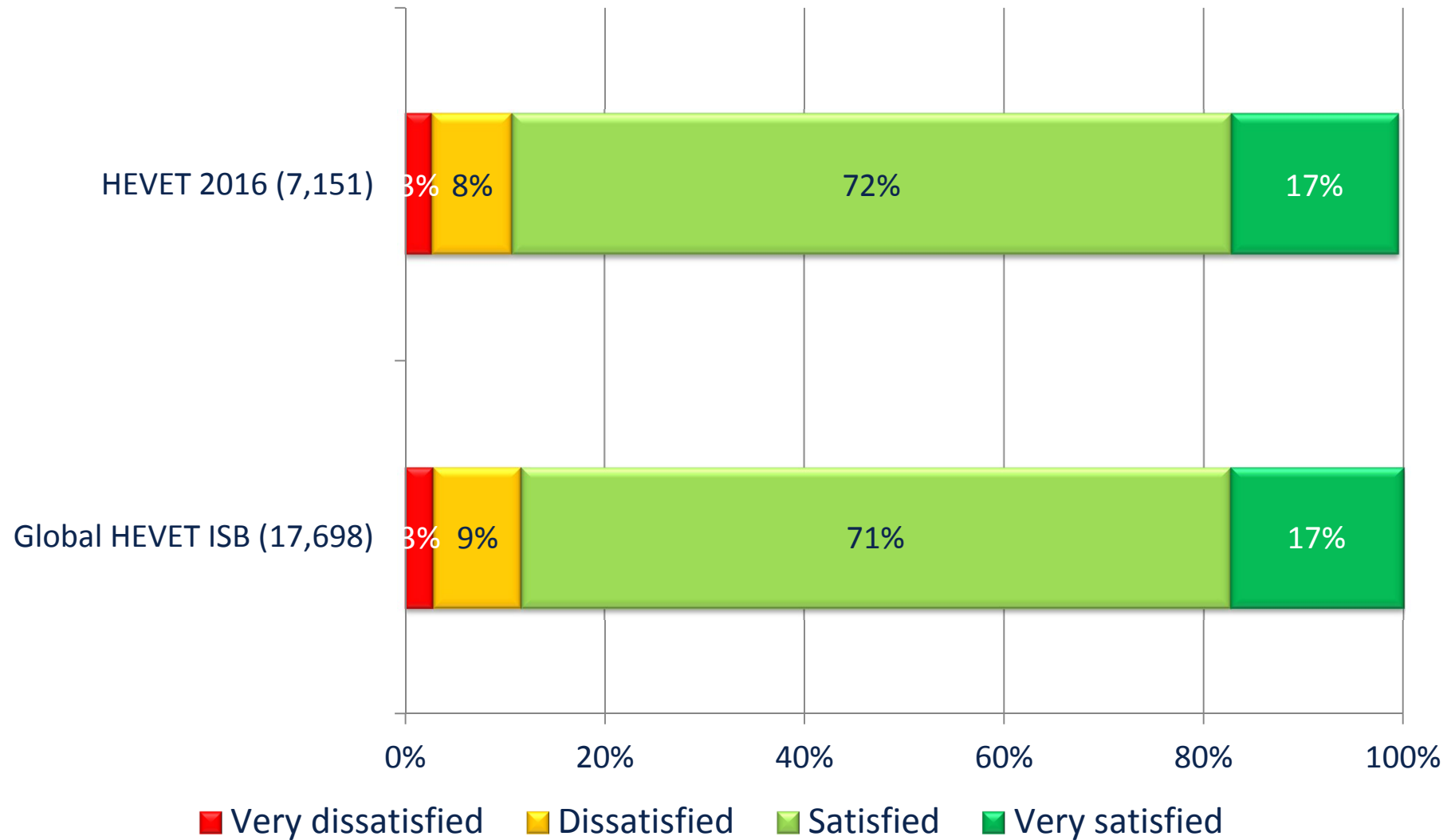
Elements	2009	2012	2014	2016	First Wave vs 2016
Careers advice	74%	80%	76%	81%	7%
Work experience	74%	78%	76%	81%	7%
Learning spaces	83%	90%	88%	88%	5%
Language support	87%	90%	90%	92%	5%
Technology	81%	86%	84%	85%	4%
Multicultural	88%	91%	91%	92%	4%
Learning support	88%	91%	90%	91%	3%
Program content	88%	91%	89%	91%	3%
Online library	N/A	84%	87%	86%	2%
Program organisation	N/A	86%	84%	88%	2%
Assessment	89%	91%	89%	90%	2%
Laboratories	N/A	86%	86%	88%	2%
Good teachers	88%	91%	88%	90%	2%
Employability	N/A	85%	83%	86%	1%
Performance feedback	87%	89%	87%	89%	1%
Physical library	N/A	84%	85%	85%	1%
Academics' English	93%	93%	93%	94%	1%
Expert lecturers	91%	92%	90%	92%	1%
Quality lectures	N/A	90%	88%	90%	0%
Virtual learning	N/A	89%	89%	89%	0%
Class size	N/A	91%	90%	90%	0%
Topic selection**	N/A	N/A	N/A	92%	0%
Marking criteria	N/A	89%	87%	89%	-1%



Living

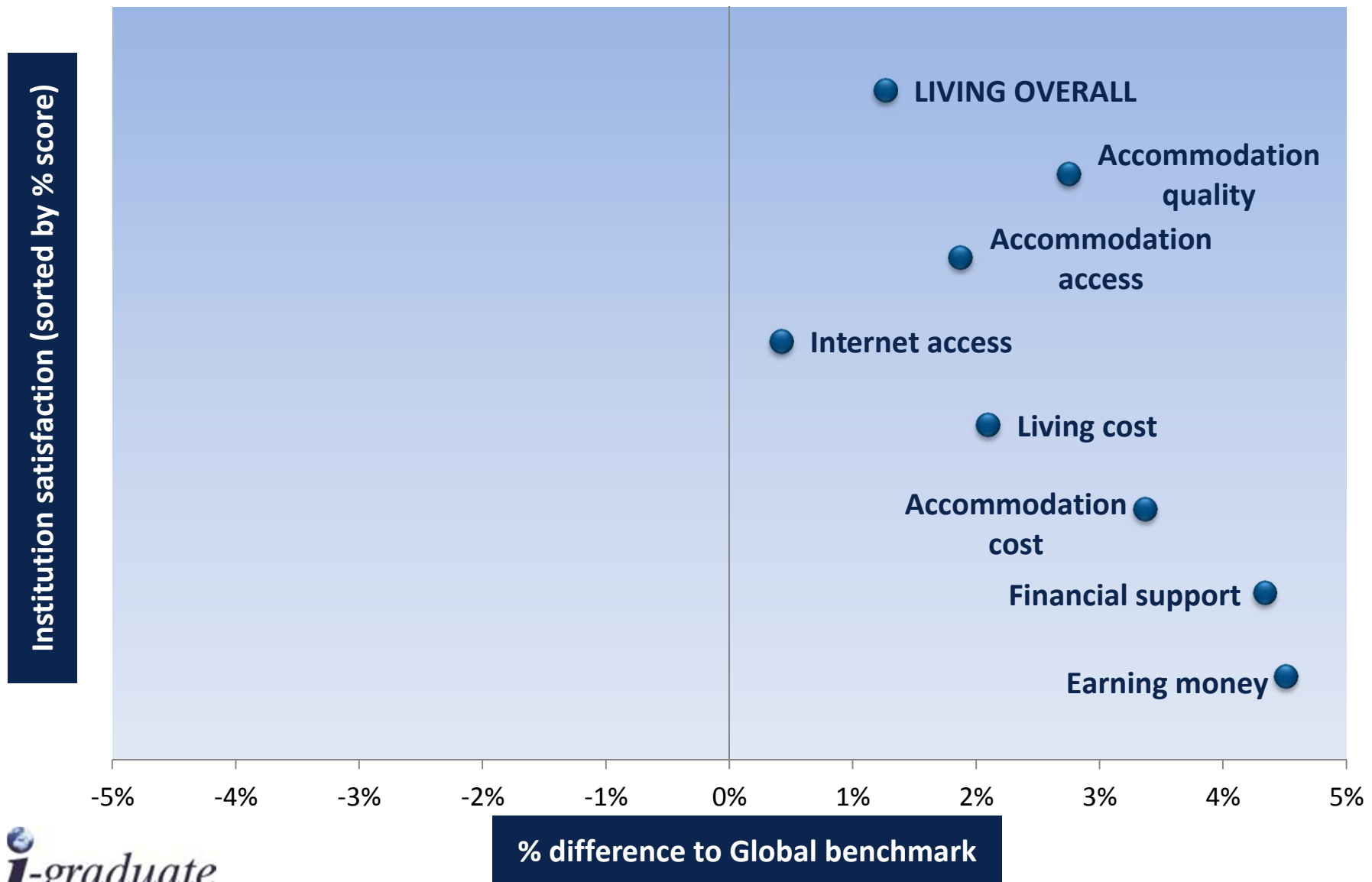


## Overall satisfaction - Living



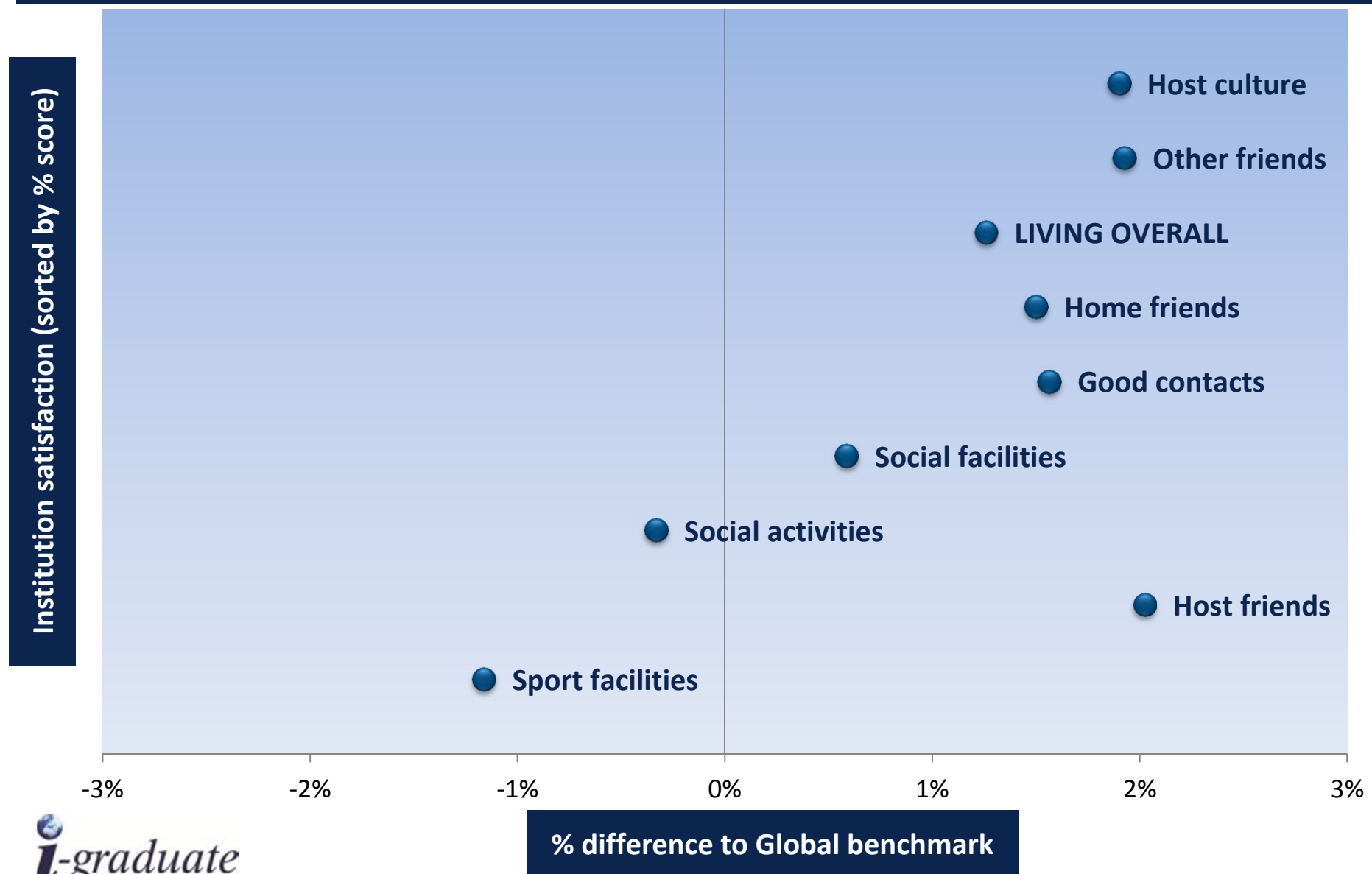


# Living matrix – Accommodation & living costs



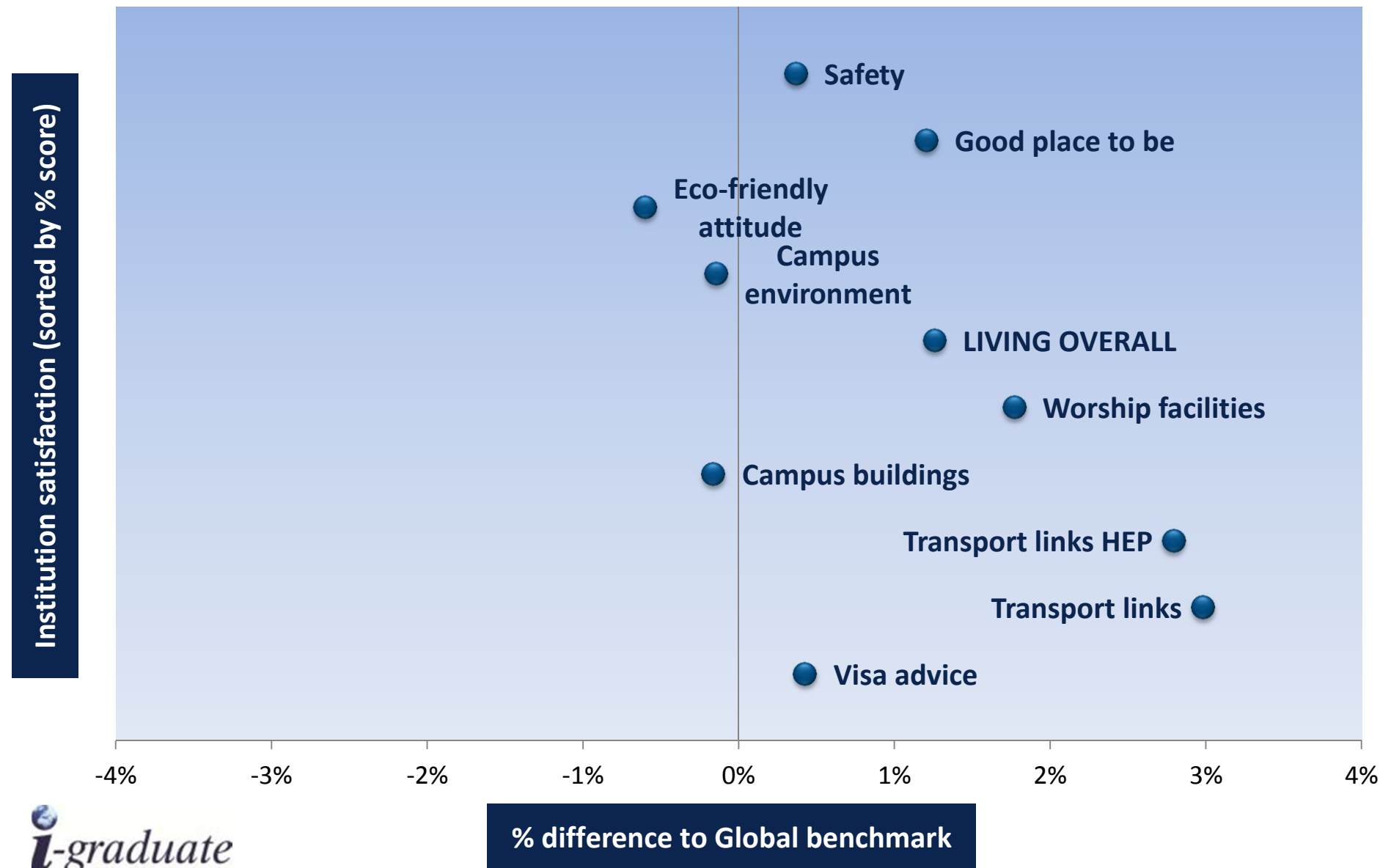


## Living matrix - Social



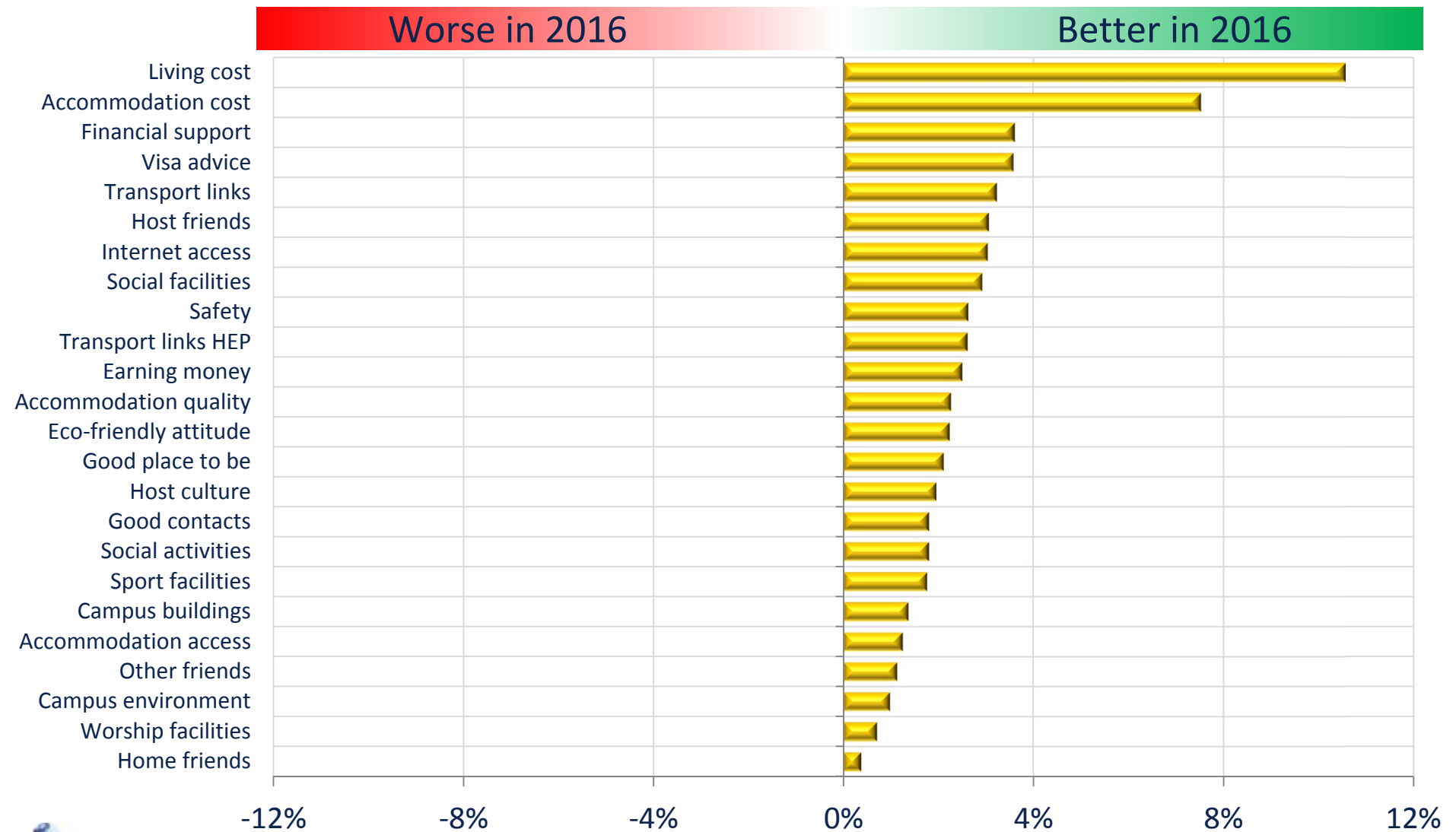


# Living matrix – Day to Day Life





# Living satisfaction – (2016 vs 2014)



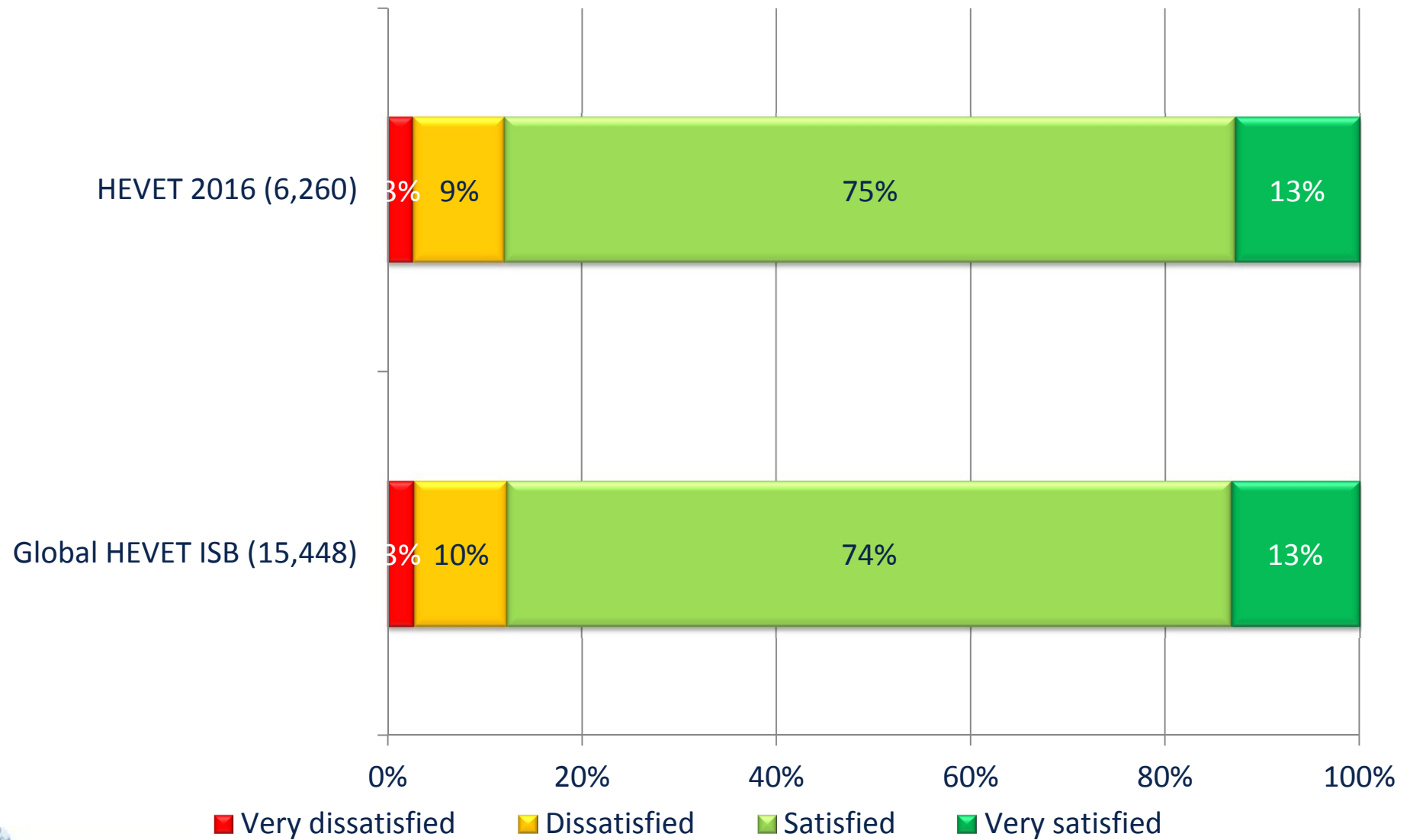




# Support

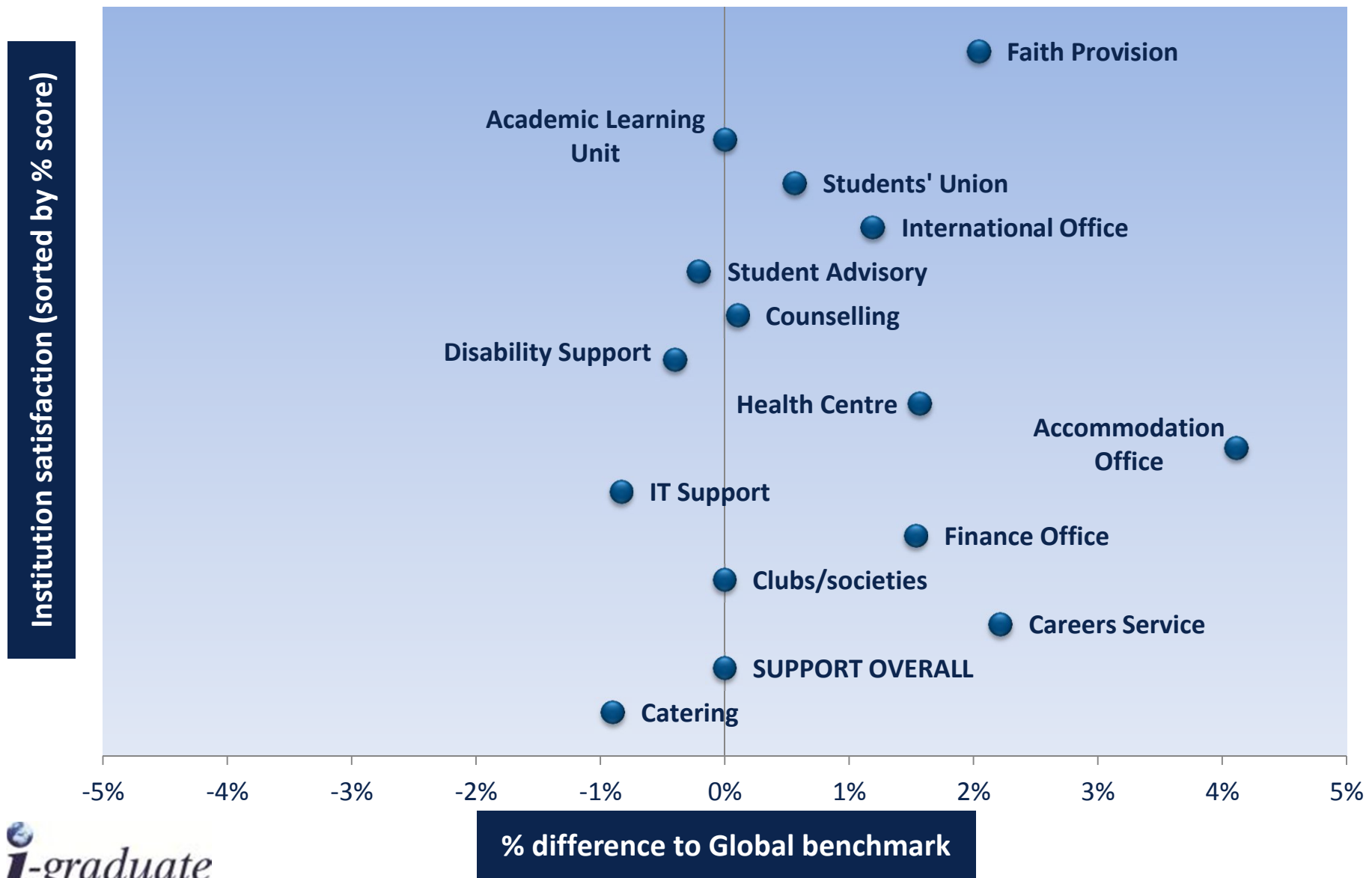


## Overall satisfaction - Support



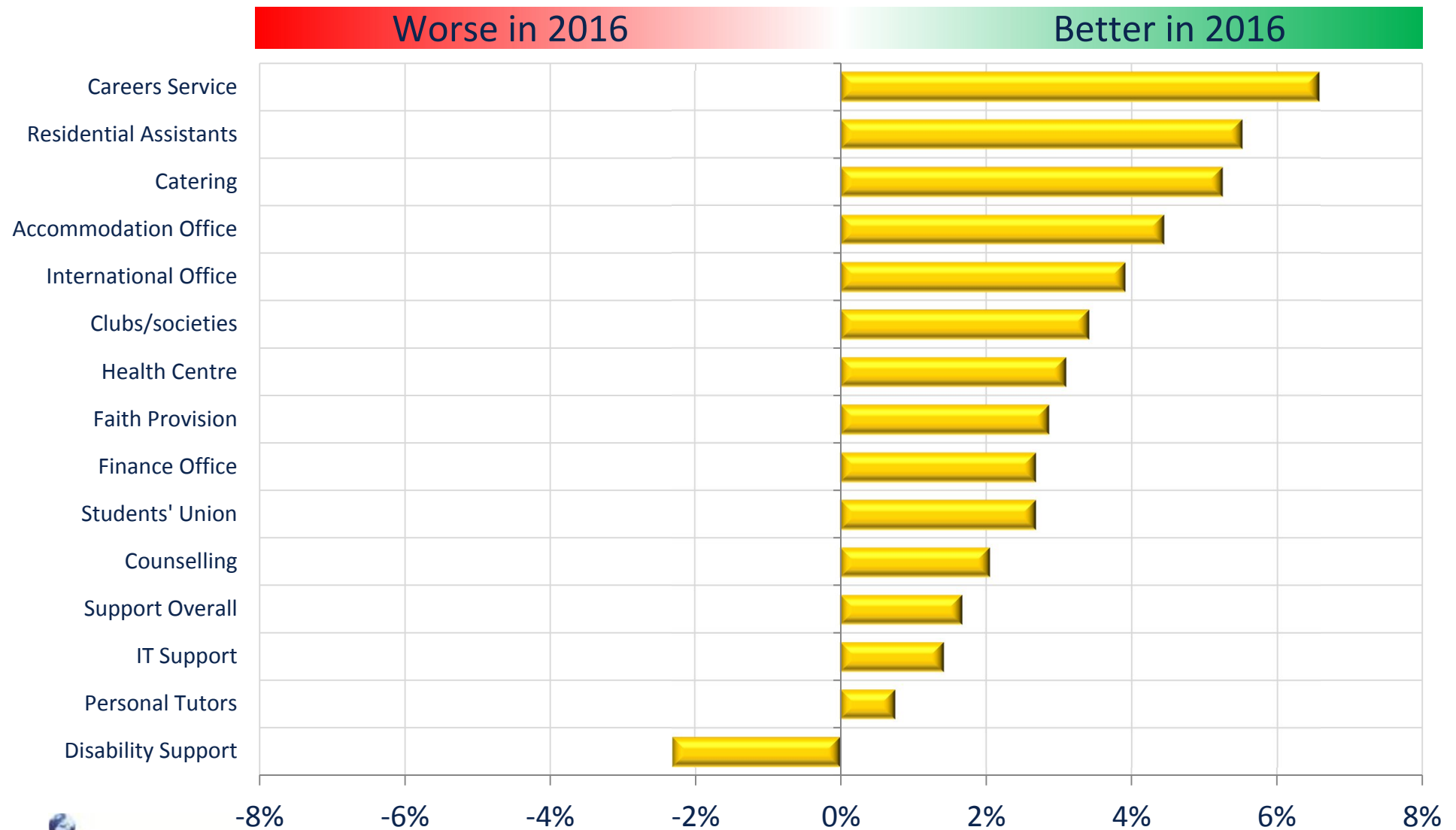


# Support matrix





# Support satisfaction – (2016 vs 2014)





## Support satisfaction – wave on wave comparison

Elements	2009	2012	2014	2016	First Wave vs 2016
Careers Service	80%	90%	84%	91%	10%
Catering	76%	82%	78%	83%	7%
Accommodation Office	87%	91%	89%	94%	6%
Students' Union	89%	94%	92%	95%	6%
Finance Office	87%	91%	90%	93%	6%
International Office	89%	93%	90%	94%	4%
Student Advisory	90%	94%	91%	94%	4%
Residential Assistants	91%	93%	90%	95%	4%
Health Centre	91%	93%	91%	94%	4%
IT Support	89%	93%	91%	92%	3%
Counselling	92%	95%	93%	95%	3%
Clubs/societies	91%	91%	90%	93%	2%
Faith Provision	95%	94%	93%	95%	1%
Disability Support	93%	95%	96%	94%	0%



# Universities

## Kevin Brett



# Propensity to recommend

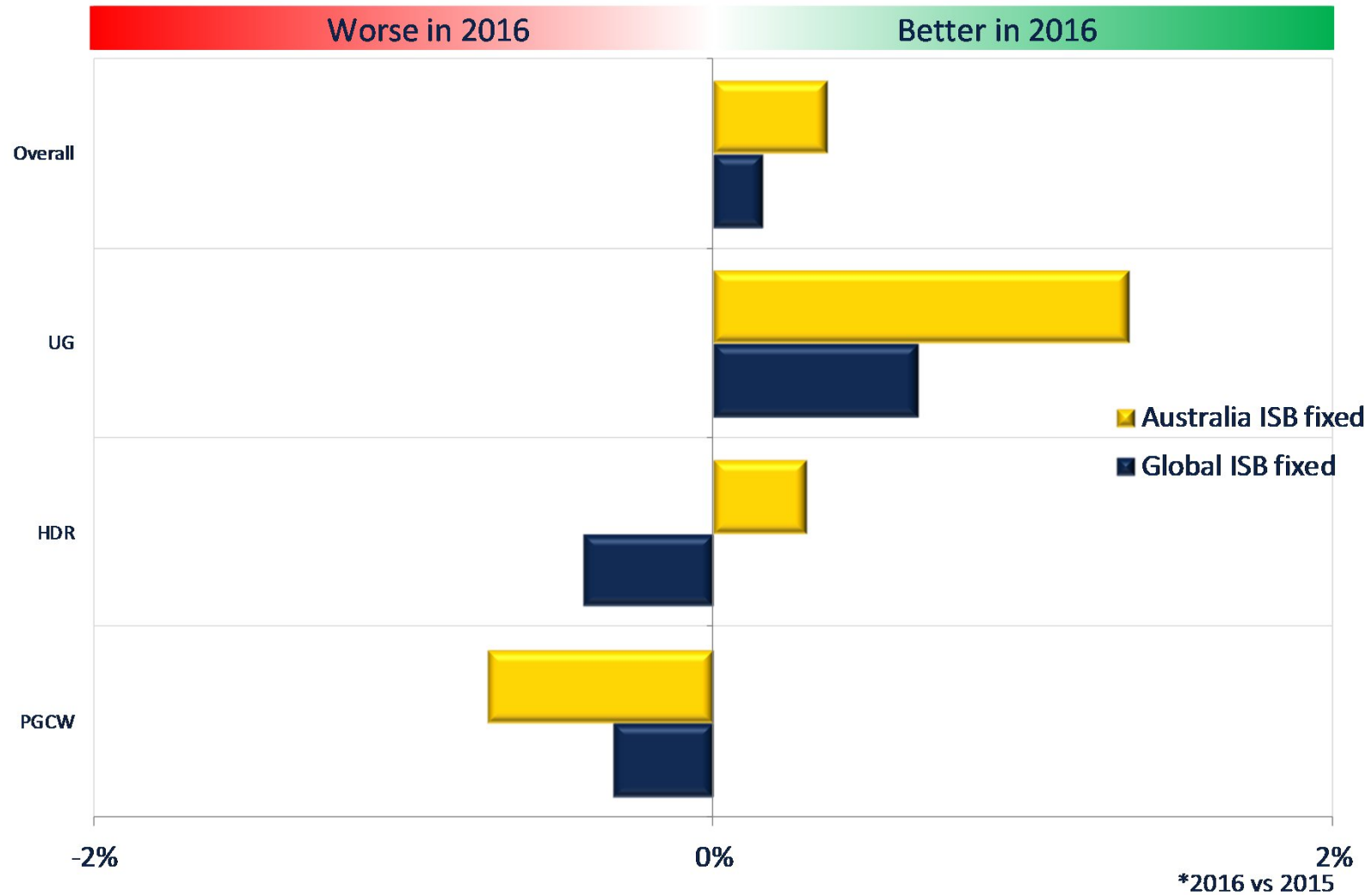
## INTERNATIONAL STUDENTS

Australia ISB (36231)		Global ISB (126460)
34%	I would actively encourage people to apply	38%
46%	If asked, I would encourage people to apply	44%
16%	I would neither encourage nor discourage people to apply	14%
3%	If asked, I would discourage people from applying	3%
1%	I would actively discourage people from applying	1%



# Propensity to recommend (year on year\*)

## INTERNATIONAL STUDENTS

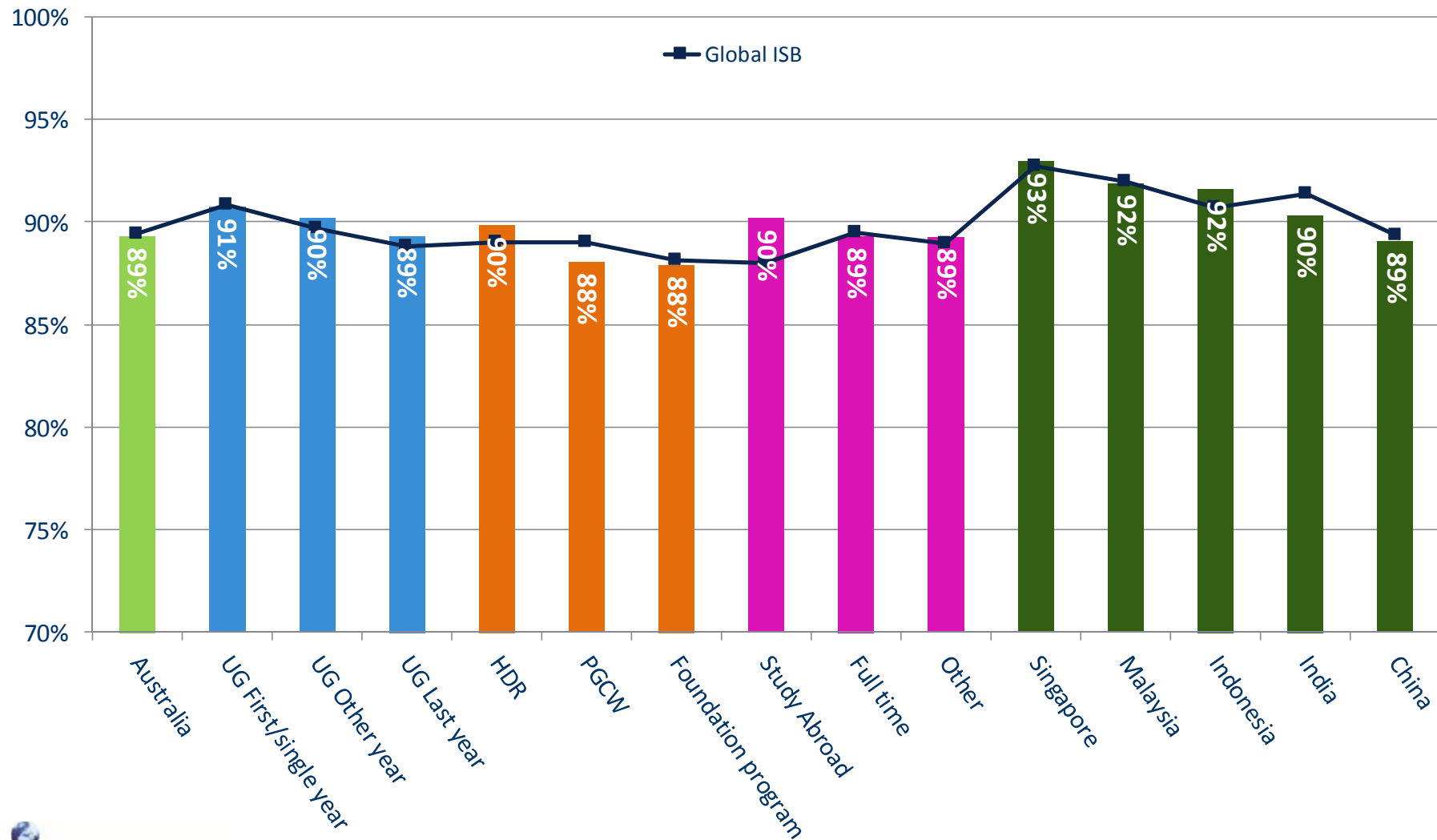






# Overall satisfaction

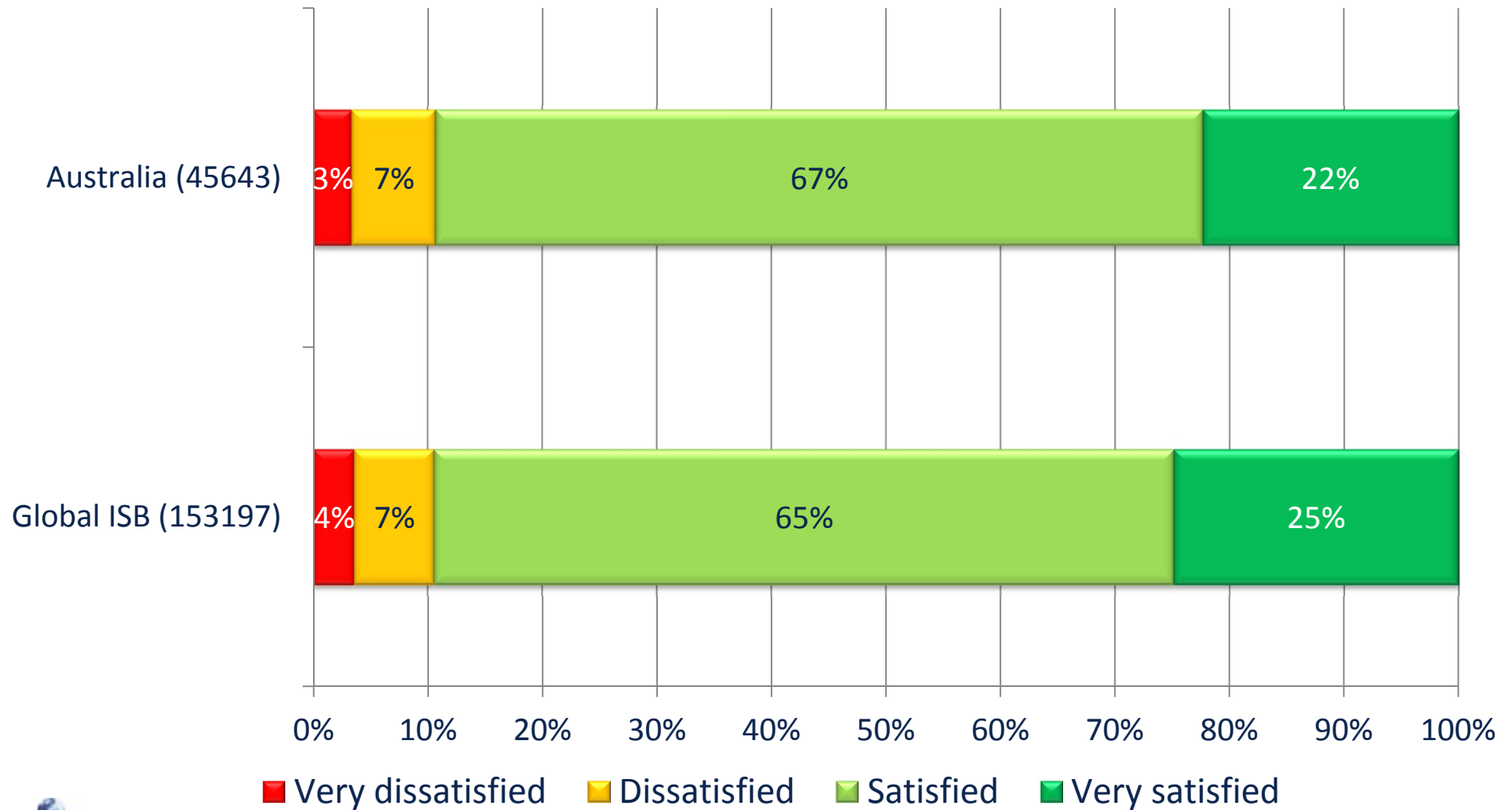
## INTERNATIONAL STUDENTS





# Overall satisfaction

INTERNATIONAL STUDENTS

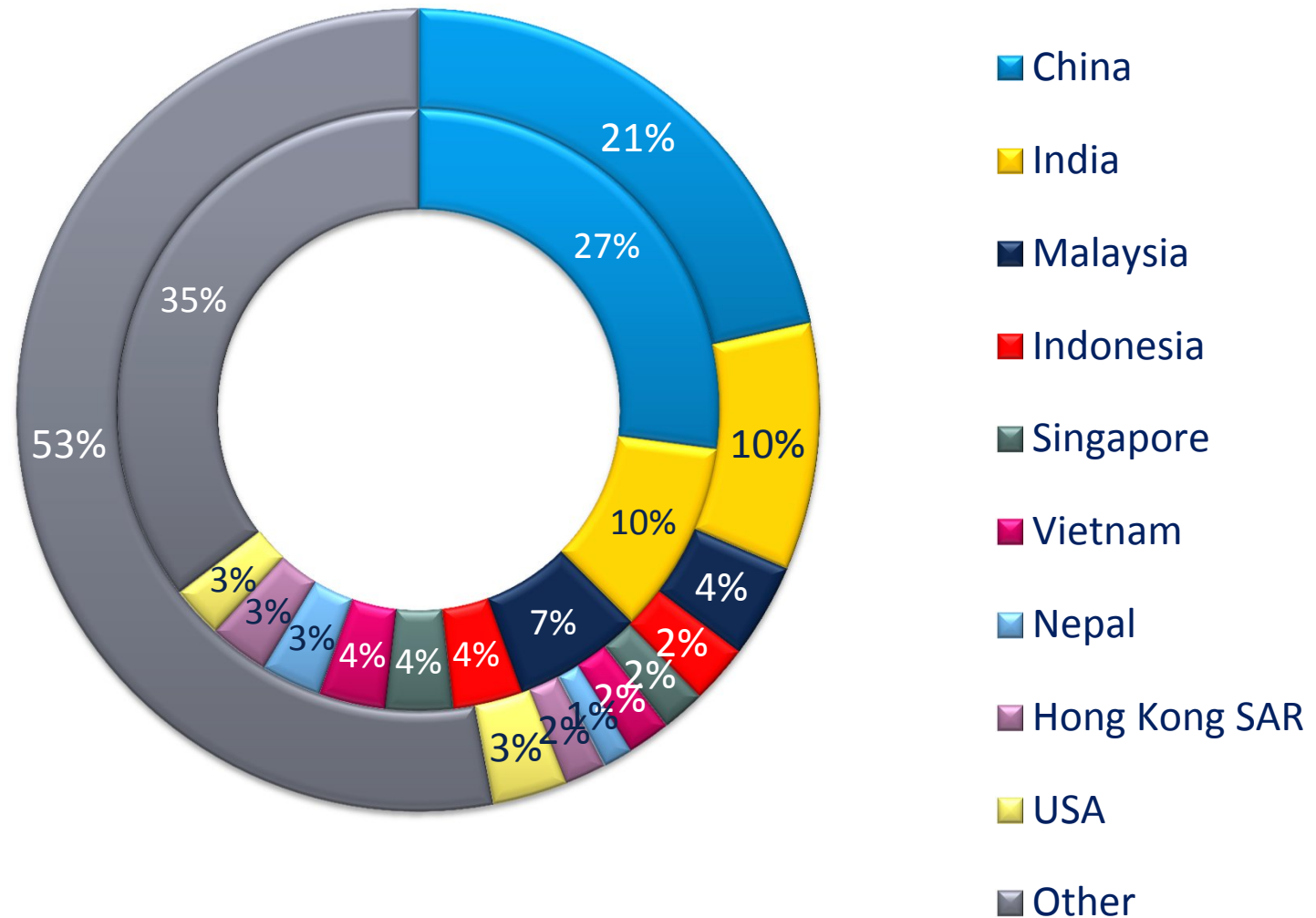




# Nationality breakdown

INTERNATIONAL STUDENTS

Australia (45643, inner circle) vs Global ISB (153197, outer circle)



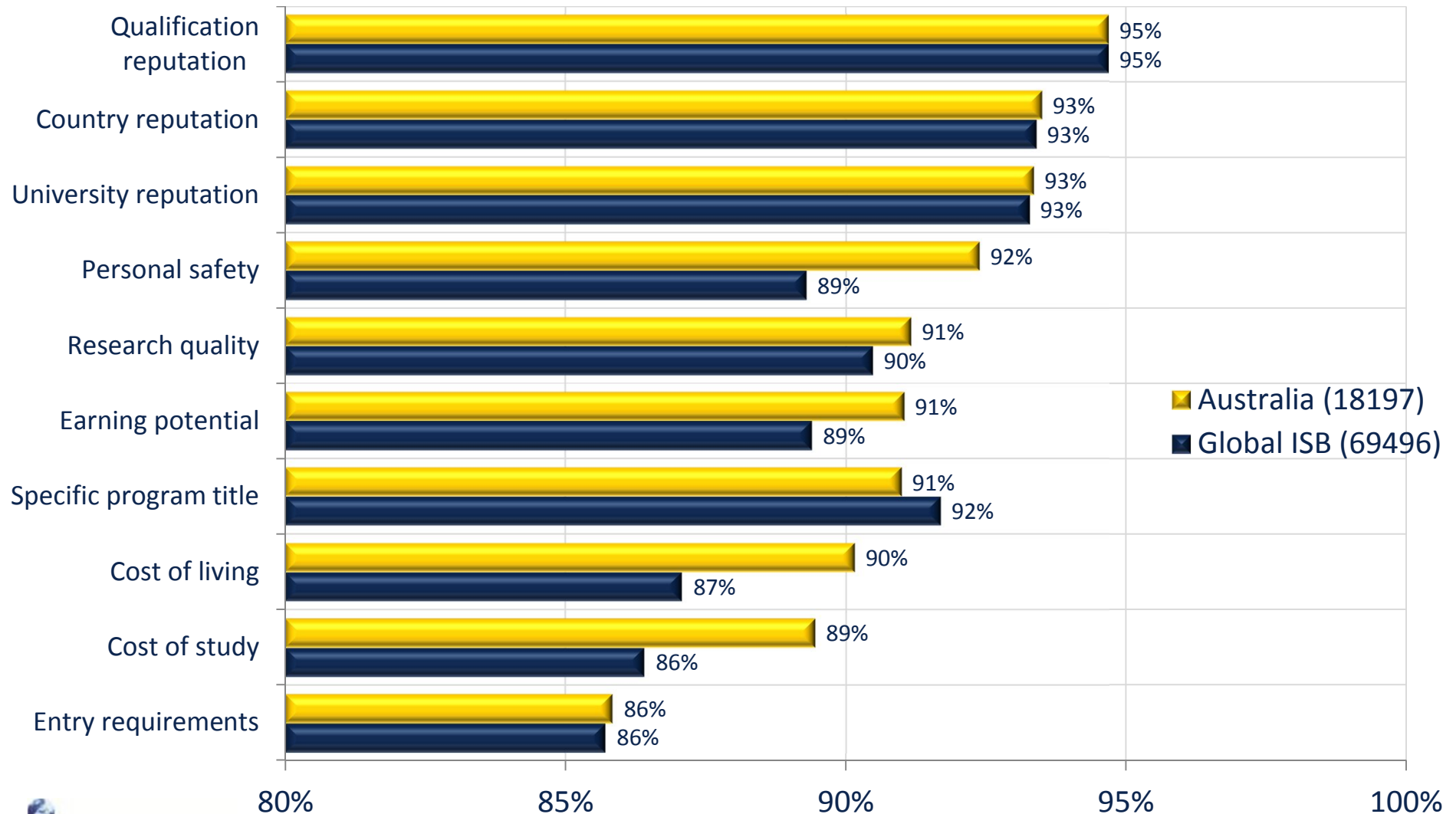


# Choice of Destination



# Top 10 factors in study decision (% important)

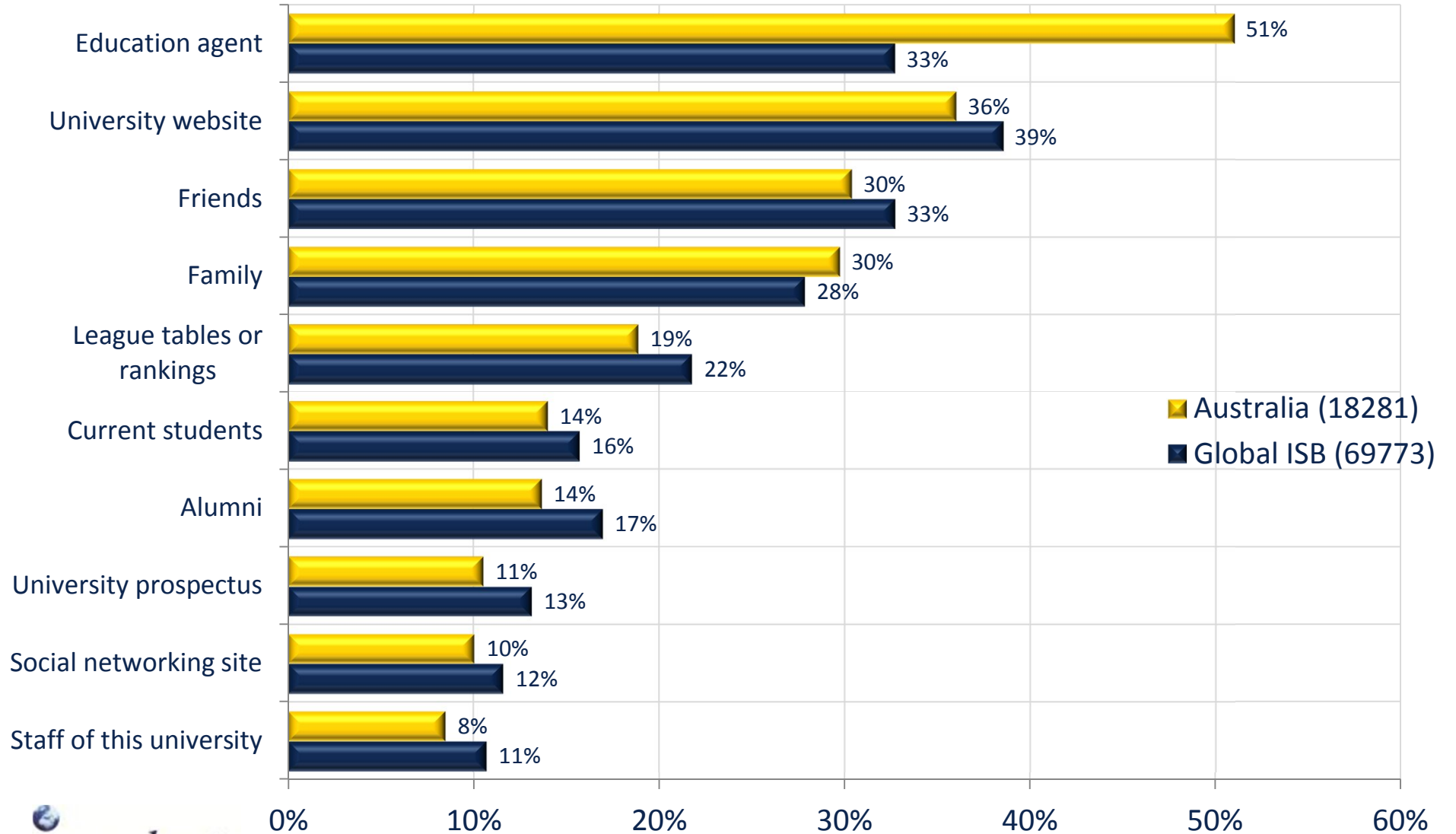
## INTERNATIONAL STUDENTS





# Top 10 key influences (choice of university)

## INTERNATIONAL STUDENTS





# Agent rating

INTERNATIONAL STUDENTS





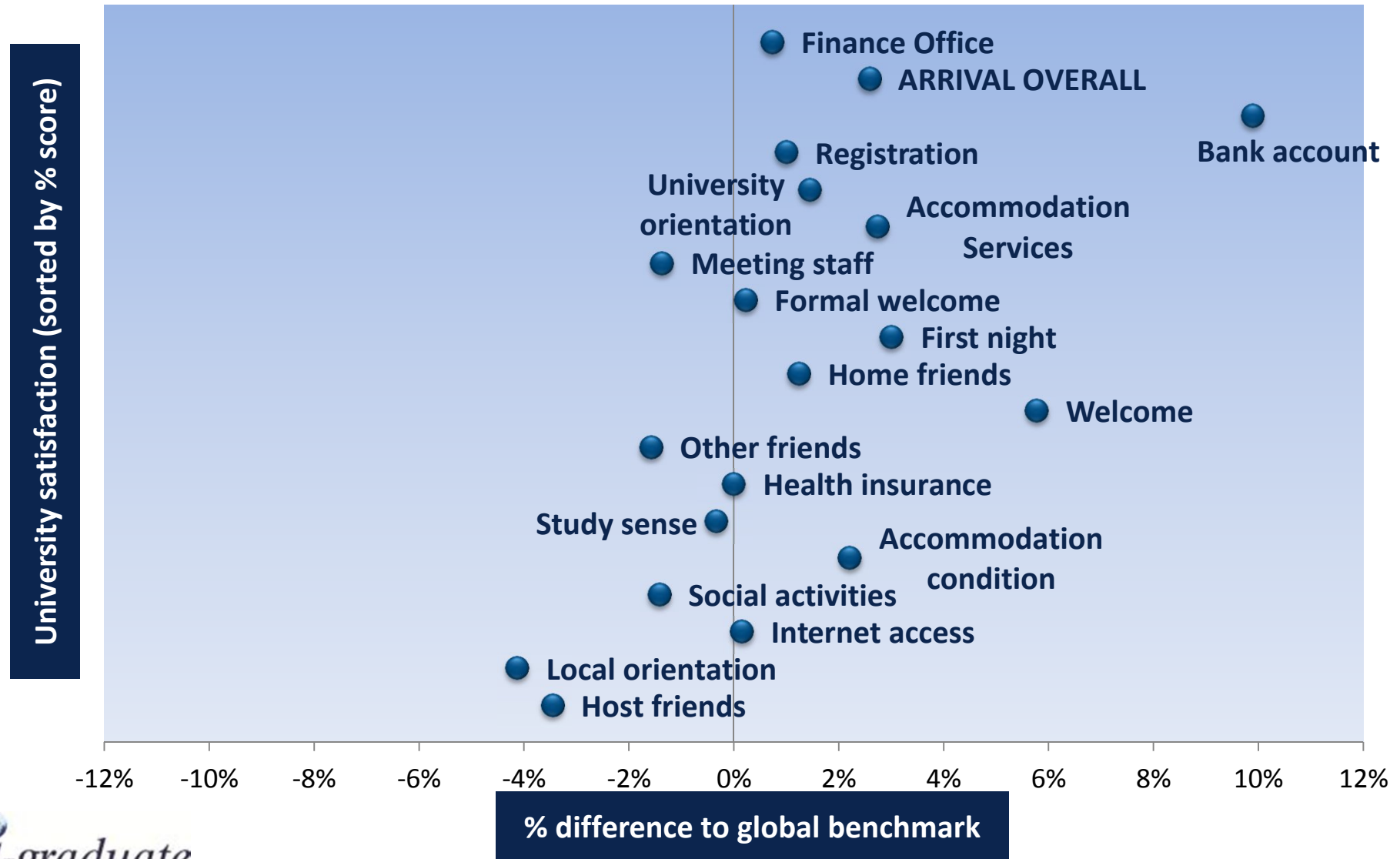
# Arrival





# Arrival matrix

INTERNATIONAL STUDENTS



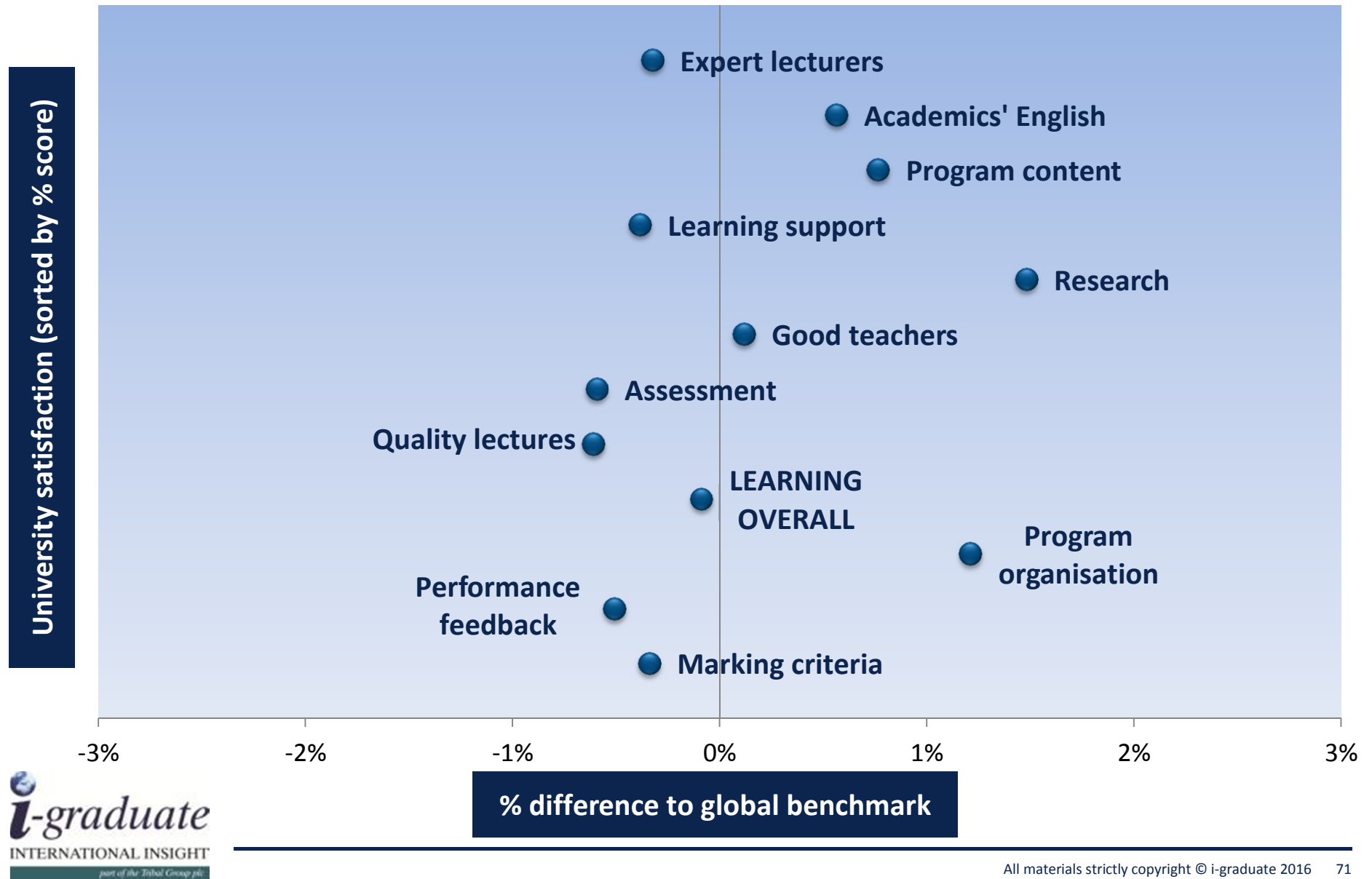


# Learning



# Learning matrix - Teaching

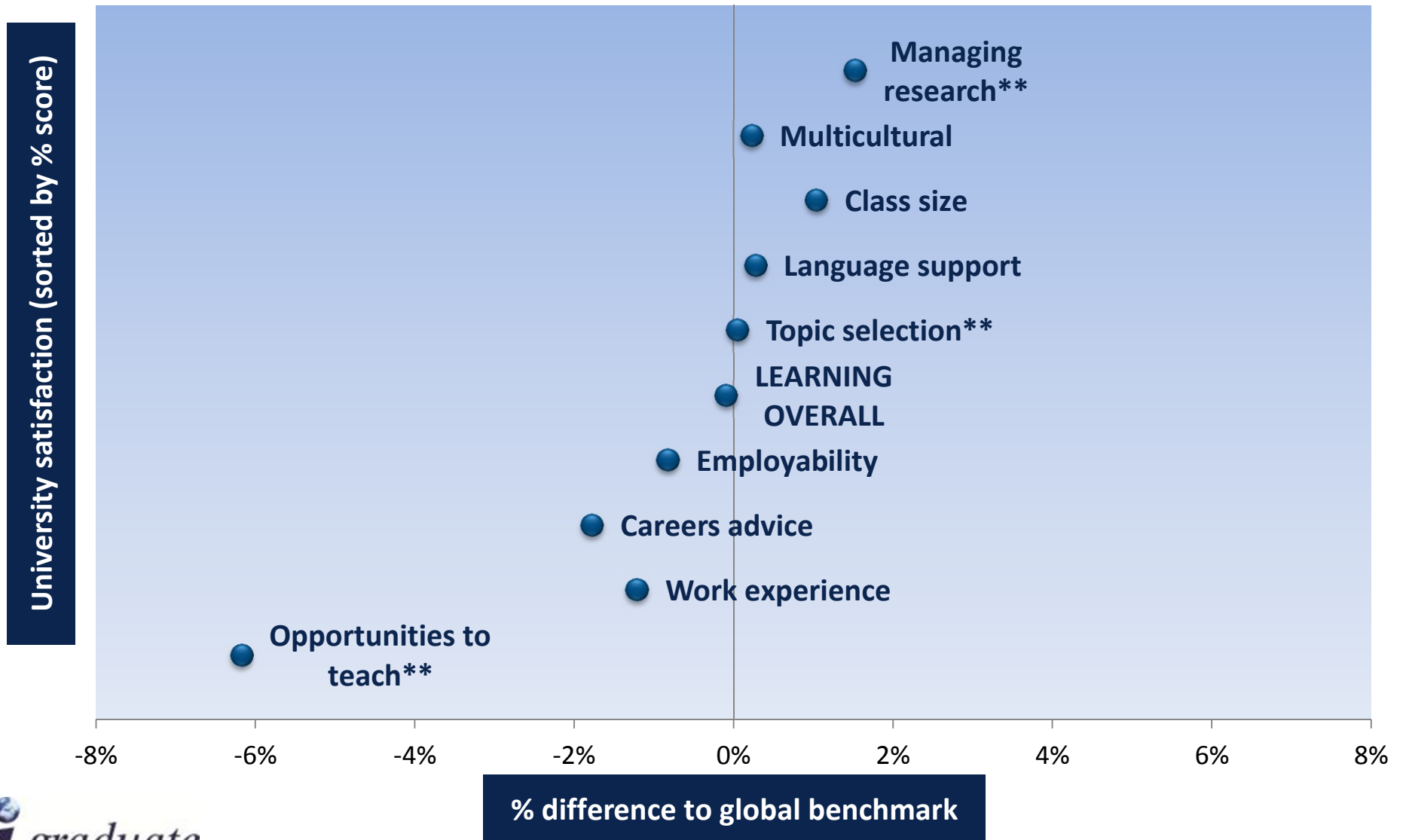
INTERNATIONAL STUDENTS





# Learning matrix - Studies

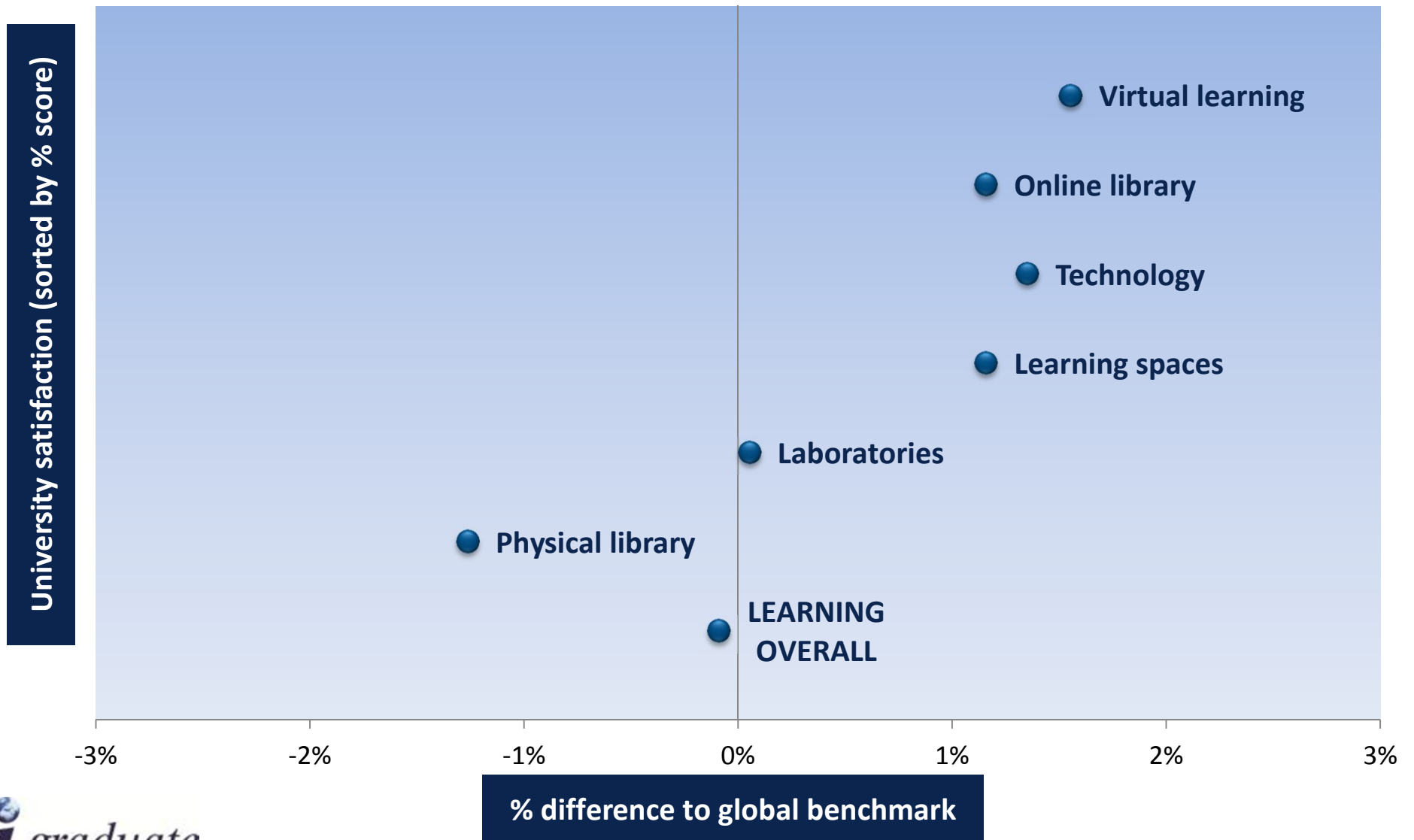
## INTERNATIONAL STUDENTS





# Learning matrix - Facilities

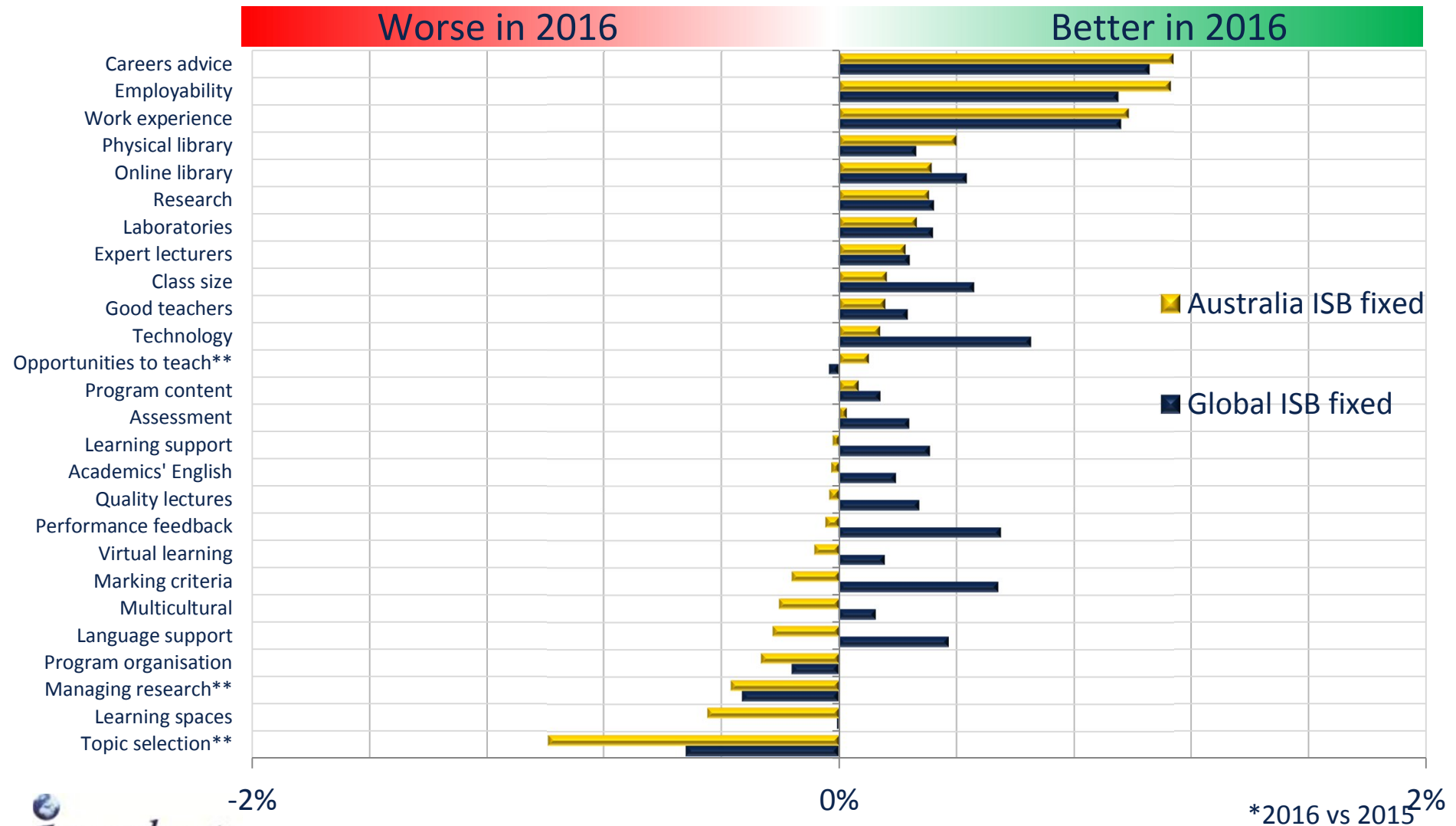
INTERNATIONAL STUDENTS





# Learning satisfaction (year on year\*)

## INTERNATIONAL STUDENTS



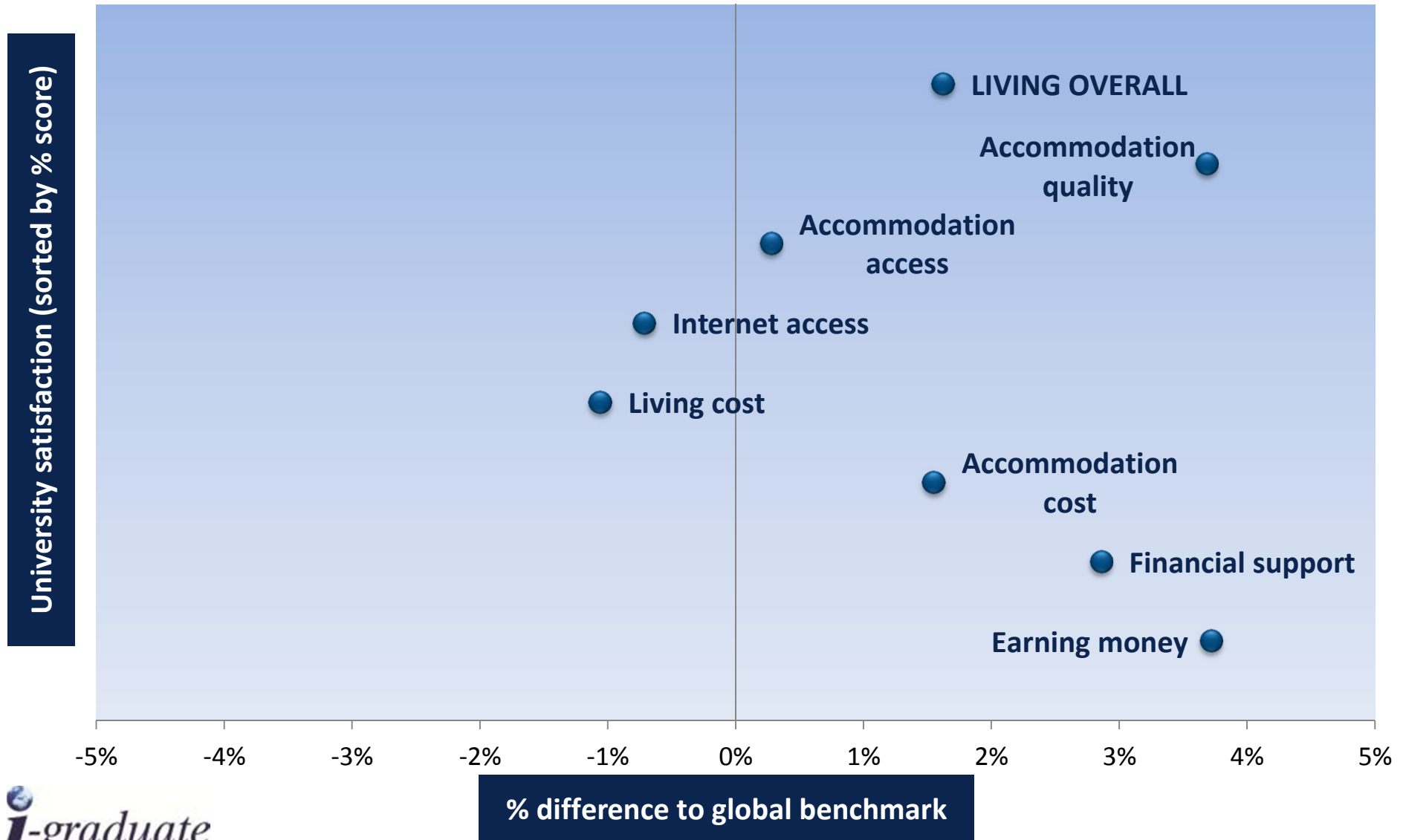


# Living



# Living matrix - Accommodation & living costs

INTERNATIONAL STUDENTS

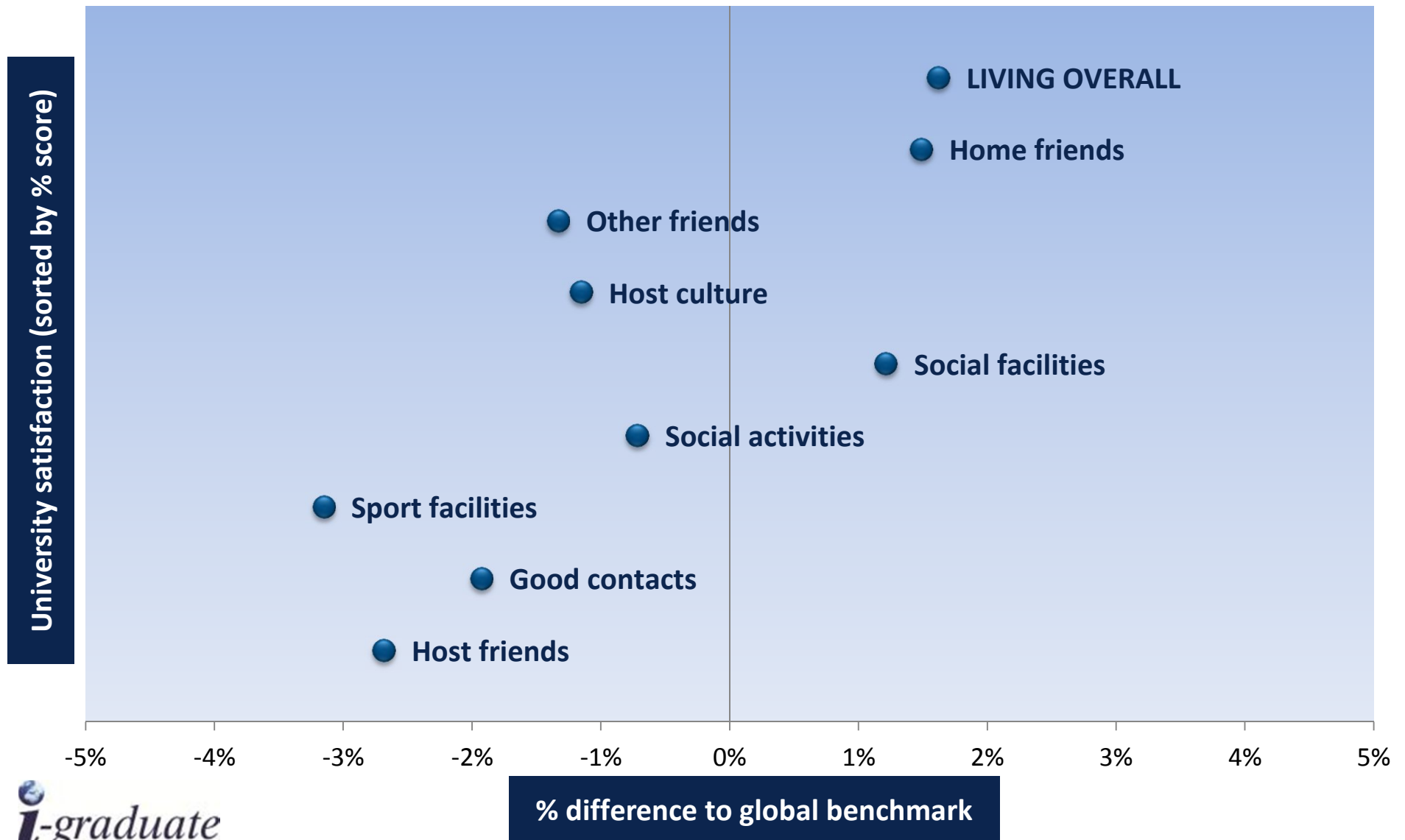






# Living matrix - Social

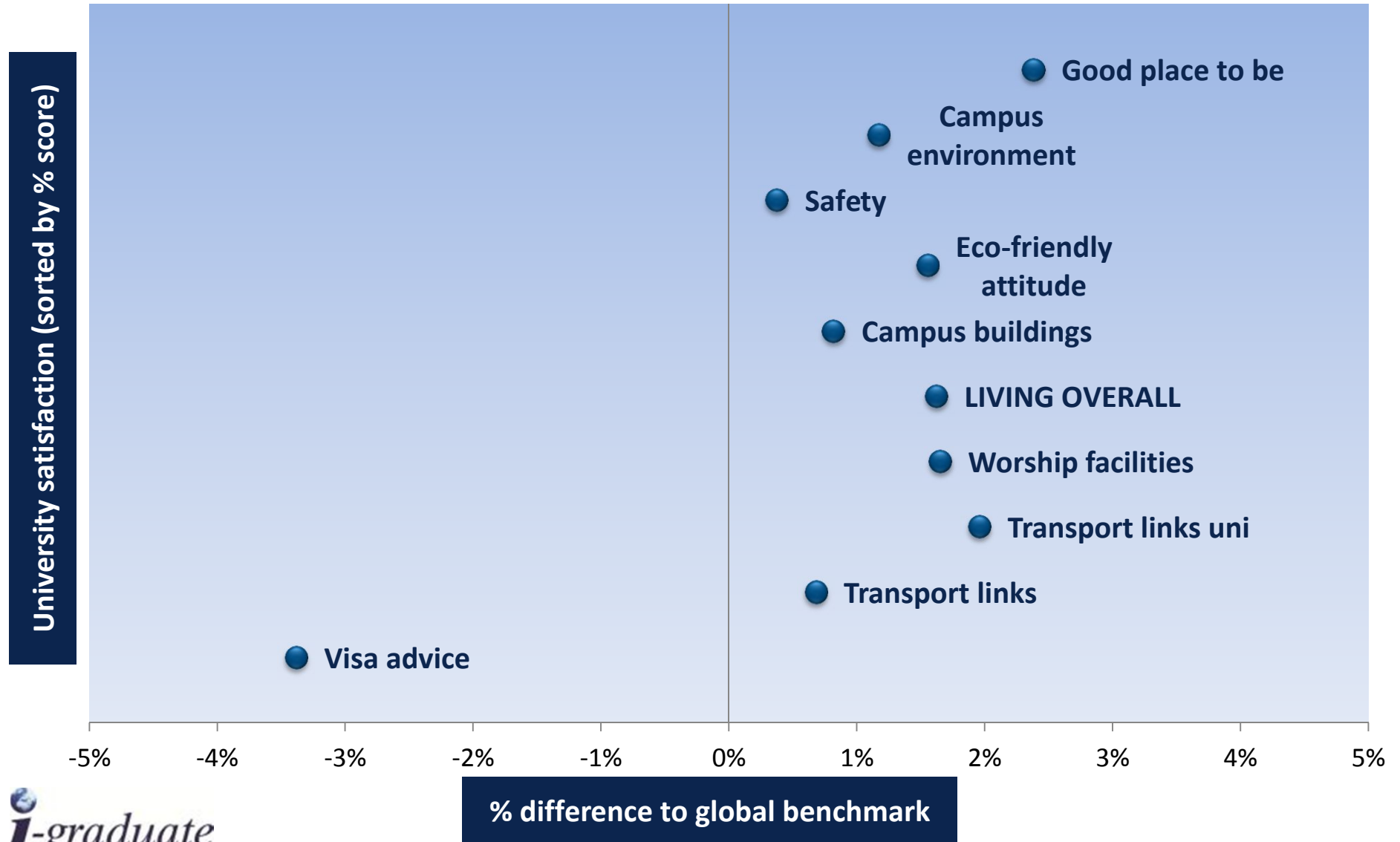
INTERNATIONAL STUDENTS





# Living matrix - Day to Day Life

INTERNATIONAL STUDENTS



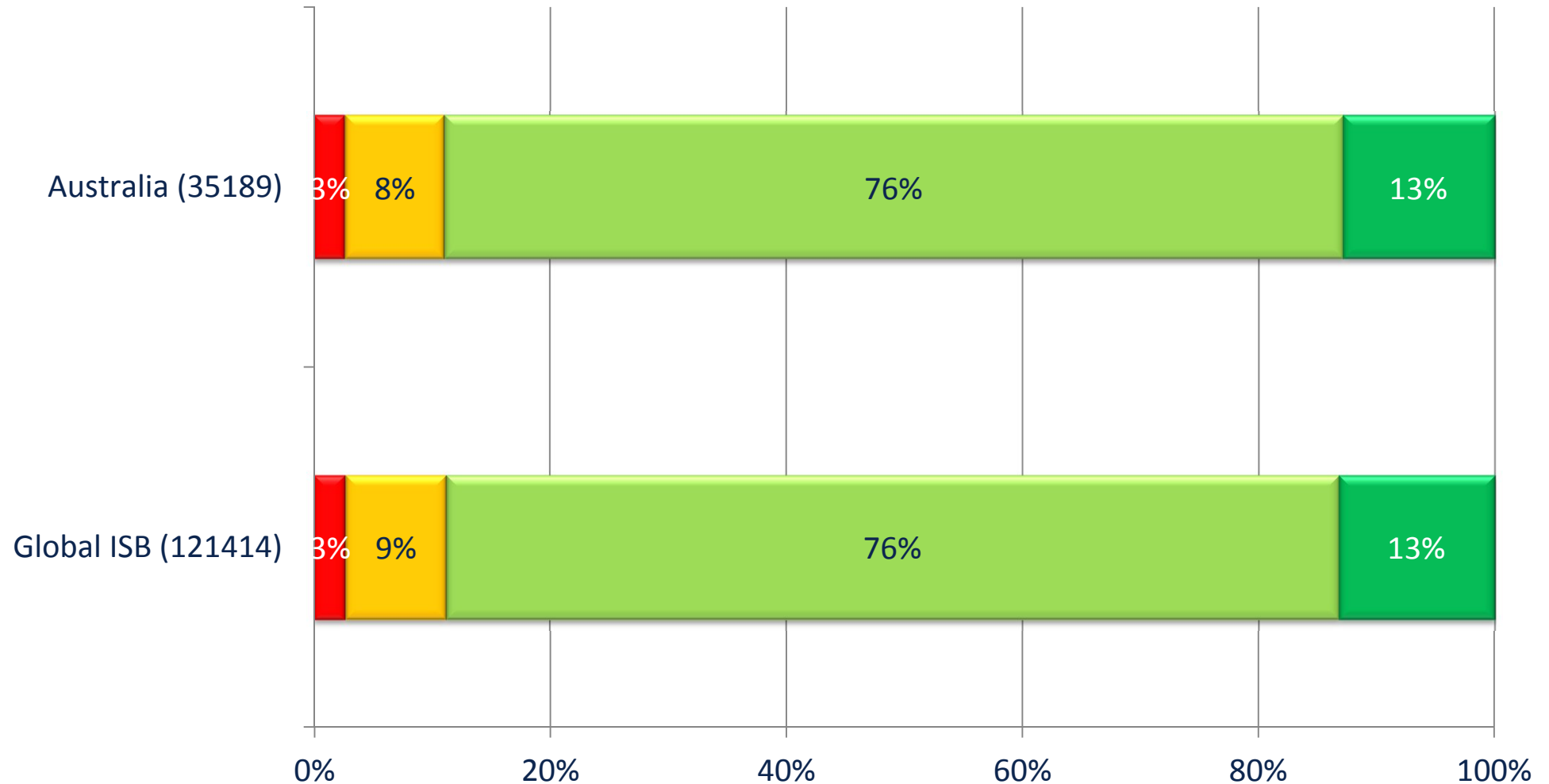


# Support



# Overall satisfaction - Support

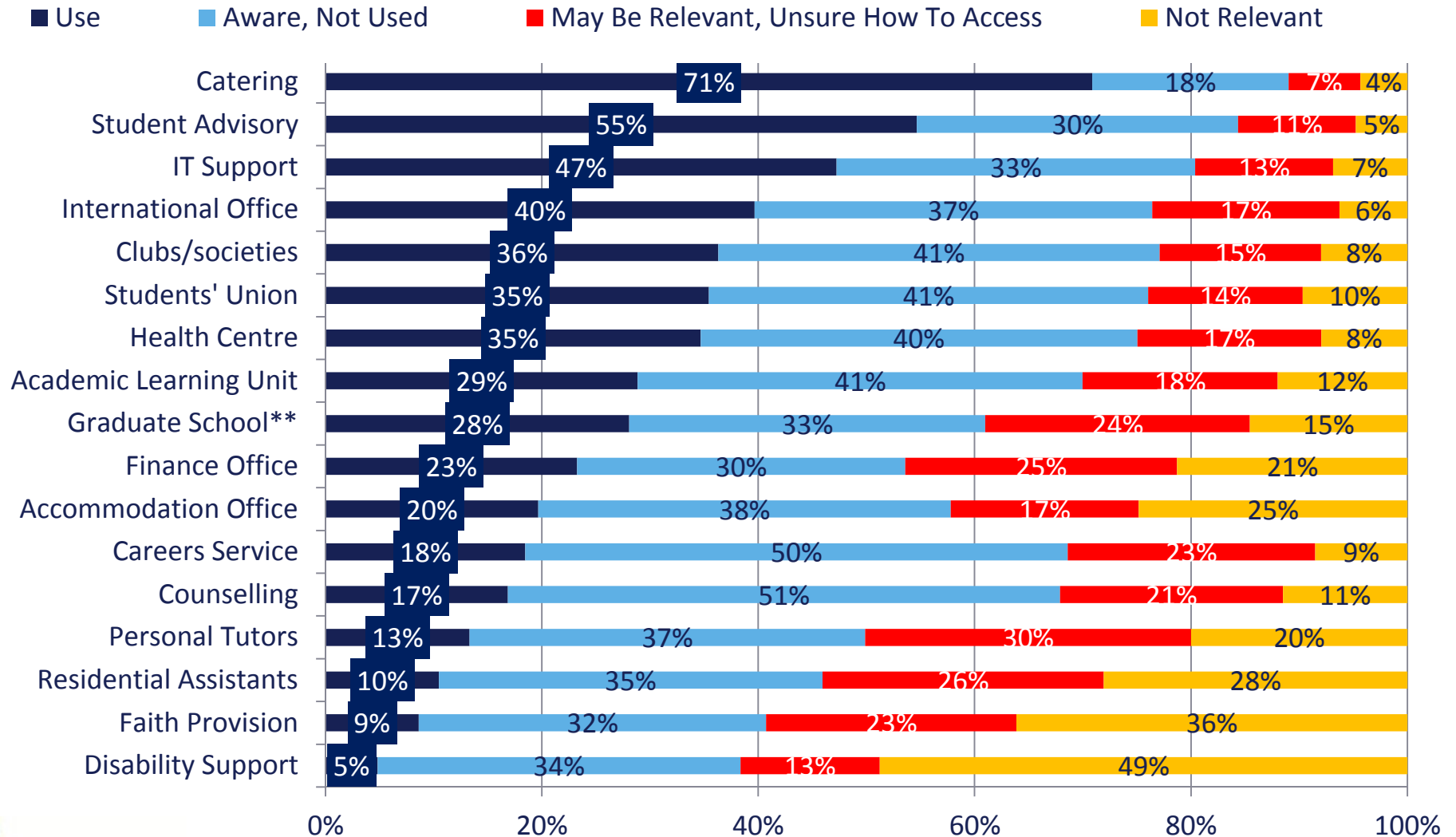
INTERNATIONAL STUDENTS





# Support usage

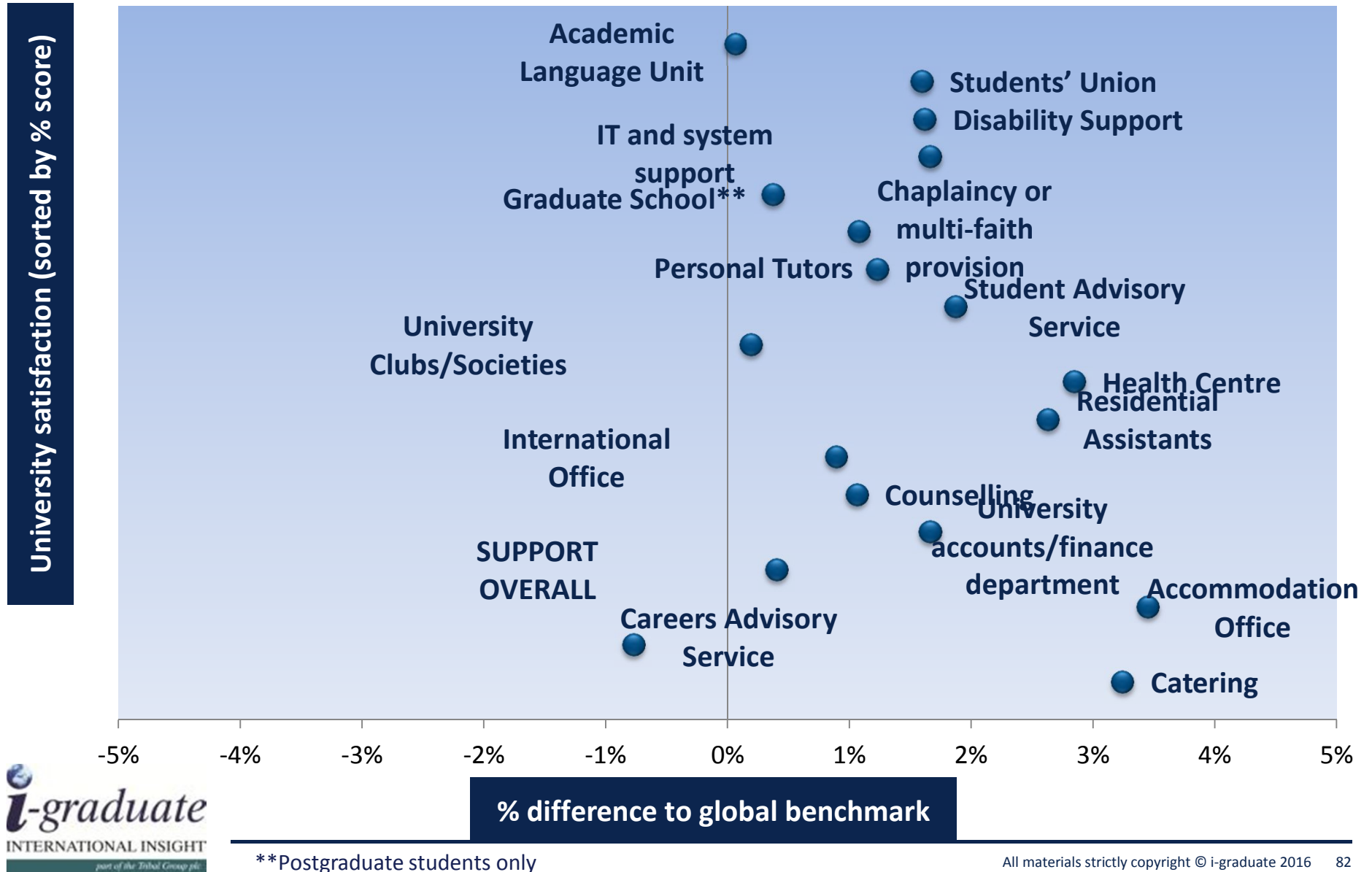
## INTERNATIONAL STUDENTS





# Support matrix

## INTERNATIONAL STUDENTS





# Reflections on the student experience

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## **Higher education provider:**

- Data - high levels of student satisfaction
- Action - listen to the student voice and adapt practice.

## **Student: Critical friends**

- Response - engagement in the conversation
- A willingness to state their concerns and successes.

**A stakeholder driven project of  
providers, the participants & DET:**

**international leader in a reflective, self-regulatory process.**



## Reflections on the student experience

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When regulation is understood as a social activity that includes persuasion, influence, voluntary compliance and self-regulation... regulation becomes something that we all engage in when we intervene purposefully in our social world.





# Q & A + Discussion

## Will Archer



# The i-mark

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**STUDENT BAROMETER™ PARTNER**  
**THE GLOBAL BENCHMARK FOR THE STUDENT EXPERIENCE**

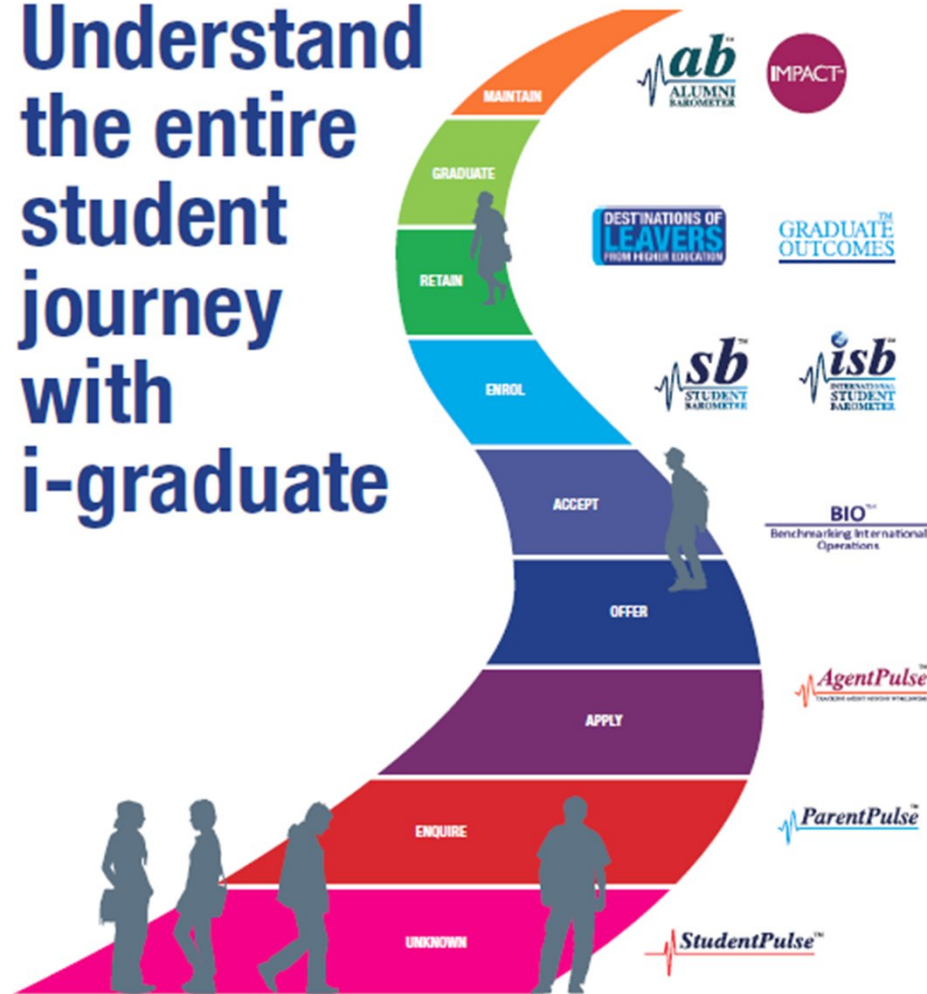
- Available to HE universities worldwide taking part in the ISB or SB
- Instant and easy recognition of an university's dedication to the student experience
- Use on website and promotional literature

*"We are using the i-mark on our admission webpages to show potential students that we use the ISB for program quality management and service development."*



# About i-graduate

Understand  
the entire  
student  
journey  
with  
i-graduate



Established in

**2005**

In Over

**1400**

Universities

Across

**32**

Countries

Feedback from over

**2.5 Million**

Students



# Contact details

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- For further information about the Student Barometer, please contact Kevin Brett ([kevin.brett@i-graduate.org](mailto:kevin.brett@i-graduate.org))
- For further details of any of our other research services, please contact a member of the i-graduate Research Team ([info@i-graduate.org](mailto:info@i-graduate.org))
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