In focus Africa: The world’s fastest-growing continent
In Focus: Nigeria

Opportunities and Challenges

- Country Updates
- Performance
- Highlights
- Challenges
- Recommendations

Source: unesco.org
In Focus: Nigeria
Country Updates

- Economic Growth 1.95% YoY 1Q 2018
  - Largest in Africa
  - Volatility - Heavily reliant on oil; 90% exports / 70% gov revenues (fluctuations cause instability)
- Ranked 30th-largest economy in the world in terms of nominal GDP
  - *Africa's growing giant* with an enviable supply of the world's most valuable commodity, the oil and gas sector is a key driver of the economy (constituting 90-95 percent of foreign exchange earnings)
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Country Updates

- Concentrated wealth (high inequality)
- Growing middle class and rising purchasing power
  - Approx. 23% of the population
- Large population and population growth rate
  - 196,752,840 (UN predicts 400,000,000 by 2050)
    - Behind India and China only
- Greater Lagos area 20,000,000+
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44% population under the age of 15 / 60% under 25

Source: World Population Review
In Focus: Nigeria

Performance

<table>
<thead>
<tr>
<th>Study Level</th>
<th>Full Year 2014</th>
<th>Full Year 2015</th>
<th>Full Year 2016</th>
<th>Full Year 2017</th>
<th>YTD July 2018</th>
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<tbody>
<tr>
<td>Undergrad</td>
<td>251</td>
<td>320</td>
<td>477</td>
<td>602</td>
<td>574</td>
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<tr>
<td>Postgrad</td>
<td>450</td>
<td>643</td>
<td>940</td>
<td>1094</td>
<td>1118</td>
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<tr>
<td>Research</td>
<td>136</td>
<td>141</td>
<td>162</td>
<td>180</td>
<td>170</td>
</tr>
<tr>
<td>Grand Total</td>
<td>837</td>
<td>1104</td>
<td>1579</td>
<td>1876</td>
<td>1862</td>
</tr>
</tbody>
</table>

Nigerian Enrolments HE Australia (to July 2018)

Source: MIP Orbis
## In Focus: Nigeria

### Performance

<table>
<thead>
<tr>
<th>Study Level</th>
<th>Full Year 2014</th>
<th>Full Year 2015</th>
<th>Full Year 2016</th>
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<th>YTD July 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergrad</td>
<td>132</td>
<td>152</td>
<td>234</td>
<td>242</td>
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<tr>
<td>Postgrad</td>
<td>300</td>
<td>356</td>
<td>550</td>
<td>493</td>
<td>457</td>
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<tr>
<td>Research</td>
<td>47</td>
<td>32</td>
<td>52</td>
<td>57</td>
<td>40</td>
</tr>
<tr>
<td>Grand Total</td>
<td>479</td>
<td>540</td>
<td>836</td>
<td>792</td>
<td>679</td>
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</tbody>
</table>

### Nigerian Commencements HE Australia (to July 2018)

Source: MIP Orbis
Nigeria - projected to increase enrolments by between 6.5% - 9.0% per annum over 2015-2025 under the baseline (AIE National Strategy)
## Visa Grants for Nigerians studying in the UK

<table>
<thead>
<tr>
<th>Year</th>
<th>UG</th>
<th>PG</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014-2015</td>
<td>6750</td>
<td>2725</td>
<td>9475</td>
</tr>
<tr>
<td>2015-2016</td>
<td>6600</td>
<td>2385</td>
<td>8985</td>
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<tr>
<td>2016-2017</td>
<td>6500</td>
<td>1820</td>
<td>8320</td>
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</tbody>
</table>

Source: Higher Education Statistics Agency (HESA)
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Performance

Number of Outbound Nigerian Students between 1996 and 2015

Source: UIS UNESCO

© 2017 World Education Services
Education in Nigeria, wenr.wes.org
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Performance

Where Nigerians were studying in 2017

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
<th>Number</th>
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</thead>
<tbody>
<tr>
<td>Other Africa</td>
<td>24000</td>
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<tr>
<td>UK</td>
<td>21%</td>
<td>17881</td>
</tr>
<tr>
<td>Malaysia</td>
<td>18%</td>
<td>14705</td>
</tr>
<tr>
<td>US</td>
<td>12%</td>
<td>9786</td>
</tr>
<tr>
<td>Canada</td>
<td>7%</td>
<td>5982</td>
</tr>
<tr>
<td>Ukraine</td>
<td>4%</td>
<td>3252</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>3%</td>
<td>2093</td>
</tr>
<tr>
<td>India</td>
<td>2%</td>
<td>2088</td>
</tr>
<tr>
<td>UAE</td>
<td>2%</td>
<td>1845</td>
</tr>
<tr>
<td>Australia</td>
<td>2%</td>
<td>1632</td>
</tr>
</tbody>
</table>

Source: unesco.org
In Focus: Nigeria

Highlights

- Youth literacy rate of 70%
- English speaking / LOI
- Motivation for higher education
- Willing to travel / mobile population
- Social / lifestyle
- Growing diaspora
- Opportunities in Australia
- Changes in UK policy / “sense of un-welcomeness”
General profile of Nigerian student considering study in Australia

- Wealthy family – government, self-employed, sponsored
- Private school in Lagos/Abuja/Port Harcourt
- Business or engineering, mostly postgraduate / often UG in UK; looking to ‘broaden their horizons elsewhere’
- Family in the UK – experienced traveller
- Interested to mix (not segregating themselves from other students)
- University rankings not a priority; program, location, price and work opportunities take precedence (generally suitability)
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Highlights

- Quality agents
- In-country representatives
- Australian government support
- Qualified students (PG/UG)
- Diverse range of program interest
- Smooth cultural adjustment
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Added Student Motivations

- Lack of institutions to absorb eligible students (especially quality institutions)
  - Overburdened by population growth (continuing to decline)
  - Number of applicants currently exceeds the number of available university seats by a ratio of two to one
  - Over 1 million qualified Nigerians without access to university places on an annual basis

- Funding cuts and underfunded higher education system
- Ongoing student protests and strikes
- High unemployment among university graduates (2017 report listed 47%)
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Challenges

- DFAT travel warnings / safety issues
  - In-country representative

- One city based market?
  - Abuja
  - Ibadan
  - Port Harcourt
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Challenges

Compliance (perplexing)
- SSVF assessment level 3
- GTE checks
- Student perceptions – Australian Student Visa Process and visa obtainment difficult

Restrictions / limits on foreign exchange

Entry requirements and academic literacy
Challenges

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</tr>
</thead>
<tbody>
<tr>
<td>Percentage successful visa grants</td>
<td>55.40%</td>
<td>44.60%</td>
<td>25.90%</td>
<td>39.80%</td>
<td>45.70%</td>
<td>46.80%</td>
<td>61.50%</td>
<td>85.20%</td>
<td>88.50%</td>
<td>88.90%</td>
<td>89.70%</td>
<td>88.40%</td>
<td>67.20%</td>
<td>63.70%</td>
</tr>
</tbody>
</table>

Extensive (internal and external) **GTE checklist** - agent must go through with every applicant (*too many points to list in a PPT*)

**Main points:**
- Marital status (must be disclosed)
- Previous visa refusals
- Statement of purpose that must
  - outline aspirations
  - how the degree will be used
  - address any anomalies (study gap, visa refusals, change of academic direction)
- Financial viability
  - The applicant must demonstrate evidence of their spouse (or de facto partner) or parent/s annual income in excess of at least $60,000 or $70,000 for accompanied students.
    - or
  - Evidence of funds to cover living, tuition, travel and study costs for first 12 months
General Entry Requirements

Undergraduate
West African Senior School Certificate (WASSCE) or National Examinations Council examinations (NECO) must go via pathway (no direct entry)

Postgraduate
• National Universities Commission, Nigeria (NUC) accreditation
• NOOSR
• UK NARIC
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Recommendations

- Regular visits – no substitute
- In-country representative
- Engage DHA, Austrade, High Commission
- Build government and corporate linkages
- Alumni engagement – brand ambassadors
- Digital and social media
- Institutional engagement – schools and universities
- Grow reputation – build brand awareness
Agent Management

- Careful selection – high quality agents in Nigeria
- Training and regular support
- SSVF / GTE support
- Partnership and relationship
- Understanding each others position and needs
- Proactive not reactive – have a strategy
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Recommendations

Student Experience (word of mouth)

- Student Society (MUASA)
- Cultural events
- Pre-departure
- Orientation and welcome events
- Study skills and MQ numeracy centre
- Buddy/mentor programs
- Careers and employment
Questions?