

# Destination Adelaide

A plan to strengthen, support and grow our international student sector



Government of  
South Australia

“Education, along with research and innovation are at the heart of the Government’s 10 Economic Priorities, acting as key enablers for success.”

**Jay Weatherill**

Premier of South Australia



# Message from the South Australian Premier



International students have long been a part of South Australia's education landscape. Today, our State's universities, vocational training providers, and schools welcome more than 30,000<sup>1</sup> students from around 125 countries.

These international students are engaged and enthusiastic, and bring a diversity of experiences and values that enrich our State. They seek opportunities to expand their knowledge and skills, gain world-class qualifications and contribute to South Australia's research and development capacity, through the attraction of post-graduate students and academics.

International education also plays a critical role in the State's economy. In 2014 international education services accounted for more than one billion<sup>2</sup> in export earnings, was the largest service export for South Australia and the sixth largest export overall. International student activity also has a significant impact on employment, currently contributing around 8,000 full-time equivalent employees.

We know that the worldwide demand for education services has increased substantially over the last couple decades. Between 2000 and 2010 the number of mobile students doubled, from 2.1 million to 4.2 million, and is predicted to reach 7 million by 2025.<sup>3</sup>

Currently Australia has 6 per cent of the global share of international students<sup>4</sup> and is well positioned to respond to opportunities in a growing knowledge market. In terms of international students in Australia, around 85 per cent of enrolments are from the Asia-Pacific region; a region in which demand for education is growing and why this region is a focus for South Australia's trade activities through our China, India and South-East Asia strategies.

Education, along with research and innovation are at the heart of the Government's Ten Economic Priorities, acting as key enablers for success. Economic Priority 4: The Knowledge State outlines our plans for attracting a diverse student body, increasing the number of international students studying in Adelaide and positioning this State to take advantage of the growing global demand for education services.

Destination Adelaide articulates the Government's ambitions to build South Australia's brand and reputation and promote Adelaide as an education destination of choice.

A handwritten signature in black ink that reads "Jay Weatherill". The signature is written in a cursive, flowing style.

**Jay Weatherill**  
Premier of South Australia

1. Department of Education and Training, Austrade Market Information Package, detailed pivot tables accessed July 2015.  
2. Source: ABS, International Trade in Services by Country, by State and by Detailed Services Category, Calendar year, 2014.  
3. OECD and UNESCO Institute for Statistics; Goddard, B. (2011) Future Perspectives: Horizons 2025.  
4. OECD (2014) Education at a Glance 2014: OECD Indicators, OECD publishing.



# Vision

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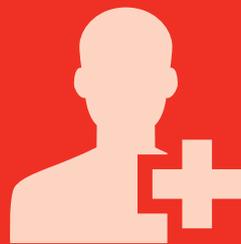
Our vision is to **strengthen** the StudyAdelaide brand off-shore, **support** international education and training providers, and **grow** our student numbers and Adelaide's reputation as a leader in delivering a premium education and student experience.

In total the State Government has committed \$9.9 million dollars over four years for a range of strategic initiatives to position **South Australia** as the premier destination for international students.



# Measures of Success

The Destination Adelaide campaign aims to increase the presence and recognition of BrandSA and StudyAdelaide in international markets, ultimately resulting in growth in international students studying in South Australia. Our measures of success will include:



**INCREASED  
NUMBER OF  
STUDENTS  
STUDYING  
IN ADELAIDE**



**MORE LOCAL JOBS**



**INVESTMENT ATTRACTION –  
STUDENT ACCOMMODATION IN THE CBD**



**INCREASED LEVELS OF  
STUDENT SATISFACTION**



**INCREASE  
IN EXPORT  
EARNINGS**

**MORE STUDENT  
ACCOMMODATION BEDS**



# Strategic approach to Sustainable Growth.



While activities are already targeted in existing markets, further opportunities have been identified to deliver education-based initiatives through the State Government's India, China and South East Asia strategies. These opportunities focus on emerging markets, leverage other trade activity and develop the capacity of South Australian providers to identify and respond to skills demand opportunities.

# Strategic Goal 1

## Grow South Australia's international education footprint.

Education and training are critical to South Australia's broader international engagement and trade strategies. This is why we need to leverage new trade, investment and cultural opportunities in markets where our education institutions have a strong presence, and conversely, promote our education and training strengths in markets where they complement other activities.

The South Australian Government recognises that any efforts to grow South Australia's education footprint must be made in collaboration with the international education sector, and in particular the Universities, whose investment in international student marketing and recruitment activities is considerable. It is acknowledged that the international education sector is fundamental to the future potential growth in student numbers and is therefore a key partner with the State Government and StudyAdelaide in delivering the Destination Adelaide campaign.

### Strategic Goal 1

- 1.1** Recognising education, training and research are central to the State Government's broader international engagement and trade strategy and leveraging the opportunities they create.
- 1.2** Acknowledging that the Asian region has particularly important partners for South Australia.
- 1.3** Working with each part of the education sector to identify strategies for growth in student numbers beyond the Economic Priority 4 target of 34,400 by 2017.
- 1.4** Stepping up the delivery of education and training offshore through more effective utilisation of our trade partnerships in identifying educational and research opportunities.
- 1.5** Building the capacity of vocational education providers to enter markets with emerging vocational education and training (VET) sectors and high demand for skills.

### Initiatives

- Embed international education within the Government's trade agenda by delivering education based initiatives in each of the State Government's India, China and South East Asia Strategies.
- Develop resources for in-country trade representatives in Singapore, Malaysia, Indonesia, India and China about the education and training sector in South Australia and how our providers can support the skills development and workforce needs of each country.
- Work with local VET providers to identify barriers to entry into emerging education markets and develop strategies to increase the number of international VET students from key markets.
- Facilitate Government to Government relationships and encourage participation from education and training providers in inbound and outbound South Australian Government trade delegations, to promote our education sector and research opportunities.
- Continue to develop education partnerships through the South Australian and Shandong Memorandum of Understanding.

# Strategic Goal 2

## Providing a safe, vibrant and positive experience for international students.

The interactions and experiences international students have outside of their institution can have as much impact as the skills and knowledge they acquire through study. Therefore the South Australian Government considers it imperative that all international students have access to these opportunities and that students have a safe, vibrant and positive experience during their time in Adelaide.

Through StudyAdelaide, the South Australian Government supports a range of community and social activities which ensure that students have the opportunity to participate in a structured program of events throughout the year. The Government has also committed to introduce an accommodation offer guarantee for new international students.

### Strategic Goal 2

- 2.1** Fostering an environment where international students have the best positive experience possible.
- 2.2** Promoting South Australia's safe, welcoming, multicultural and vibrant culture.
- 2.3** Ensuring student accommodation meets the needs of a diverse student population.

### Initiatives

- Form a working group made up of the universities and the accommodation sector to identify appropriate mechanisms to deliver an accommodation guarantee for international students commencing at our three public universities.
- Work with the accommodation sector to ensure the quality of student accommodation is of a high standard.
- Review planning and development legislation to secure the future development of purpose-built student accommodation.
- Through a Knowledge Exchange Program, develop opportunities for international students to engage in internships, work placements and volunteer opportunities across government, industry and the not-for-profit sectors.
- Develop and implement a communication campaign to educate international students and employers about student employment rights, including information on working entitlements related to certain visa categories and post-study work visas.
- StudyAdelaide will work with the South Australian Tourism Commission to implement an international students 'friends and family strategy' to encourage increased visitation and length of stay.

# Strategic Goal 3

## Promoting Adelaide as Australia's premier learning city.

In a highly competitive and crowded market place, the education and training sector has a clear message to deliver – that Adelaide is Australia's premier learning city.

StudyAdelaide contributes to the achievement of Economic Priority 4: to increase the number of international students studying in South Australia through a range of destination marketing and brand development activities. As an organisation, it promotes Adelaide as a centre of education excellence and highlights the many advantages for international students who choose to live, study and work in Adelaide.

### Strategic Goal 3

- 3.1** South Australia and Adelaide become known globally as Australia's premier learning city.
- 3.2** Continued funding and support to develop and market the StudyAdelaide brand through the Destination Adelaide marketing program.

### Initiatives

- Through government to government relationships, we will raise awareness of South Australia and Adelaide, including identifying opportunities for the attraction of government funded scholarships.
- Continue to target Ministerial inbound and outbound delegations – focussing on education and research and raising the profile of South Australia and Adelaide.
- Work with South Australia's education institutions to connect with South Australian Alumni in order to identify and grow potential cultural, trade and investment opportunities.
- Continue to support the StudyAdelaide Destination Marketing activities through increased State Government funding.
- Continue to explore opportunities to expand our international education footprint through the Department of State Development Trade and Investment strategies.



# Strategic Goal 4

## Supporting the international education sector.

At the national level, the South Australian Government will continue to strongly represent the interests of the State's international education providers in a range of bilateral government forums. In undertaking this role, it is important for the State Government to be informed by the needs and concerns of the sector, therefore we are proposing to establish an International Education Forum to engage on high-level policy issues and to ensure that we are representing the interests of South Australian providers to the Commonwealth Government effectively.

The Government will ensure that the sector is well-informed and supported through improved communication at both an institution and student level with a view to safeguarding the longevity and success of one of our most important export sector markets for the state.

### Strategic Goal 4

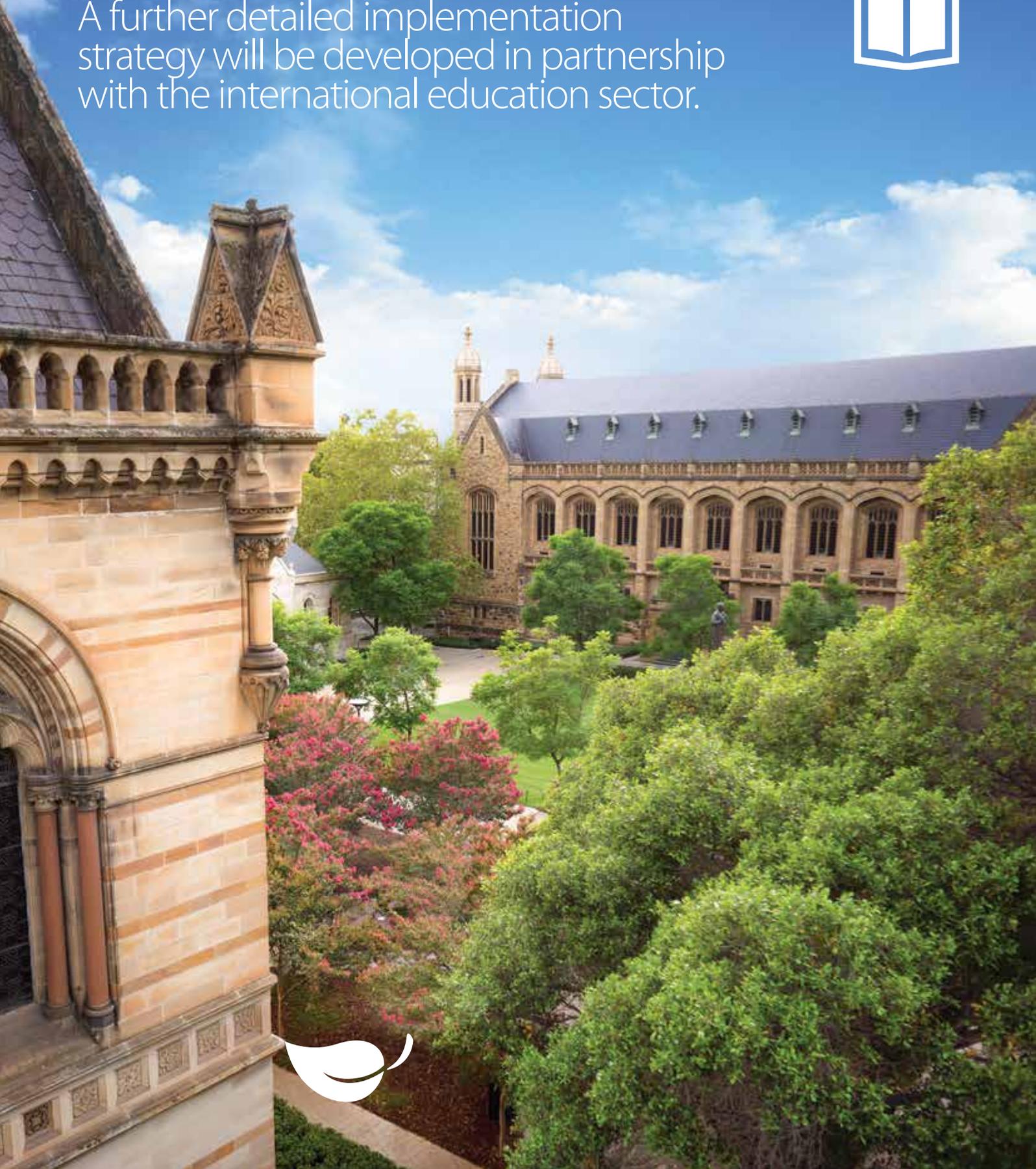
- 4.1** South Australia's education and training sectors are known for their quality and excellence.
- 4.2** Using our role as a State Government to identify and encourage future collaborative opportunities right across the education and training sector.
- 4.3** Lobbying the Commonwealth Government to ensure the regulatory environment governing international education, including the student visa program, is appropriate.

### Initiatives

- Provide the sector with market trends and analysis, building on the available Market Information Package and other available data sources.
- Establish an International Education Forum to ensure key education stakeholders have the opportunity to engage in high-level policy discussions with the South Australian Government.
- Consult with international student associations to seek feedback on issues affecting international students in Adelaide.
- Continue to represent the interests of the South Australian international education sector to the Commonwealth Government and other appropriate professional and regulatory bodies.

The Destination Adelaide Plan provides the overarching direction for building South Australia's brand and reputation and promoting Adelaide as an education destination of choice.

A further detailed implementation strategy will be developed in partnership with the international education sector.



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