

NEWS RELEASE

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StudyAdelaide's Australian first wins National Award

StudyAdelaide's unique employment campaign won the IEAA Excellence Award for Innovation in International Education in Hobart last night.

The International Education Association of Australia (IEAA) presented the award in recognition of the initiative's excellent contribution to international education.

The campaign is designed to create employment opportunities for international students in local businesses that are keen to enter export markets or grow their existing exports.

StudyAdelaide's Chief Executive Karyn Kent explained that the campaign highlights the unique skills and market knowledge that international students can offer South Australian companies.

"It is a win-win for everyone," Ms Kent said. "International students that are looking to stay in Adelaide following their studies are employed in roles that use their language and cultural insights, the businesses grow and in turn more local jobs are created."

The Hahndorf Inn is just one of the success stories to date. Over the last 2-3 years the Inn has twice employed Chinese graduates to help with its marketing and business development. And it's had a major impact on their bottom line; sales revenue has grown \$2m and staff numbers have increased from 48 to 86.

"South Australia's business landscape is dominated by SMEs," said Ms Kent, "and many of these may not have considered employing international students let alone have any knowledge of how to find them. We also needed to dispel the myths around international students and the perceived difficulty of obtaining work visas."

Key to the campaign's success is the development of the Employer Portal website. Aimed at employers, it explains the post-study 485 visa which allows international graduates to be employed without the need for a business to sponsor them. Better yet, the portal connects South Australian businesses with the state's universities and higher education providers who can help identify the right international student or graduate for their business.

The ongoing success of the initiative and employer portal will have wider implications too, said Ms Kent.

"Research shows that employability is one of the key considerations when deciding on an international study destination. This campaign and the award recognition will further enhance Adelaide's reputation as an international study destination of choice."

Quotes attributable to Minister Hamilton-Smith

It is well known that international students contribute socially, culturally and economically to the State. This campaign highlights how international students can help businesses generate even further export income for themselves and the State.

To be awarded one of only six Awards is fantastic recognition for South Australia on a national stage, and demonstrates the innovative approaches taken to promote Adelaide as a study destination globally by StudyAdelaide and the high quality education providers welcoming international students to South Australia.



Background

Adelaide welcomed more than 34,000 international students from 130 countries last year, contributing \$1.2billion to the state's economy.

Every four additional international students enrolments in South Australia creates one new job.

View the Employer Portal at <http://employerportal.com.au>

For media enquiries or further information on StudyAdelaide's award winning Employer Portal campaign please contact Jodie McDonald; jodiemcdonald@studyadelaide.com 8226 0428 or 0406 102 392.