

MEDIA RELEASE

January 17, 2019

International students chalk up \$1.62 billion for SA economy

International education is firmly positioned as one of South Australia's top export earners, with the burgeoning industry generating more than \$1.6 billion last financial year.

The \$1.62 billion figure, the latest released by the Australian Bureau Statistics (ABS) ensures international education is South Australia's second biggest export earner, only beaten by the SA wine sector.

StudyAdelaide Chief Executive, Karyn Kent, said educating international students is one of South Australia's fastest growing industries.

"These latest figures reflect a strong 10.6 per cent growth rate in the value of international education to South Australia on the previous year," she says.

"Students love our city for its high quality education, welcoming and diverse community and natural beauty."

"Yet many South Australians aren't aware of the enormous economic benefits these students bring to the state and the money they spend on everything from accommodation to investing in starting their own businesses here."

Minister for Trade, Tourism and Investment David Ridgway said the Government had increased funding to attract more international students to SA, to further grow the economy and create jobs.

"We know that for every four international students who enrol to live and learn here, one job is created in South Australia to respond to the growing demand for more services and accommodation," said Minister Ridgway.

"International students make an enormous contribution to the state, not only economically, but also socially and culturally and become invaluable tourism ambassadors for South Australia amongst their friends and family back home."

"The Marshall Government has demonstrated its commitment to grow international student numbers having increased StudyAdelaide's annual funding to \$2.5 million and by establishing the Ministerial Advisory Committee for International Education (MACIE) which has brought together education institutions, peak bodies, government and private providers to develop and implement a coordinated, whole-of-industry strategy to sustain further growth in this vital sector."

Business SA CEO Nigel McBride welcomed the latest ABS data, saying it proved once again the growing business value of international students for South Australia.

"International students have been a bit of a 'best kept secret' and the sector probably doesn't make as much noise as it should about the value it brings to our state, as much as other industries do such as wine and tourism," Mr McBride says.

Ms Kent says while it's pleasing that the numbers are strong, the global competition for international students is intensifying and will require a different approach in the future.

“We can’t afford to be complacent. We are exploring new ways to engage with students and parents, and new ways to value add to the students’ experience to remain an attractive option.”

“We think South Australia enjoys some unique features and attractions for international students over other Australian cities, and we’re determined to build on the great reputation we currently have by looking at innovative new approaches to roll out in the next few years.”

ENDS:

AVAILABLE FOR INTERVIEW: StudyAdelaide Chief Executive, Karyn Kent

MEDIA CONTACT: McCo Group, Leigh McClusky

0411 711 780 leigh@mccogroup.com.au

ABOUT Study Adelaide:

StudyAdelaide was established in 1998 and promotes Adelaide as an international study destination. StudyAdelaide has two clear mandates: destination marketing and student engagement, which supports the recruitment activities of institutions.

Educating international students is one of South Australia’s fastest growing industries, and education is now the State’s second largest export industry – contributing \$1.62 billion to the South Australian economy (source: ABS, 2018).

<https://studyadelaide.com>