

International Education & WA's Energy Transition

**Insights into Supply and
Demand**

WACCC Business Forum and Expo

6th December 2024



What we'll discuss today

- 1 The Power of IDP's Data**
- 2 Global Demand Trends**
- 3 Demand for Science & Engineering**
- 4 A Supply Challenge?**
- 5 Key Takeaways**



About IDP



Student Placement

- 200+ offices
- 35 source countries
- 800+ institutions
- 6 destination countries
- 800,000+ students placed

- Destination country (Student Placement)
- Source region (Student Placement)
- Digital Footprint
- IDP Education IELTS testing countries
- English Language Teaching campuses
- Head office – Melbourne
- Digital Campus - Chennai



English Language Testing

- 2,100 test locations
- Over 80 countries (including IELTS Online)
- 400+ IELTS on computer test centres
- 12,000+ Recognising Institutions



Omni-channel reach

- Over 1 million app downloads annually
- Over 100 million visits a year across 30 websites



English Language Teaching

- 9 campuses
- 2 countries



Evolution of our research

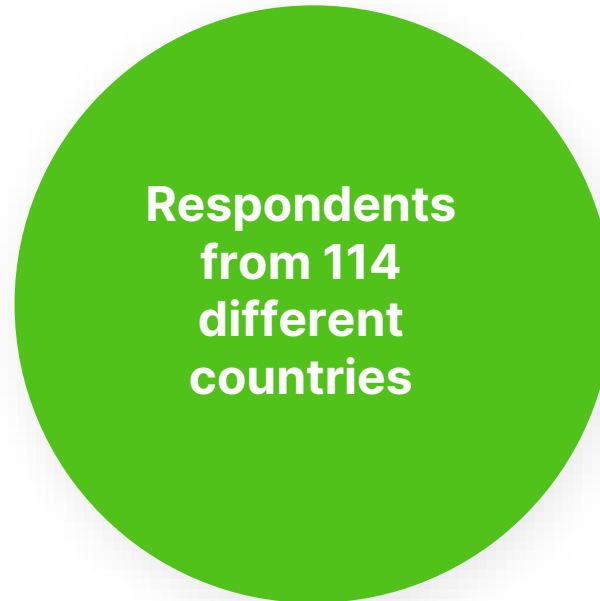
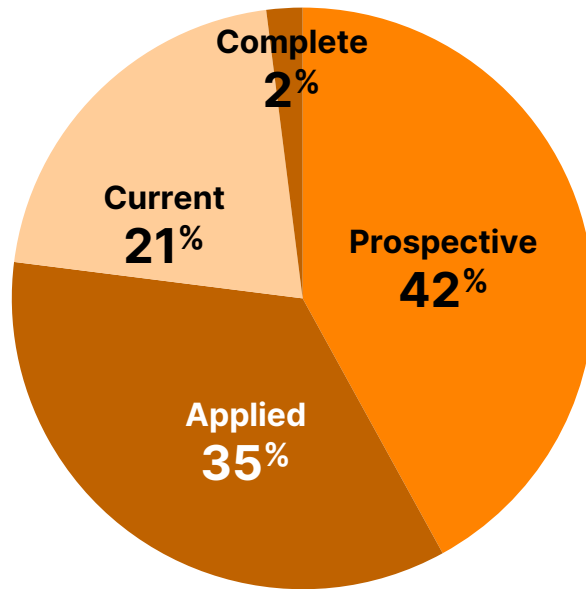
100,000+ students surveyed over 12 surveys



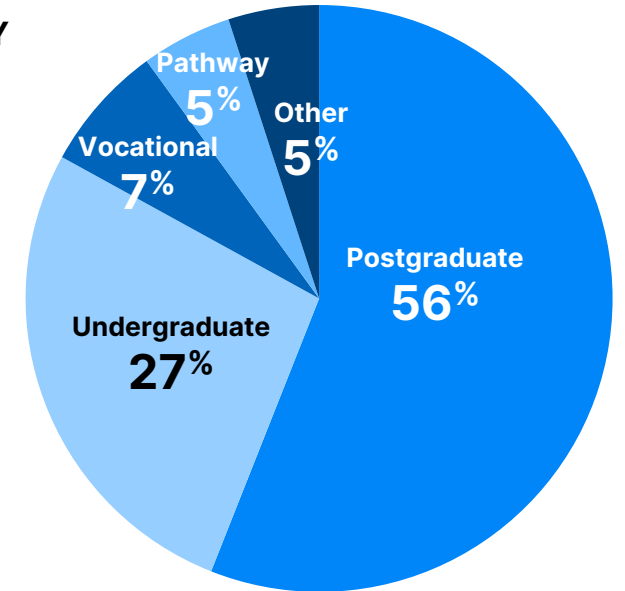
Student respondent profile

6,000+ respondents from across the globe

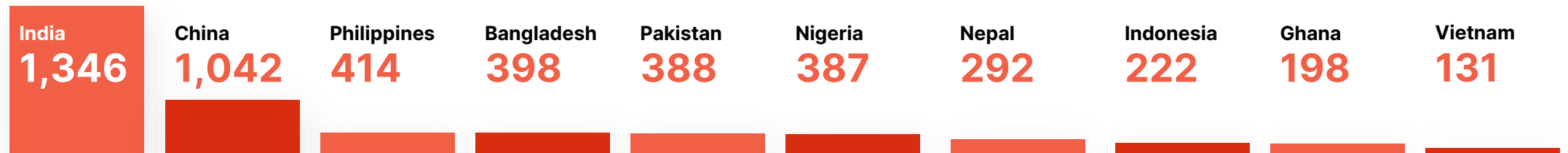
STUDY STATUS



STUDY LEVEL

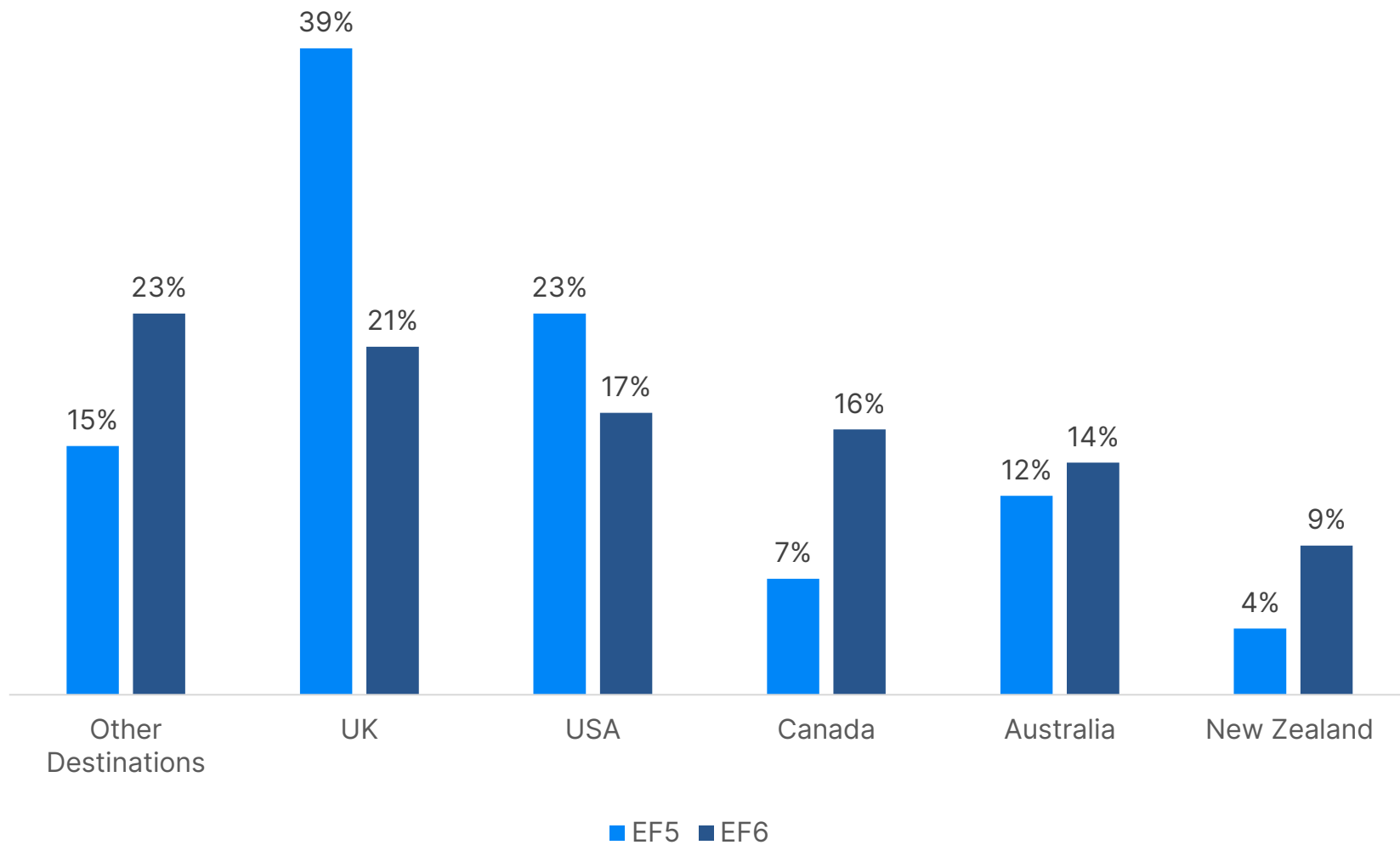


TOP 10 SOURCE MARKETS



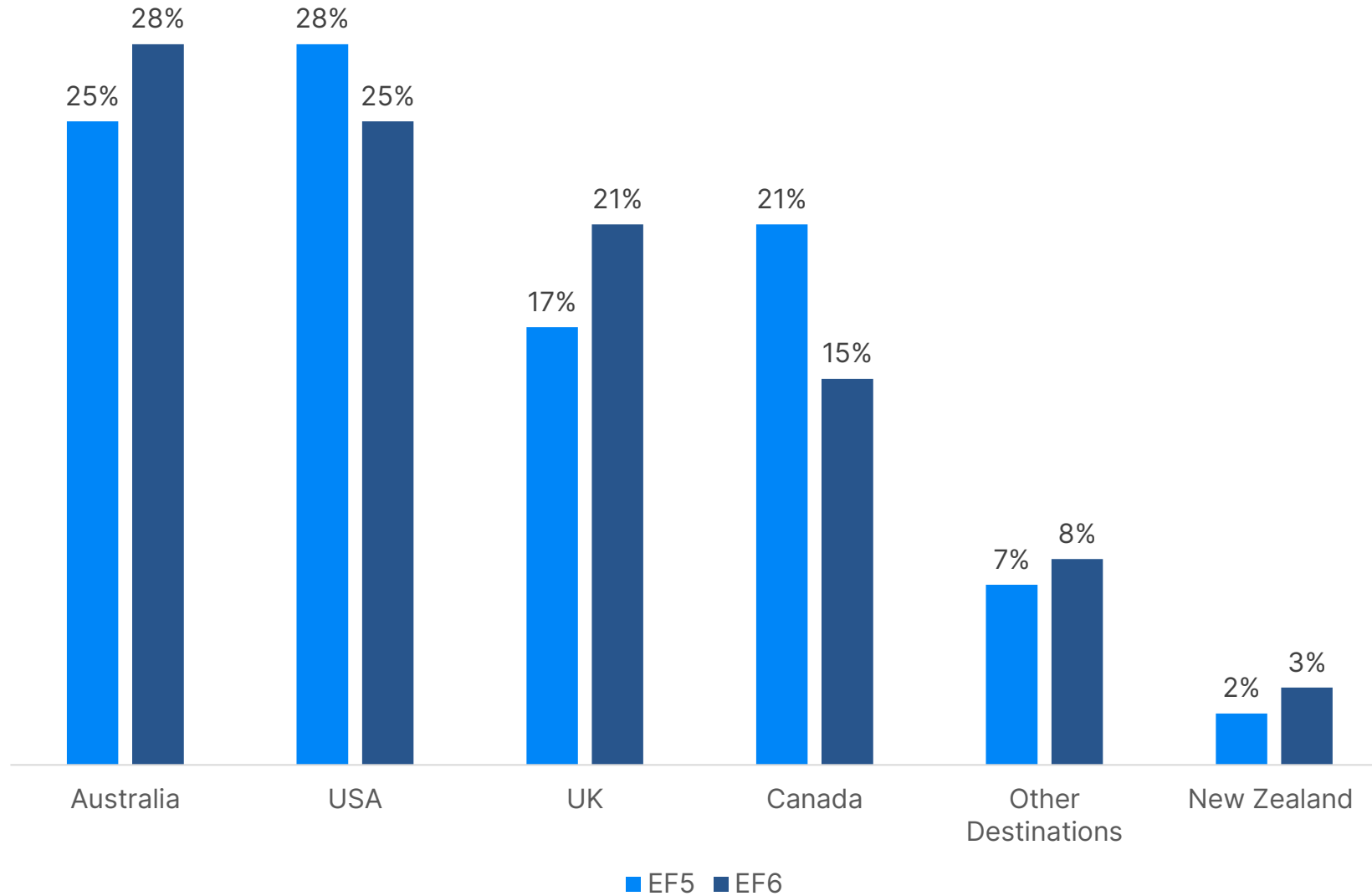
China

First choice preferences



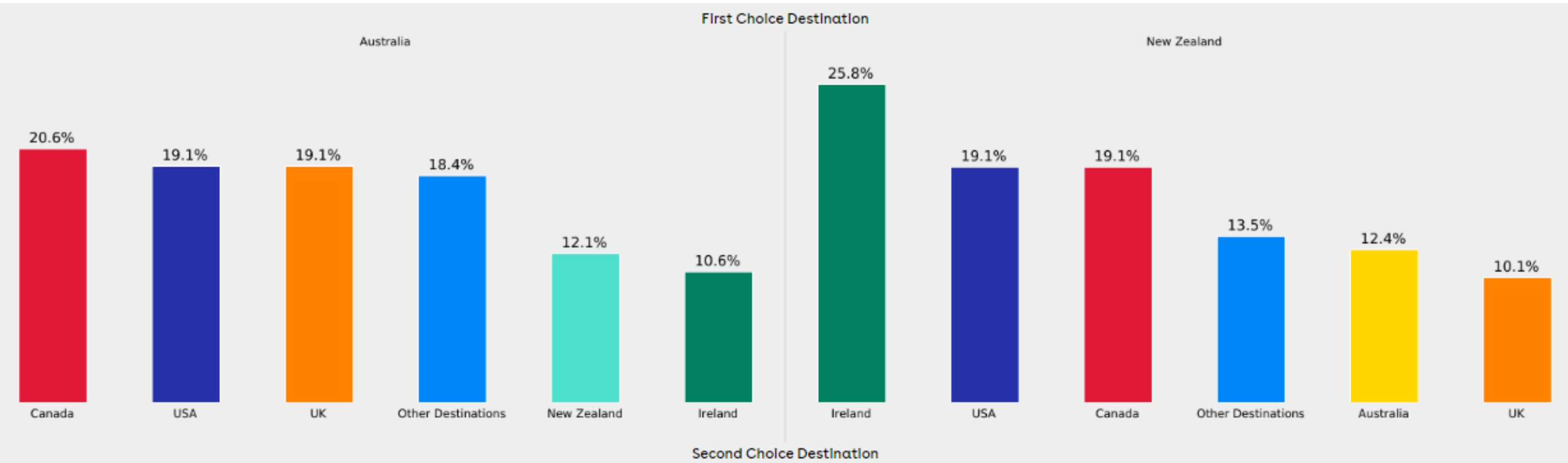
India

First choice preferences



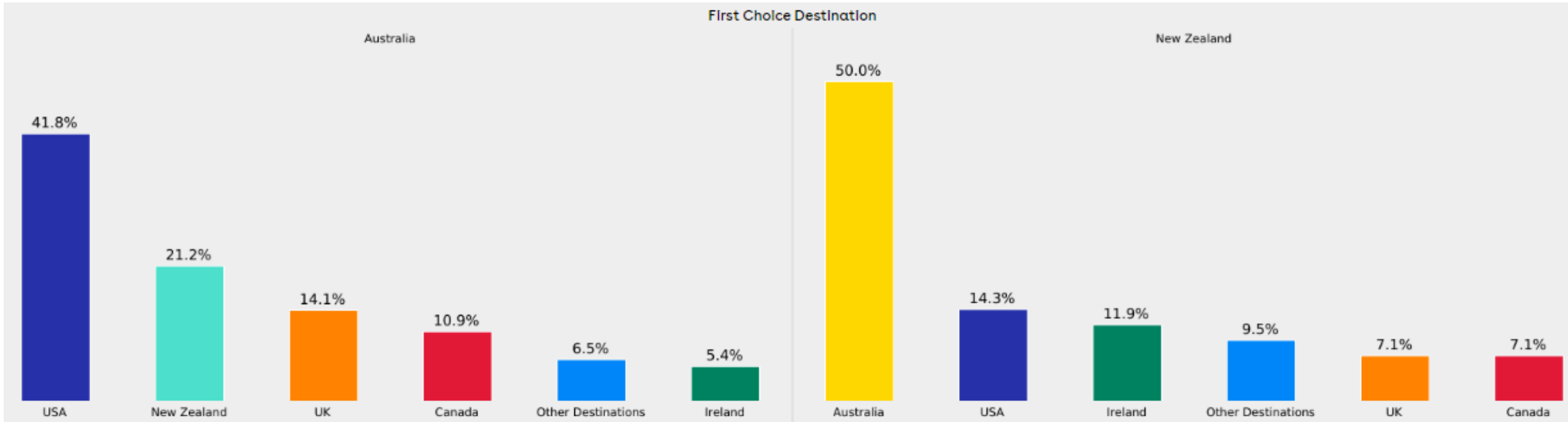
China

If not Australia or New Zealand, then where?



India

If not Australia or New Zealand, then where?



Emerging Futures 6

Voice of the
International
Student

October 2024



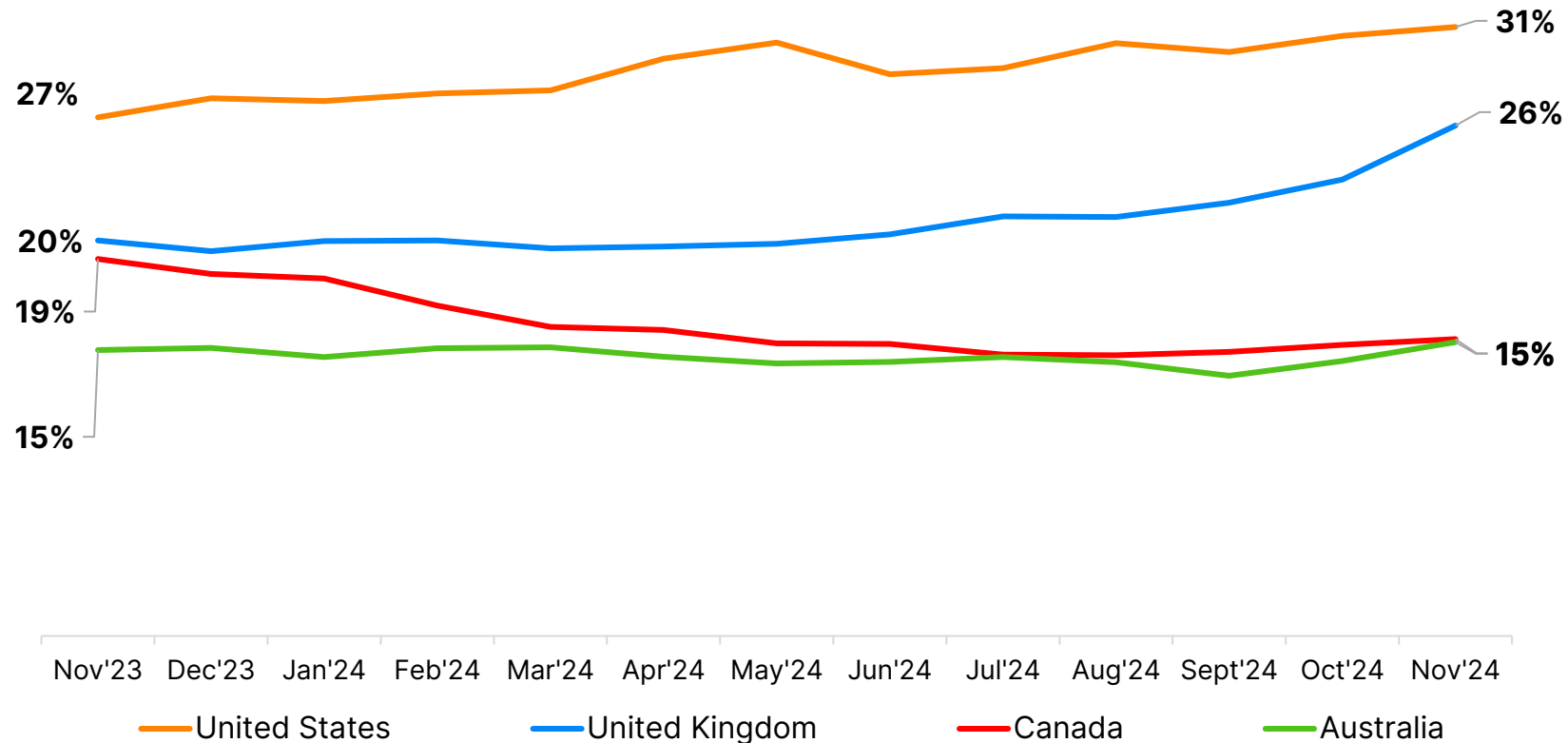
Global Demand Trends



Search Demand Trends

Global

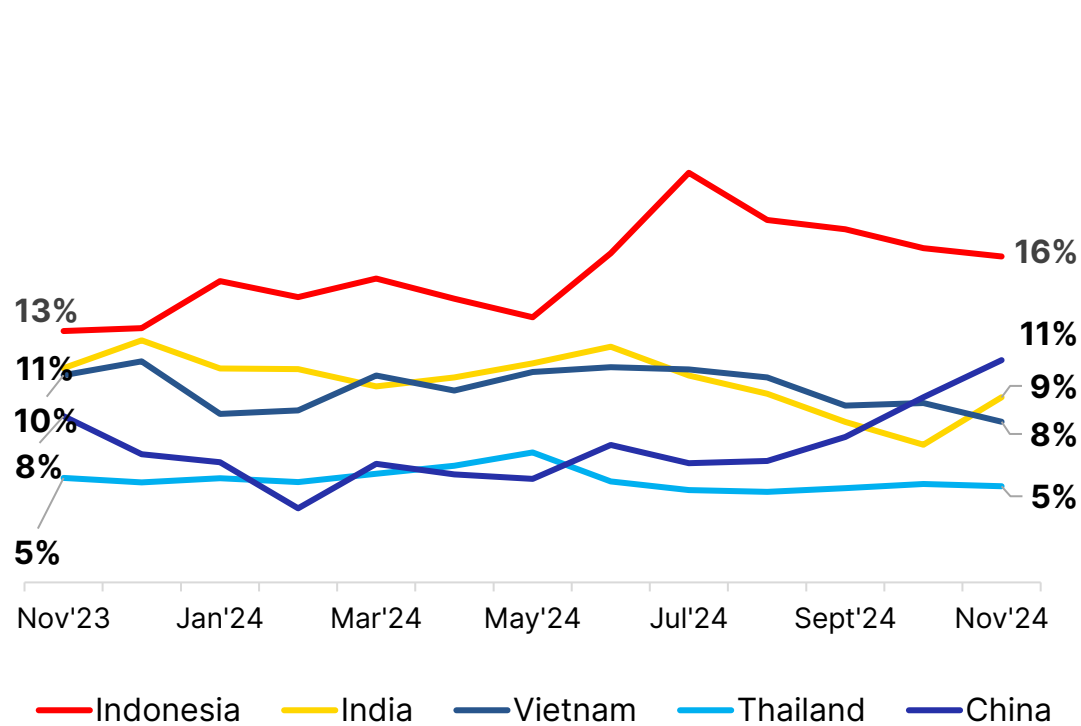
Destination share US, UK, Canada, Australia
Nov 2023 – Nov 2024



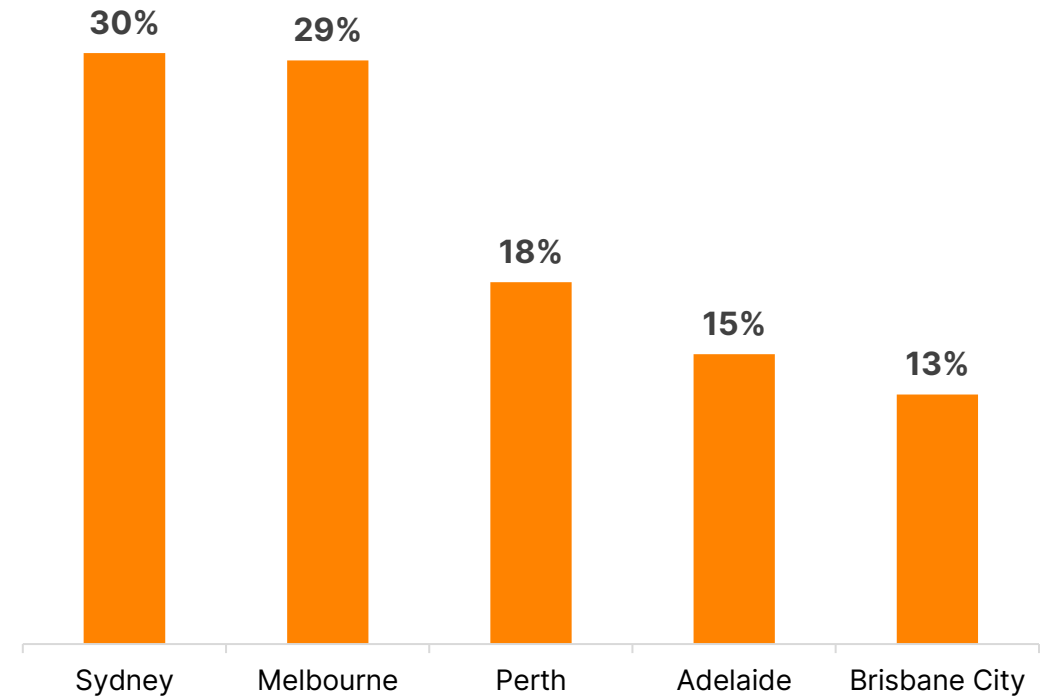
Search Demand Trends

Australia

Top source markets for Australia Nov 2023 – Nov 2024

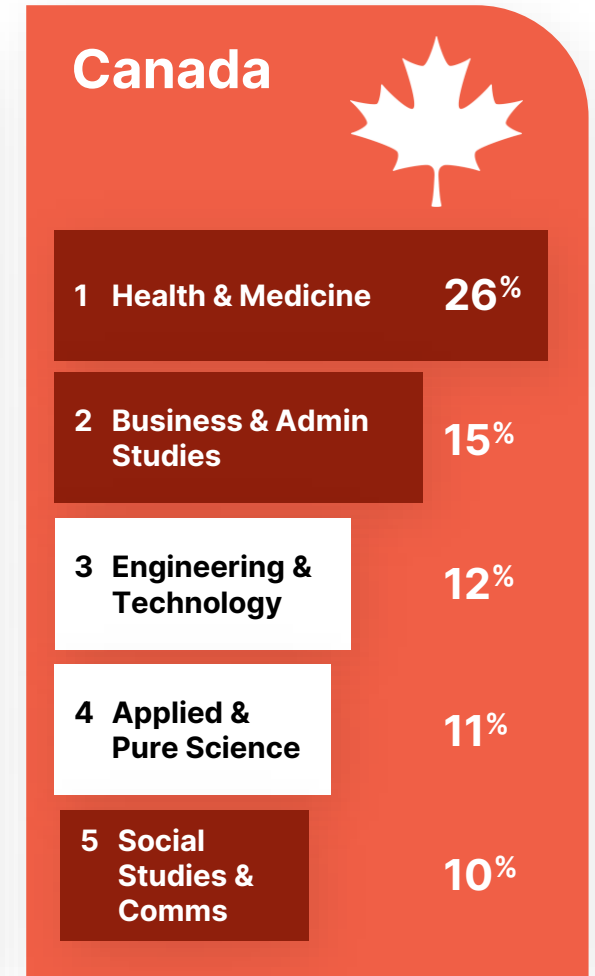
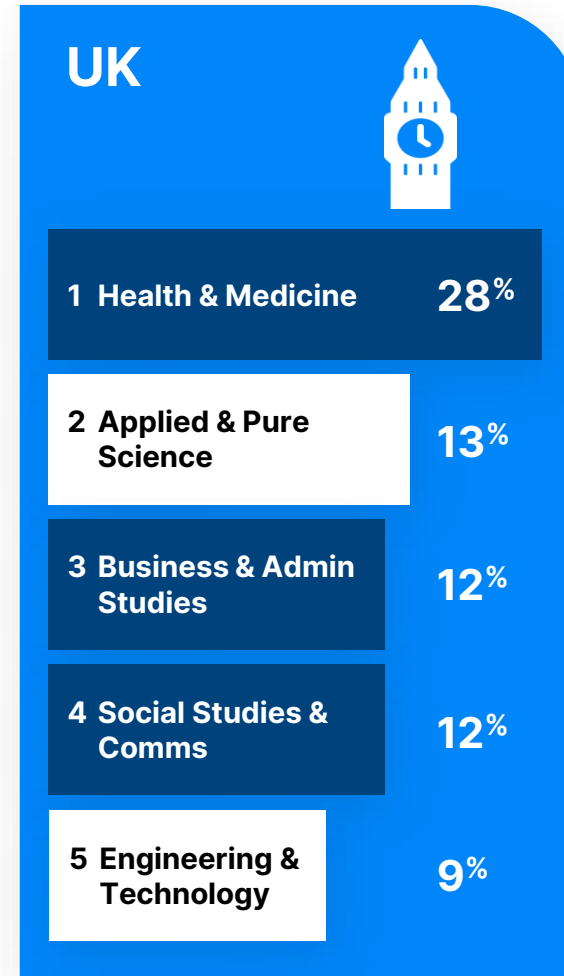
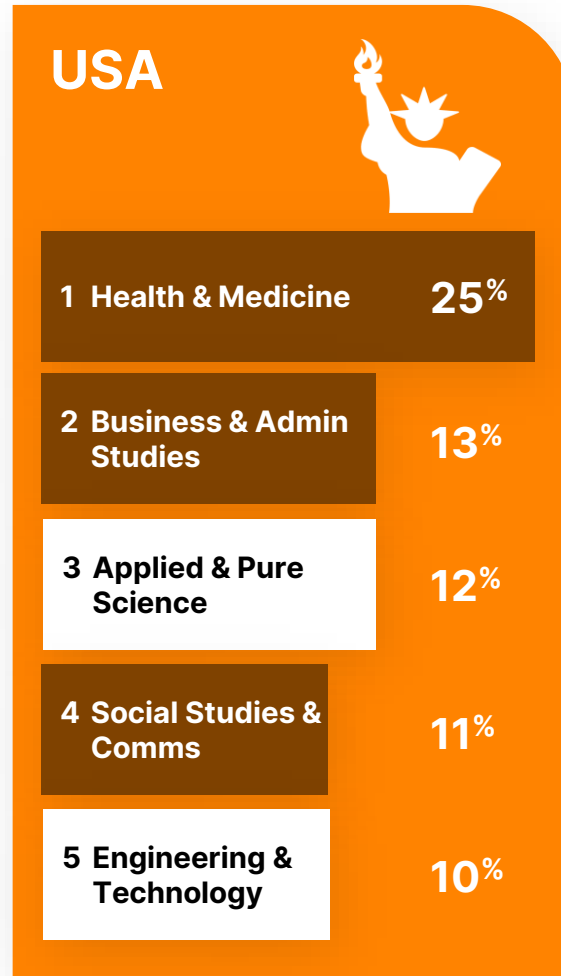
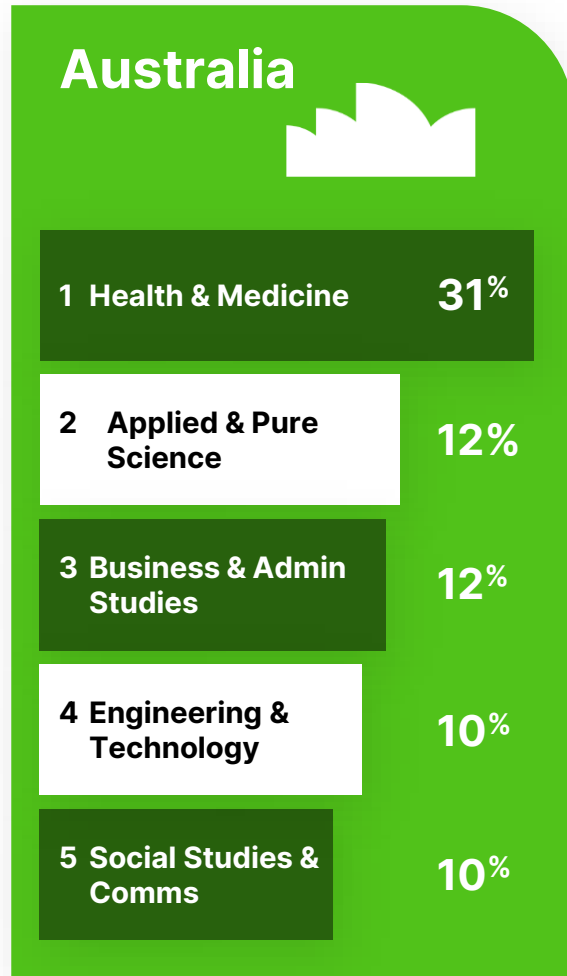


Demand by Destination City Nov 2023 – Nov 2024



Subject Area Demand – The Big Four

Top 5 Subject Areas



Course availability



Where can the demand land?

Course availability in Higher Education

Australia

**Environmental
Science**

192



USA

**Environmental
Science**

525



UK

**Environmental
Science**

515



Canada

**Environmental
Science**

265



Where can the demand land?

Course availability in Higher Education

Australia

“Renewable”

32



USA

“Renewable”

15



UK

“Renewable”

82



Canada

“Renewable”

14



Key takeaways



Key Takeaways

... and where to from here??

1

Awareness is a problem



2

Australia's academic supply is limited



3

Demand for WA higher in relevant fields



4

Government policy mismatch??



Thank you

For any further questions or enquiries,
please contact us here

