



SA FAST GROWTH CONTINUES

Over the past five years, the growth of international student numbers in SA has outstripped the national average. Close to **28,000** international students chose South Australia as their study destination in 2008, according to Australian Education International (AEI). That's well over five times more than the 5,584 students recorded in 1998, when Education Adelaide was established.

International student numbers in South Australia grew strongly last year (**20 per cent** compared to the national average of 20.7 per cent). Our national market share has grown from 3.8 per cent in 2001 to 5.1 per cent in 2008.

Source: Australian Education International (AEI) International Student Data, Dec 2008 online pivot table.

SA Strategic Plan (SASP)

Education Adelaide's mission is to continue this growth and double the export value of South Australia's international education industry by 2014. This means that on average, the industry is expected to grow at an annual rate of 15 per cent each year out to 2014, to reach 62,000 students. A targeted marketing campaign in China, India, South Korea and Vietnam is aimed at helping to achieve this ambitious target.

Why the growth? Adelaide has many competitive advantages ...

Adelaide's competitive strengths are many, not least world-renowned education providers and quality facilities in every education sector.

South Australia has three internationally recognised public universities: Flinders University; The University of Adelaide and the University of South Australia. It is also home to Australia's first foreign university, Carnegie Mellon University (CMU), from Pittsburgh in the United States. UK's Cranfield University has also established a campus here in Adelaide in 2007, offering specialist postgraduate degrees in defence.

The state also boasts an extensive public and private Vocational Education and Training (VET) system, a wide range of specialised foundation studies institutions, ELICOS centres and a highly regarded primary and secondary school sector.

Other factors adding to Adelaide's appeal among overseas students include:

- **South Australia's cost of living:** Latest Economist Intelligence Figures state that it is 24 per cent cheaper to live in Adelaide than Sydney, 21 per cent cheaper than Melbourne, 12 per cent cheaper than Perth and eight per cent cheaper than Brisbane;
- **Five bonus migration points:** presently offered to many students who choose SA as their study and migration destination;
- **Affordable, accessible accommodation:** that allows students to live, work and play in the city centre; and
- **A welcome reception:** South Australia's friendly, inclusive community.

For more information, visit www.studyadelaide.com.