IMPACT
OF INTERNATIONAL EDUCATION IN WESTERN AUSTRALIA
GET TO KNOW STUDY Perth

StudyPerth is the first point of contact for anyone looking to study in Perth, Western Australia. Offering first rate information to help assist potential students with their transition to life in Perth and highlighting the steps they need to take to quickly integrate into the local community - fuss free!

International education is Australia’s largest services export and the nation’s fourth largest export overall - after iron ore, coal and natural gas. Looking ahead, international education is expected to be among the major beneficiaries with the unprecedented rise in middle class incomes driving economic growth.

IN WESTERN AUSTRALIA WE WELCOME OVER 49,000 INTERNATIONAL STUDENTS EACH YEAR, 92% ENROL WITH ONE OF STUDYPERTH’S MEMBERS.

92%

StudyPerth works closely with the Government of Western Australia, the City of Perth, Austrade, JTSI, DFAT and our members. We also work closely with international organisations, educational institutions and Federal government to ensure correct information is available to parents, potential students and anyone else involved in the decision making process.

We are a small team based in Perth, speaking ten languages. Our marketing materials and website are translated into twelve languages and we maintain ten social media channels in three languages.

StudyPerth promotes Perth as the ultimate study destination through marketing campaigns in numerous overseas markets including India, China, Vietnam, Malaysia, Singapore, Brazil and Colombia just to name a few. Marketing activities include attending student fairs, geo targeted social media campaigns, inflight print advertising, hosting inbound visitors and media in Perth, working with international bloggers, school visits, compound Google AdWords targeting as well as other opportunities as they arise.

INTERNATIONAL STUDENTS IN PERTH - STUDENT ACCOMMODATION COSTS & WHAT INTERNATIONAL STUDENTS LIKE ABOUT PERTH

Perth is the cheapest Australian city for homestay and airport reception.

For homestay and airport reception-

Perth
Homestay - $275
Reception - $130

Adelaide
Homestay - $280
Reception - $130

Sydney and Melbourne are much more expensive-

Melbourne
Single room - $295
Reception - $160

Sydney
Single room - $295
Reception - $160

For a single room and airport transfer-

Perth
Single room - $250
Transfer - $121

Brisbane
Single room - $280
Transfer - $121

Sydney and Melbourne are much more expensive-

Melbourne
Single room - $350
Transfer - $130

Sydney
Single room - $340
Transfer - $121

As a city in which to study & live, international students rated these as their Top 7 Likes:
- the study environment
- the quality of education
- education choices/options
- safety
- friendliness of the local population
- lifestyle
- places to visit

Punching above our weight
Western Australia accounts for 15% of Australia’s GDP (Gross Domestic Product) with only 11% of Australia’s population.

This is 33% above the national state average.

Source: Committee for Perth National, September 2017
INTERNATIONAL STUDENTS – HOW IS PERTH RATED AS AN EDUCATION CITY?

#26 in the world for most desirable student city. (Online 4th in the top 50 in the world, 2022/2023 ESI survey)

QS (London) has rated Perth in the Top 50 student cities in the world for the past 6 years. (It has been as high as 25th)

This is similar to Milan, Dublin, Manchester, Helsinki, Edinburgh but better than Shanghai, Prague, Brussels, Los Angeles, Moscow, Washington DC, Lyon, Christchurch, Philadelphia and Mexico City.

Perth has one university (UWA) with 5 star plus rating in the most recent rankings by QS, with seven subjects ranked in the top 50 worldwide.

This includes Mineral & Mining Engineering, Anatomy & Physiology, Agriculture & Forestry, Performing Arts, Psychology, Earth & Marine Science and Civil & Structural Engineering.

Source: QS, Best Student Cities 2017.

One university (ECU) ranked Australia’s top public university for student satisfaction.

Source: 2017-2018 survey

Perth has one university (UWA) in the Top 150 Universities in the world.

Times Higher Education, Top 100 Universities 2018

Perth has one university (Curtin) in the Top 50 Universities in the world under 50 years of age

Perth has two universities (Murdoch and CQU) in the Top 160 Universities in the world under 50 years of age

and one university (ECU) in the Top 150.

Source: UIpai, Rankings 2017

Perth has two universities (Curtin and UWA) ranked among best in world.


61,576 international enrolments

+68%

2005

2016

INTERNATIONAL STUDENTS IN PERTH

Hosts more than 1,600 international Doctoral students

Best Balance of Higher Education International students doing STEM and BAM programs in Australia

34% STEM (science, technology, engineering & maths)

38% BAM (business, accounting & marketing)

WA’s share of Australia’s international student visa market

7.8%

WA’s share of Australia’s international student visa market

7.8%

Study in Greater Perth metropolitan area

97%

International education contributes 35% of all the money ($3.974 Billion) earned from international visitors.

- Businesspeople: $637 Million
- Tourists: $1.993 Billion
- Students: $1.389 Billion

International education ($1.551 Billion) creates 1 job for every 5 international students.

21% of total Services Exports.

Employs approximately 9,000 West Australians.

#2 Service Sector industry after tourism.

For the past 13 years, Perth has been ranked in the Top 10 most liveable cities:

- #7 in 2017

This measure considers stability, healthcare, culture, education, and infrastructure.

Perth is ranked 3rd in Australia for Quality of Life (Sydney 1st, Melbourne 2nd, Perth 3rd, Adelaide 4th, Brisbane 5th).

Perth is the best value city in Australia.

- Sydney > 14th (most expensive)
- Melbourne > 15th
- Brisbane > 31st
- Adelaide > 35th
- Perth > 49th (cheapest)

Eg of most expensive cities:
- Singapore > 1st
- Hong Kong > 2nd
- Zurich > 3rd
- Seoul > 6th
- Paris > 8th
- New York > 9th

Perth is ranked 24th in the world for best student mix.

Note: $333 is the top 30 in the world; it does not rate in the affordability and employability metrics.
International students fund their own places at our universities, colleges & schools.

In fact, the presence of international students in a particular course or program often will help to make specialised programs more viable for local students.

In other words, they cannot ‘take a place of a West Australian student’

According to Tourism Research Australia, per person, international students spend more than 8 times the average for all holiday visitors:

$13,606 VS. $1,694


Each international student attracts 1.49 visiting friends and relatives from overseas and interstate.

In 2015 this equated to about 66,752 visitors

Average spend per visitor was $3,314 (no accommodation, tours, car hire, fuel, shopping, entertainment, taxis, transport but not airfare)

Total spent in 2015 by people visiting students was about $221.2 million

1 in 7 visitors come from China, 58% of visitor nights is education related & they will spend 6 times what the average holiday maker from China will spend.

$25,492 VS. $4,230

Source: Integrated Chinesevisitor in Australia - Challenges and Opportunities for WA, Tourism Research Australia, April 2017
INTERNATIONAL EDUCATION - SOURCE MARKETS

From 148 source countries

84%

India 15.1%
China 14.8%
Malaysia 6.9%
Brazil 4.5%
Taiwan 3.9%
Vietnam
Hong Kong
South Korea
Singapore
Kenya
Pakistan
Bhutan
Colombia
Indonesia
Nepal
Japan
Italy
Mauritius
Thailand
UK
USA
Philippines
Saudi Arabia
France
Sri Lanka

Perth has the best international source market diversity of any Australian city.

Developing new source markets

StudyPerth is committed to continuing to build a resilient and broad-based sector for WA, constantly researching markets and exploring new opportunities.

INTERNATIONAL EDUCATION - TRADE LINKS, NETWORKS, FUTURE INVESTORS & SKILLED MIGRATION

International students introduce their friends, family & networks

They are super tourists, future investors, migrants & trading partners.

“International education nurtures cross-cultural networks in our region & strengthens our institutions across teaching and research.

On top of that, international students bring enormous benefits to our economy.”

Source: Australia’s Minister for Education and Training, The Hon. Christopher Pyne, 8.4.15

On the StudyPerth website, international students can search for any course or scholarship at any institution in WA.

Top 5 communities currently accessing the StudyPerth website are USA, Indonesia, India, Vietnam & Kenya.

Source: StudyPerth, Google Analytics, 2017

Top 6 communities liking StudyPerth’s popular Facebook page:

Indonesia
Myanmar
Vietnam
India
Malaysia
Venezuela

Source: StudyPerth, Facebook Insights, accessed 8.5.17

internet, education agents, family & friends & Google search are the Top 5 primary sources of information about studying in WA.

Top 5 secondary sources of information are Google images and maps of Perth, accommodation websites, StreetView & the StudyPerth website.

Source: StudyPerth, Social Media Tracking, March 2017

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