ECONOMIC IMPACT OF COVID-19 ON THE ELICOS SECTOR IN 2020-2021 AND GROWTH LEAD INDICATORS:

QUEENSLAND

ENGLISH AUSTRALIA

QUALITY | SUPPORT | ASSURANCE

A report prepared for English Australia by BONARD
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English Australia contact: Brett Blacker
BONARD contact: Svetlana Cruz

PO Box 1437 Darlinghurst NSW 1300
Tel: +61 2 9264 4700
Email: easec@englishaustralia.com.au
www.englishaustralia.com.au
ABN 90 087 690 408

Salztorgasse 2, 1010 Vienna, Austria
Tel: +43 650 612 4527
Email: svetlana.cruz@bonard.com
www.bonard.com

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PO Box 15185 City East QLD 4002
Tel: +61 7 3328 4811
www.qld.gov.au

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Introduction

This report documents the effects of the Covid-19 pandemic on the ELICOS sector in Australia and Queensland in particular both in 2020 and 2021.

The research utilises the latest international student mobility data and analyses the cumulative impact on the ELICOS sector in Queensland from the border closures in 2020 and 2021. It assesses the overall economic implications of the Covid-19 pandemic, while also presenting a deep dive into related areas such as the impact on the sector's workforce. Moreover, trends in demand levels are provided by visa type, study location and source market.

For benchmarking purposes, the study provides an overview of the impact on the entire ELICOS sector in Australia. It quantifies the pandemic's direct and future impacts on the international education export industry, covering all ELICOS students regardless of visa type.

To provide as accurate an analysis as possible, BONARD collated inputs for a broader economic impact calculation that included students for whom ELICOS is a gateway to continued academic studies in Australia.

This component of the analysis is critical as it shows the losses that the ELICOS sector experienced two years into pandemic extended into other areas of Australia's international education industry, including higher education and VET.

According to data from the Department of Education (DoE), 47% of ELICOS students enrolled on a student visa progress to another international education sector in Australia.

Therefore, this study elaborates on how losses in the ELICOS sector not only impact the sector itself but go on to cause considerable losses across other international education sectors. The total economic loss as a result of border closures has resulted to AU$4.6 billion.

Lastly, as a new focus area, the study introduces outputs related to opportunities for growth to identify the most feasible markets for ELICOS providers in Queensland.

Methodology

This research was carried out by BONARD, an independent market research firm specialising in international education with chief research officers being individual members of ESOMAR World Research.

The project was conducted as secondary research. It combined data from annual and quarterly data reporting by ELICOS colleges to accumulate sufficient evidence to calculate the impact of the pandemic in 2020 and 2021.

As such, the report leveraged the following approaches and resources in order to estimate the direct impact of the pandemic on the ELICOS sector as well as knock-on effects on other international education sectors in Australia:

Loss in direct economic contribution

Key inputs (number of students, student weeks, tuition fees and additional spend of students) were sourced from English Australia's National ELICOS Market Survey, which has served as an annual reporting scheme for almost 25 years. The latest dataset builds on data provided by 152 Australian ELICOS colleges. The 2019 dataset from the National ELICOS Market Survey was used as a benchmark to determine the direct economic loss in 2020 and 2021.

Further inputs, such as the impact on staff employed by the ELICOS sector and share of students learning English on-shore vs off-shore, were gathered from English Australia's Quarterly ELICOS Market Insight research, which is a complementary data collection scheme.

Associated future economic losses

In addition to the direct loss to Queensland's economy, the report estimates future losses to the international education industry (students progressing to a non-ELICOS sector after their first ELICOS course is completed). The 2019 DoE data on 'pathways students post-ELICOS' was used as a benchmark and covered the sectors of Higher Education, VET, Schools and Non-award.

For this calculation, average annual tuition fees in the respective sectors were sourced from the Commonwealth Register of Institutions and Courses for Overseas Students.

IMPACT IN AUSTRALIA

The Covid-19 pandemic has had a profound impact on the Australia's international education sector and severely affected ELICOS colleges' operations over the past two years. The implications of border closures for the sector amplified in 2021 as Australia lost its market share to other destinations which reopened their borders earlier, predominantly Canada.

Impact on demand levels for ELICOS

Demand levels for the global English language training sector have fallen significantly as a consequence of this crisis. The number of international students learning English abroad dipped by 76% between 2019 and 2021, while student weeks dropped by 76%. In Australia, the sector has lost 77% of its student numbers between 2019 and 2021 and 79% of the student week volume.

As Australia maintained a closed border to international travel, the ELICOS sector saw students gradually switch to off-shore learning in 2020. This trend continued in 2021, with off-shore students accounting for 80% of student numbers and 77% of student weeks.

-79% decrease in student weeks

-77% decrease in the number of ELICOS students between 2019 and 2021

AU$4.6 billion Total economic loss as a result of the Covid-19 pandemic in 2020 and 2021, being:

- **AU$1.9 billion loss in direct contribution**
- **AU$2.7 billion loss in future pathways**

Impact on economic contribution

The cumulative impact of direct economic losses (tuition fees and living costs) and future contributions in 2020 and 2021 from students who would typically enter another international education sector after completing their first ELICOS course was estimated at AU$4.6 billion.

The compound effect of declining demand levels and a lower direct economic contribution from students following a substantial shift to off-shore delivery caused the sector's economic contribution to plummet: in 2021, it was 82% lower than it was in 2019.

	2019-2020	2019-2021
Loss in direct contribution	AU$1.2 billion	AU$1.9 billion
Loss in future pathways	AU$1.5 billion	AU$2.7 billion
Total	**AU$2.7 billion**	**AU$4.6 billion**

Direct economic contribution by the ELICOS sector in Australia

State	2019	2020	2021	% Change (2019 vs 2021)
ACT/NT/TAS	AU$35,539,671	AU$13,650,828	AU$6,445,525	-82%
NSW	AU$924,192,642	AU$395,296,871	AU$167,227,413	-82%
QLD	AU$565,307,584	AU$251,206,264	AU$83,576,293	-85%
SA	AU$62,562,955	AU$42,855,862	AU$21,923,972	-65%
VIC	AU$631,350,708	AU$348,586,900	AU$130,892,127	-79%
WA	AU$137,149,550	AU$68,933,917	AU$28,931,027	-79%
Total	**AU$2,356,103,110**	**AU$1,120,530,642**	**AU$438,996,357**	**-82%**

When calculating the direct economic impact, AU$1.92 was added to each dollar spent by a student in Australia on tuition fees. This is in line with the methodology used in annual reporting and is an estimate of extra money spend while studying in Australia and is used to determine the total direct contribution.

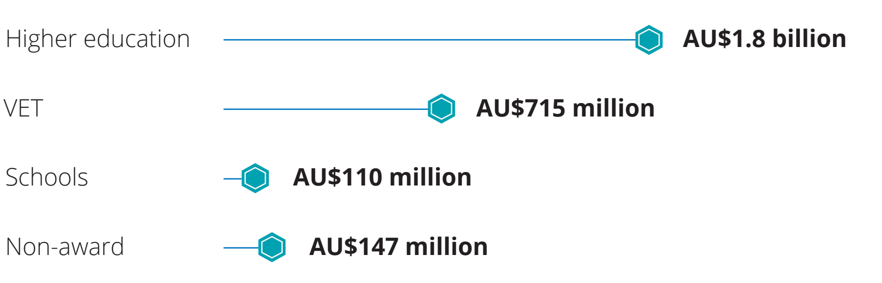
Two years into pandemic, the direct economic contribution from ELICOS students dropped by AU$1.9 billion compared to 2019.

New South Wales still generated the highest proportion of the sector's economic contribution to Australia in 2021. Still, similarly to 2020, it also registered the largest loss in terms of volume, losing over AU$757 million (an 82% decline).

The state of Victoria maintained its position as the second-largest contributor but still declined by 79%. Percentage-wise, Queensland faced the most significant drop from 2019 (-85%), while South Australia had the smallest decline (-65%).

Estimating the loss in future pathways using data from DoE, it is expected that 41,782 students will not continue their studies in another sector in 2021 due to the pandemic. Estimated losses have grown since 2020: a total of AU$2.7 billion in 2021 compared to AU$1.5 billion in 2020. The sector facing the most significant loss is higher education (AU$1.8 billion), followed by the VET sector (AU$715 million). Schools (AU$110 million) and non-award (AU$147 million) follow.

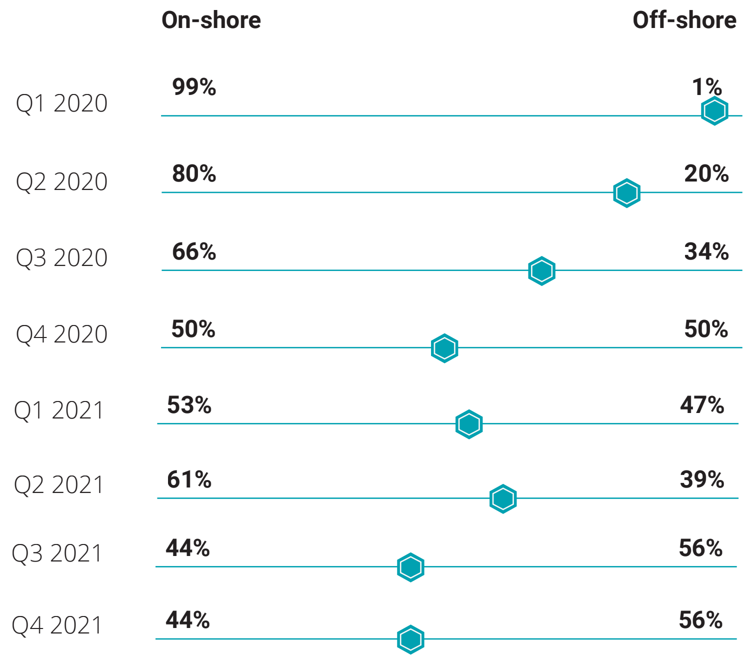
Loss in future pathways to other international education sectors in Australia (2019 vs 2021)



The future loss in revenue (tuition fees and additional costs) tied to students not being able to progress to their desired sector (AU$2.7 billion) will be higher than the drop in the ELICOS sector's direct contribution in 2019 (AU$1.9 billion).

Sources: National ELICOS Market Report, 2010-2021; Australian Government Department of Education, 2022; BONARD, 2022

Share of ELICOS students by study location in Australia



Quarterly data shows that the shift to off-shore delivery has been increasing over the past two years, from **1% in Q1 2020 to 56% in Q4 2021.** The off-shore cohort slightly decreased in Q2 2021 as student enrolments during this period was at its lowest in 2021.

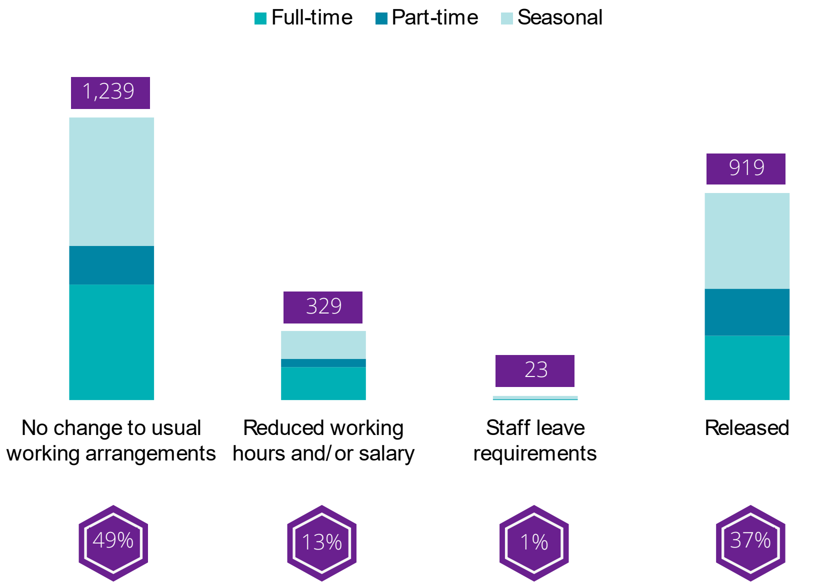
While ELICOS providers have shown exceptional adaptability, quickly shifting from in-person to online and blended delivery models, the availability of government funding via programs such as the Innovation Fund 2021, and technology infrastructure was a crucial factor during the pandemic.

Top 15 source markets in 2021 and change from 2019 in Australia (student numbers)

Source country	2019	2020	2021	# Change (2019 vs 2021)	% Change (2019 vs 2021)
China	36,234	18,830	9,892	-26,342	-73%
Colombia	14,421	10,772	4,156	-10,264	-71%
Japan	20,937	8,453	2,920	-18,017	-86%
Nepal	4,147	3,592	2,341	-1,806	-44%
Brazil	14,627	7,585	2,253	-12,374	-85%
South Korea	11,106	5,213	2,108	-8,997	-81%
India	6,510	3,113	1,545	-4,964	-76%
Taiwan	6,176	3,160	1,422	-4,753	-77%
Vietnam	4,211	2,176	1,395	-2,817	-67%
Thailand	8,201	3,839	1,324	-6,877	-84%
Malaysia	2,454	1,906	1,051	-1,403	-57%
Indonesia	1,532	878	969	-562	-37%
Chile	3,175	1,909	825	-2,350	-74%
Italy	3,785	1,687	699	-3,086	-82%
Hong Kong	1,439	893	601	-838	-58%

Sources: National ELICOS Market Report, 2019-2021, Quarterly ELICOS Market Insight, 2020-2021

Changes in staff working arrangements in Australia



Note: Data is based on the market situation as at 31 December 2021. Extrapolation is based on a sample of 98 providers who were able to provide their employee impact data and the market share of their students with the overall state numbers being used as the coefficient.

In 2020, 75% of staff reported being impacted by Covid, and the percentage decreased to 51% in 2021. In the second year of the pandemic, the ratio of staff reporting no change to their working conditions shot up to 49% from 25% the previous year. This may due in part to the fact that most staff were released already in 2020, and it is also a sign that adjustments to working conditions as a consequence of the pandemic crisis, such as reduced hours, persisted well into 2021.

The percentage of staff that reported having lost their job also increased by 2%, from 35% in 2020 to 37% in 2021.

Future outlook

Following outreach to individual ELICOS colleges, BONARD estimates that in March 2022, 14% of ELICOS colleges were hibernating/inactive. The total number of businesses that have ceased operations since the beginning of the pandemic is estimated to be 37 ELICOS colleges.

The sector's recovery from the Covid-19 crisis is likely to be gradual. At a national level, ELICOS colleges expect recovery to have started in 2022 and to progress to reach 55% of 2019 market volume in 2023 and 80% in 2024. However, it is also important to note that based on the recent student commencements, the pace of recovery will vary depending on the colleges' provider type due to differences on their primary source markets.

It is now clear that in 2021 Australia lost market share to other English language travel destinations which reopened their borders earlier. This may become particularly evident in some source regions, such as Latin America, where Australia lost market share to Canada.

Thus, efficient visa processing is also vital to recovery as this ensures that students are not deterred due to administrative delays.

Business development funding remains crucial for the sector if it is to adapt to the post-Covid-19 environment. One challenge concerns recruiting staff. The majority of the positions for which new hires were planned in 2022 are language teachers (38%), followed by administrative staff (24%) to work in accounting, technology and operations, and management (15%).

Other providers also mentioned plans to hire student care and accommodation officers as they welcome back students and place a high priority on student well-being.

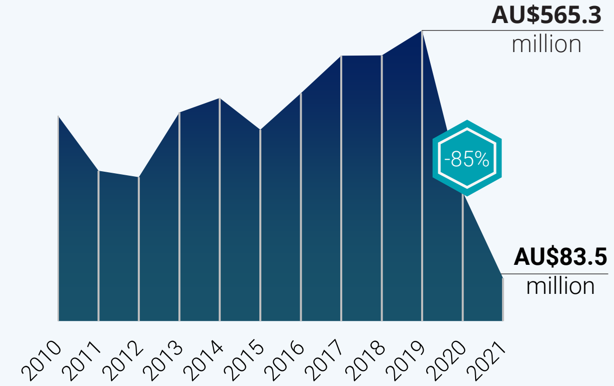
Sources: National ELICOS Market Report, 2019 & 2021, Quarterly ELICOS Market Insight, 2020-2021

IMPACT IN QUEENSLAND

Overall economic implications of Covid-19 in Queensland

AU$482 million	**AU$536** million	**AU$1** billion
Direct economic loss: Comprising tuition fees paid to colleges and additional spending by ELICOS students in Queensland.	**Additional future loss:** Students who would have progressed to another sector after completing their ELICOS course.	**Total economic loss:** The combined impact of direct economic loss and additional future loss for Queensland's international education sector.

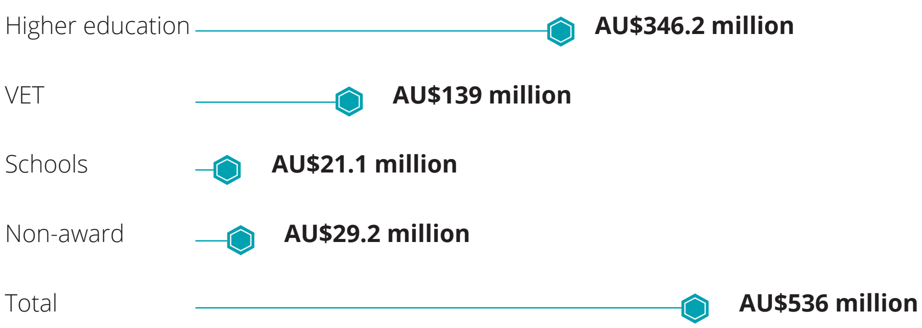
Direct economic contribution by ELICOS students in Queensland



Two years into border closures, Queensland lost AU$482 million in direct economic contribution made by ELICOS students to the state's economy.

The figure includes tuition fees and additional spending such as living costs.

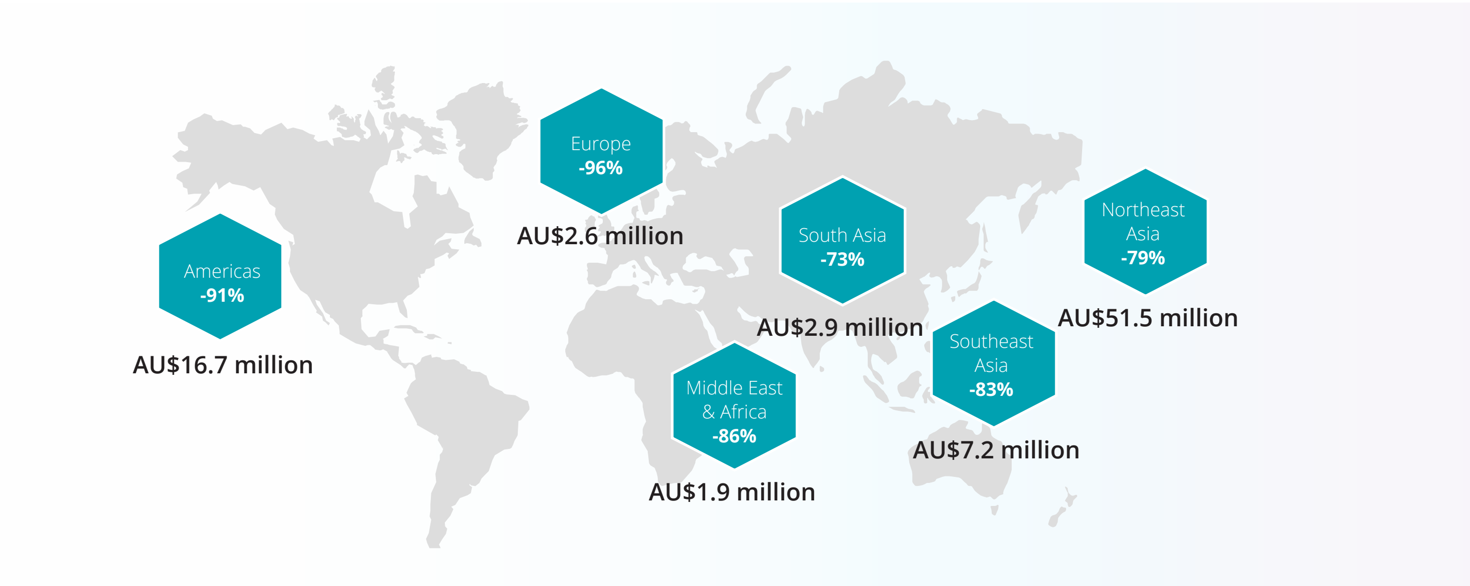
Additional future loss by sectors to which ELICOS students would normally progress in Queensland



It is estimated that **8,355 ELICOS students would have progressed to another international education sector in Queensland** had there been no pandemic. This equals a future loss of **AU$536 million** (tuition fees and additional costs).

Sources: National ELICOS Market Report, 2010-2021; Australian Government Department of Education, 2022; BONARD, 2022

Direct economic contribution in 2021 vs 2019 by source region in Queensland



Note: 'Other Asia Pacific' countries' direct economic impact (AU$461,871) were not accounted above.

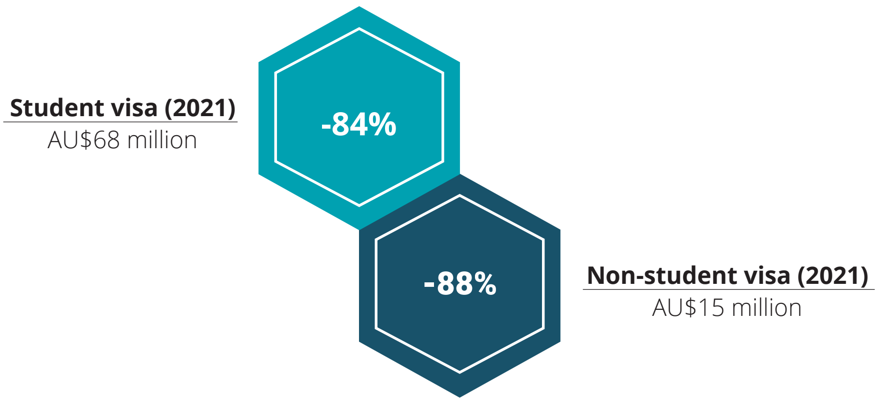
The top region by direct economic contribution was Northeast Asia, followed by the Americas and Southeast Asia. China still remained the top contributor to the state's economy. In 2021, it generated alone almost the same direct economic contribution to Queensland as that of all the other countries in the top 10 together. China was followed by Colombia, Japan, Brazil and South Korea. While the top five remained the same from 2019 to 2021, China's level of economic contribution was more resilient than that of other countries. While the economic contribution from Colombia, Japan, Brazil and South Korea plummeted between 89% - 94% between 2019 and 2021, China's fell by 65% over the same period.

Top 10 source markets by direct economic contribution in 2021 and change compared to 2019 in Queensland

Source country	2019	2020	2021	# Change (2019 vs 2021)	% Change (2019 vs 2021)
China	AU$94,496,901	AU$68,314,401	AU$33,087,334	-AU$61,409,567	-65%
Colombia	AU$83,920,481	AU$46,336,850	AU$8,486,122	-AU$75,434,359	-90%
Japan	AU$80,559,875	AU$23,689,138	AU$6,920,235	-AU$73,639,641	-91%
Brazil	AU$79,552,605	AU$28,237,801	AU$4,477,999	-AU$75,074,606	-94%
South Korea	AU$41,855,391	AU$13,935,996	AU$4,449,799	-AU$37,405,592	-89%
Taiwan	AU$20,420,700	AU$8,750,420	AU$4,327,731	-AU$16,092,969	-79%
Vietnam	AU$8,529,949	AU$3,214,025	AU$2,500,871	-AU$6,029,078	-71%
Thailand	AU$29,269,495	AU$7,482,636	AU$2,492,610	-AU$26,776,885	-91%
Hong Kong	AU$3,779,618	AU$3,499,720	AU$2,237,471	-AU$1,542,147	-41%
Chile	AU$12,254,353	AU$6,001,107	AU$1,704,297	-AU$10,550,056	-86%

Sources: National ELICOS Market Report, 2019-2021

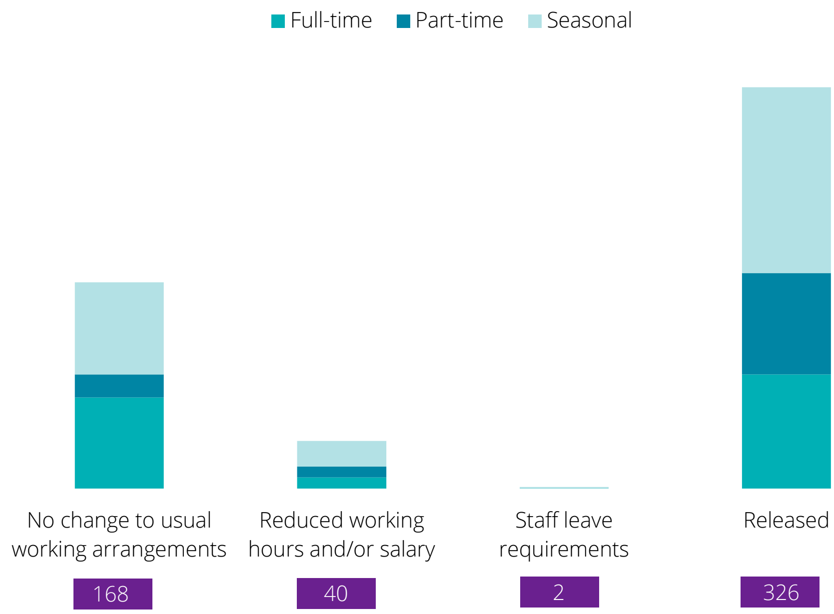
Direct economic contribution by ELICOS students in 2021 and % change compared to 2019 in Queensland



The contribution from students on a student visa decreased by 84% in 2021 (from AU$440 million in 2019 to AU$68 million in 2021), and that from students on other types of visas by 88% (from AU$125 million in 2019 to AU$15 million in 2021).

Note: Non-student visa types entail visitor visas, working holiday visas and 'other' visas.

Changes in staff working arrangements in 2021 in Queensland

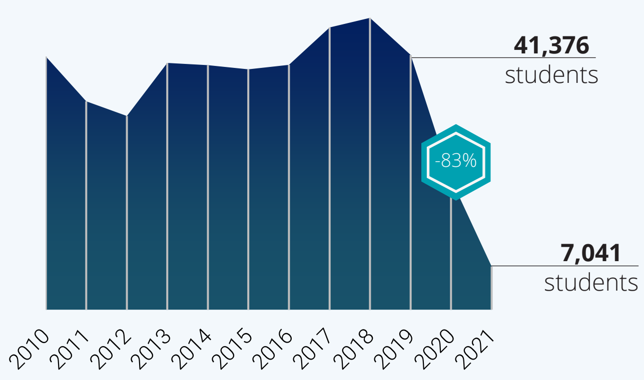


Note: Data is based on the market situation as at 31 December 2021. Extrapolation is based on a sample of 23 providers who were able to provide their employee impact data and the market share of their students with the overall state numbers being used as the coefficient.

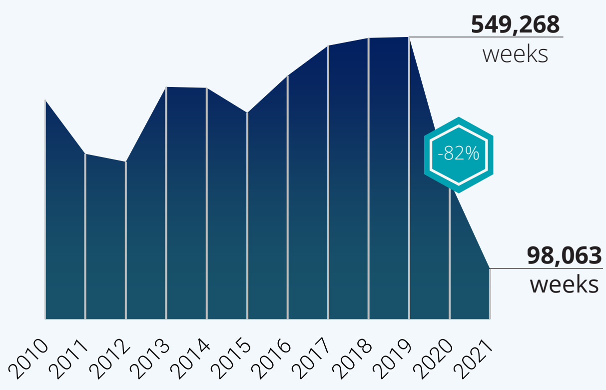
In the second year of the pandemic, the ratio of staff reporting no change to their working conditions increased 149 employees in 2020 to 168 employees in 2021. This may due in part to the fact that most staff were released already in 2020, and it is also a sign that adjustments to working conditions as a consequence of the pandemic crisis, such as reduced hours, persisted well into 2021.

Sources: National ELICOS Market Report, 2010-2021; Quarterly ELICOS Market Insight, 2021; BONARD, 2022

Number of ELICOS students in Queensland



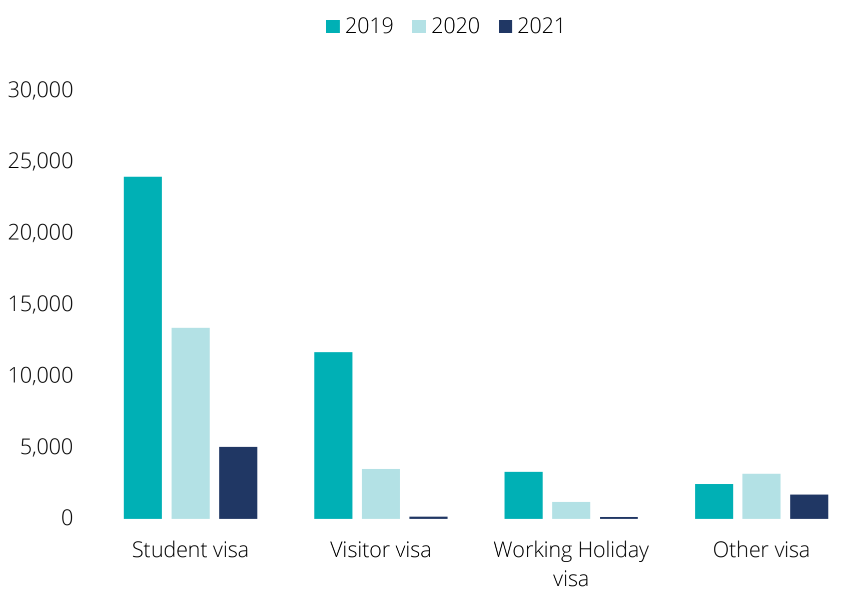
Number of student weeks spent in Queensland



Queensland registered the biggest year-on-year decline among all states in Australia: it lost 83% of its ELICOS student numbers and 82% of student weeks over the two years of pandemic crisis.

In 2019, 41,376 students spent a total of 549,268 weeks studying English with Queensland ELICOS providers. Two years later, the ELICOS providers enrolled 7,041 students, for a total of 98,063 student weeks.

Number of ELICOS students by visa type in Queensland

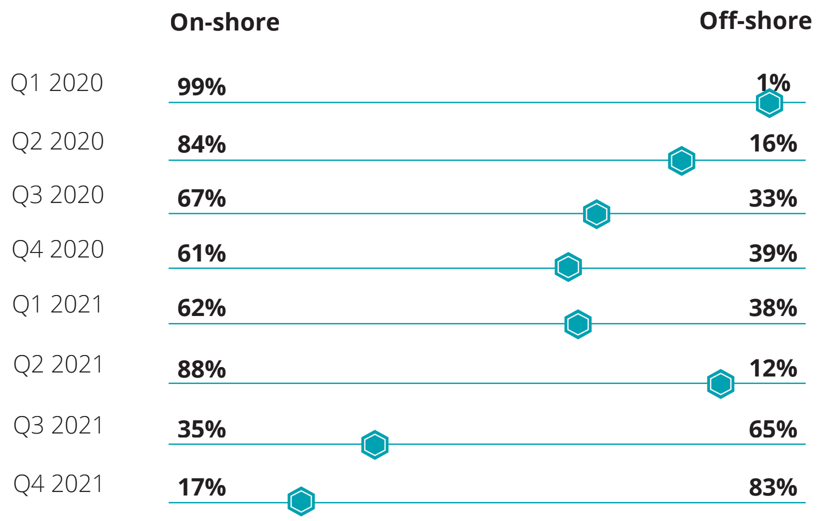


Compared to 2019, the number of student visa holders in Queensland declined by 79%. The number of ELICOS students on visitor and Working Holiday visas plummeted by 99% and 96%, respectively. The share of students in the 'other visa' category stood at 24% of all students enrolled with Queensland ELICOS providers in 2021.

Note: Off-shore students who had no visa or pending visa applications were identified by reporting colleges under 'other visa'.

Sources: National ELICOS Market Report, 2010-2021; Quarterly ELICOS Market Insight, 2021; Australian Government Department of Education, 2022; BONARD, 2022

Share of ELICOS students by study location in Queensland



The figure shows the consistent increase of students studying off-shore over the course of 2021. This reflects the significant number of students who wished to continue their studies despite border closures. **From 1% in Q1 2020, the state delivered off-shore classes to almost 83% of its students by Q4 2021.**

China remains the top country of origin for English language students in Queensland. While in 2021 it was the only source country with more than 1,000 students in Queensland, it still registered heavy losses between 2019 and 2021: 77% of student numbers, or 5,477 students. Japan was the source country showing the biggest percentage and absolute decrease in student numbers out of the top 10: in 2021, it sent 6,726 fewer students to Queensland compared to 2019, a 90% decrease.

Colombia, recording more modest 76% decrease (-2,902 students) and replaced Japan as the second-largest source market for Queensland.

Top 10 source markets by ELICOS student numbers in 2021 in Queensland

Source country	2019	2020	2021	# Change (2019 vs 2021)	% Change (2019 vs 2021)
China	7,154	5,047	1,676	-5,477	-77%
Colombia	3,827	2,724	924	-2,902	-76%
Japan	7,472	2,543	745	-6,726	-90%
Brazil	4,961	2,406	597	-4,364	-88%
South Korea	3,833	1,564	483	-3,351	-87%
Taiwan	1,673	892	353	-1,319	-79%
Thailand	1,540	586	253	-1,287	-84%
Vietnam	491	277	173	-317	-65%
India	559	302	147	-412	-74%
Chile	848	477	136	-711	-84%

Sources: National ELICOS Market Report, 2010-2021; Quarterly ELICOS Market Insight, 2020-2021; BONARD, 2022

GROWTH LEAD INDICATORS

The first signs of recovery in the ELICOS sector were recorded in the early months of 2022. According to the latest data (student visa commencements YTD June 2022) published by the Department of Education, the sector experienced a 35% increase in student numbers in 2022 compared to 2021.

To effectively support the sector as it rebuilds its student pipeline as well as inform systematic recruitment initiatives, this research also examined the growth potential of 186 source countries across the world.

It delivers an enhanced data-driven analysis of student mobility flows to Australia and globally, and advises on a strategic combination of markets that are most likely to provide future growth opportunities for Queensland.

BONARD evaluated the growth potential of each source country according to a set of performance indicators that included:

- Source market performance for Australia: enrolments and commencements at state and national level (2012-2021);
- Source market performance globally: cumulative sending power for the eight major study destinations Australia, Canada, Ireland, Malta, New Zealand, South Africa, the UK and the USA (2012-2021);
- Development in Australia's and Queensland's market share;
- Latest trends in visa application lodgement and grant rates;
- English language proficiency levels and developments;
- Economic performance indicators (GDP growth, inflation rate);
- Socio-political context and developments.

The markets considered for this report are those that will offer consistent growth in the foreseeable future, driven by organic demand, proximity to or preference for Australia, or a match between Australia's value proposition and students' needs and motivations.

Overview of shortlisted markets

Growth Markets Emerging Markets Volume Markets

Growth Markets

Countries that were accounting for growing ELICOS commencements before the Covid-19 pandemic and that continue exhibiting high recruitment potential for the foreseeable future. These markets offer both volume and attractive growth rates.

- Colombia
- Spain
- Thailand
- France
- Chile

Emerging Markets

Countries that are yet to develop a sizeable volume for ELICOS providers, but have shown accelerated and consistent growth. Further market engagement is required to develop a sizeable student population from these markets and increase the state's market share.

- Mexico
- Argentina
- Peru

Volume Markets

Countries that send a sizeable number of students to Australia, but are no longer growing at a consistent pace or at all. Providers are advised to continue with their promotional activities in these markets to maintain their market share there, as it is difficult to replace their student population in the short-term.

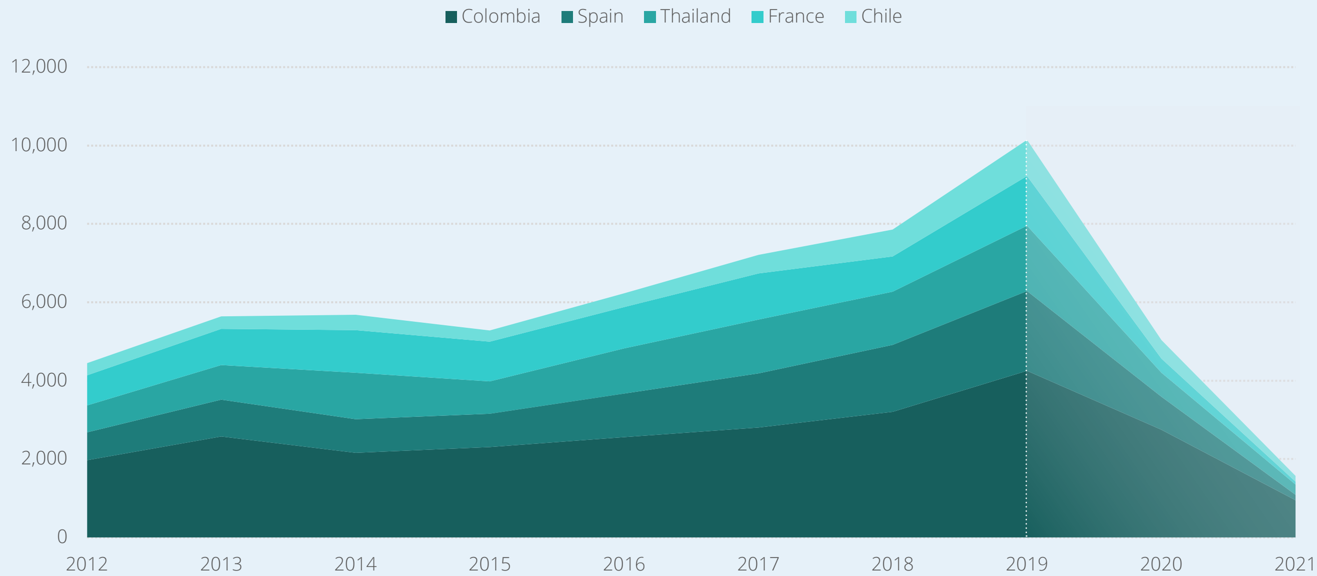
- Japan
- China
- Brazil
- South Korea

Source: BONARD, 2022

Growth Markets

Chile, Spain, Colombia, Thailand and France were driving increases in the ELICOS sector's growth in Queensland before the pandemic. Between 2015 and 2019, the number of enrolments from Chile (+219%), Spain (+141%) and Colombia (+84%) was growing at a faster rate in Queensland than in the rest of Australia. Queensland is the only state with two European source markets among growth markets. Enrolments from Thailand show a 20% downturn on average in Australia over that period – in contrast, the number of Thai students doubled in Queensland.

Performance of shortlisted growth markets in Queensland (student numbers)



Source Country	Level	2015	2016	2017	2018	2019	2020	2021	% Change (2015 vs 2019)
Colombia	Australia	8,384	9,305	10,472	11,980	14,421	10,772	4,156	+72% ▲
	QLD	2,308	2,557	2,806	3,201	4,253	2,745	951	+84% ▲
Spain	Australia	2,789	3,376	3,731	3,885	4,217	1,929	324	+51% ▲
	QLD	845	1,110	1,378	1,709	2,033	847	136	+141% ▲
Thailand	Australia	10,269	10,457	8,576	7,833	8,201	3,839	1,324	-20% ▼
	QLD	830	1,153	1,372	1,359	1,665	608	261	+101% ▲
France	Australia	2,594	3,614	3,593	2,894	3,561	1,389	420	37% ▲
	QLD	1,011	1,055	1,184	903	1,269	360	78	+26% ▲
Chile	Australia	1,349	1,641	2,137	2,899	3,175	1,909	825	+135% ▲
	QLD	289	350	471	681	922	478	144	+219% ▲

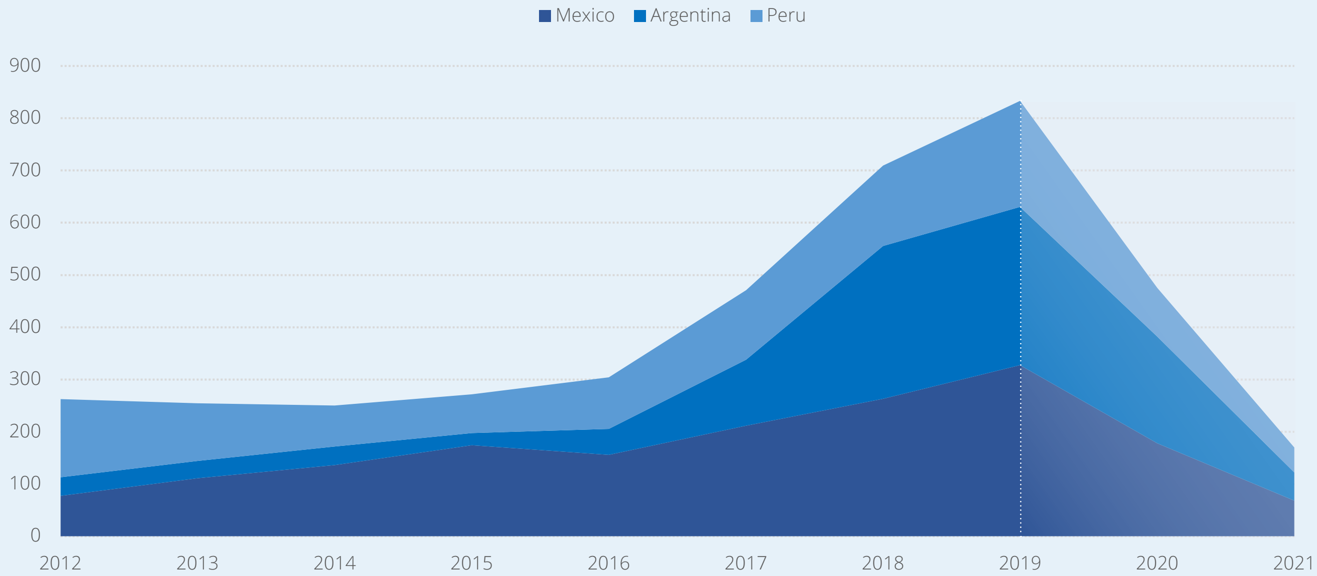
Source: National ELICOS Market Report, 2010-2021; BONARD, 2022

Emerging Markets

In 2019 Queensland had the largest share (26%) of students from Latin America of all states. Before the pandemic, the region was sending growing numbers of students to Australia and all source markets from the region showed growth for Queensland.

Albeit the volumes were smaller, Argentina, Mexico and Peru showed particular potential, with steep growth over the period 2015–2019. It is crucial to leverage this growth potential via targeted B2B and B2C marketing and engagement activities.

Performance of shortlisted emerging markets in Queensland (student numbers)



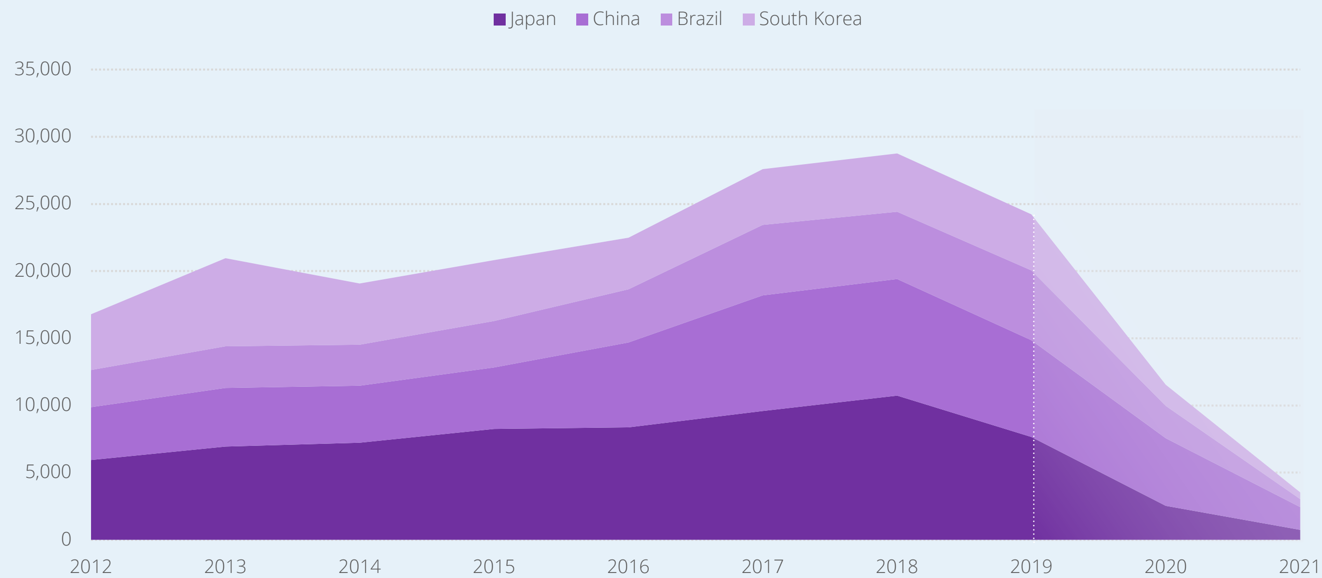
Source Country	Level	2015	2016	2017	2018	2019	2020	2021	% Change (2015 vs 2019)
Mexico	Australia	582	616	717	760	940	540	183	+62% ▲
	QLD	174	156	212	263	328	178	68	+88% ▲
Argentina	Australia	219	328	506	824	927	756	276	+324% ▲
	QLD	24	49	126	293	302	204	54	+1,184% ▲
Peru	Australia	607	717	745	798	862	602	370	+42% ▲
	QLD	74	99	133	154	203	93	48	+176% ▲

Source: National ELICOS Market Report, 2010-2021; BONARD, 2022

Volume Markets

Japan, China, Brazil and South Korea were the most important volume markets for Queensland in 2019, providing 56% of the total enrolment. Over the period 2015–2019, enrolments from Brazil and China still grew at a much faster rate in Queensland than in Australia: +51% and +57% in Queensland and 16% and 2% in Australia respectively. Volume markets are source countries that account for a significant proportion of ELICOS students in Queensland but do not show the same growth potential as other countries.

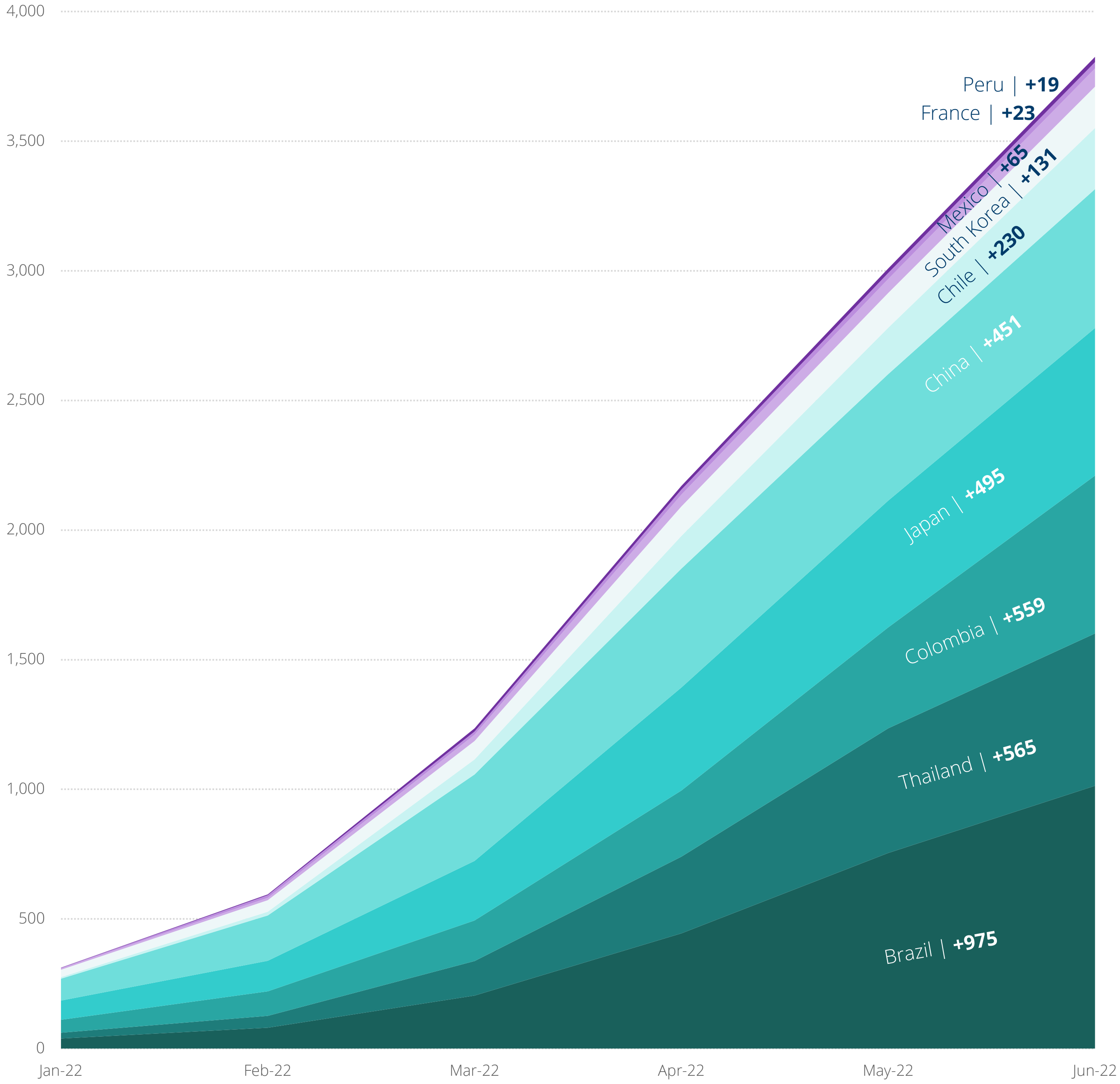
Performance of shortlisted volume markets in Queensland (student numbers)



Source Country	Level	2015	2016	2017	2018	2019	2020	2021	% Change (2015 vs 2019)
Japan	Australia	19,809	23,493	25,408	25,711	20,937	8,453	2,920	+6% ▲
	QLD	8,257	8,372	9,584	10,733	7,646	2,537	745	-7% ▼
China	Australia	35,528	37,322	42,417	42,596	36,234	18,830	9,892	+2% ▲
	QLD	4,576	6,312	8,618	8,674	7,202	5,021	1,687	+57% ▲
Brazil	Australia	12,641	13,412	16,165	15,674	14,627	7,585	2,253	+16% ▲
	QLD	3,450	3,954	5,227	5,008	5,211	2,421	608	+51% ▼
South Korea	Australia	16,266	13,609	13,149	12,882	11,106	5,213	2,108	-32% ▼
	QLD	4,522	3,842	4,166	4,354	4,169	1,563	491	-8% ▼

Source: National ELICOS Market Report, 2010-2021; BONARD, 2022

Markets driving recovery in the ELICOS sector in Queensland (student visa commencements YTD)



Source: Australian Government Department of Education, 2022

Considering student visa commencements in 2022 as a means of tracking recovery (data on other visa holders was unavailable), the analysis for the first six months of 2022 points to a gradual rebuilding of the sector. Most of the growth came from Brazil, Thailand and Colombia. Overall, the sector grew by 335%, which is notably higher than the national average (245%). ELICOS commencements for YTD June were at 30% of pre-pandemic levels.

Source market performance benchmark for growth and emerging markets (student weeks)

Country	Level	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Colombia	Global	303,092	344,217	327,530	344,299	368,454	399,262	444,062	534,805	326,706	220,795
	Australia	106,891	136,826	136,352	148,146	185,194	194,481	232,922	287,769	208,183	62,533
	QLD	28,242	44,487	36,077	36,084	44,919	48,947	56,581	100,024	53,451	14,572
Thailand	Global	232,469	288,382	383,091	294,591	307,437	290,876	278,050	294,214	107,348	48,147
	Australia	97,278	139,477	185,182	153,908	175,740	158,992	148,545	156,632	68,222	18,174
	QLD	9,393	15,062	21,136	13,902	18,039	23,810	23,740	32,151	8,795	3,794
Chile	Global	55,504	64,298	64,626	75,002	84,014	91,360	121,932	129,128	61,162	56,296
	Australia	13,913	14,437	19,559	17,866	25,555	33,247	45,725	52,652	28,346	13,602
	QLD	3,873	3,733	5,471	3,961	4,811	7,363	10,189	14,086	6,972	2,971
Spain	Global	497,795	438,139	358,295	319,008	307,462	299,149	308,147	306,304	92,536	64,396
	Australia	23,170	35,943	35,444	31,890	43,267	47,425	51,563	56,560	20,466	3,738
	QLD	7,321	12,263	10,900	9,970	14,035	17,235	22,812	30,718	9,181	1,784
France	Global	286,899	298,588	268,501	241,300	242,738	245,614	245,011	248,806	81,517	97,050
	Australia	19,694	26,659	25,440	19,085	27,389	31,893	27,591	30,240	11,260	3,749
	QLD	5,951	7,493	8,059	7,458	8,145	9,115	8,811	11,417	2,586	701
Mexico	Global	159,440	192,851	206,292	182,315	212,955	208,567	239,091	246,323	99,746	99,239
	Australia	5,039	6,169	7,901	7,243	10,830	11,275	11,263	16,634	9,124	2,484
	QLD	1,098	1,520	1,440	1,730	2,503	3,190	3,428	5,691	3,268	1,032
Argentina	Global	32,666	34,318	27,131	31,657	41,258	49,263	60,526	55,974	26,062	18,209
	Australia	1,864	1,897	1,933	2,187	3,461	5,972	7,727	11,618	8,246	172
	QLD	380	434	376	251	544	1,402	2,287	3,603	2,205	818
Peru	Global	23,688	27,462	23,137	25,983	36,816	37,816	37,449	40,929	26,593	31,559
	Australia	9,485	8,649	7,345	7,718	12,406	12,460	13,958	13,251	9,430	5,197
	QLD	2,069	1,611	1,119	867	1,572	1,984	2,361	3,529	1,146	776

Source: BONARD, 2022

Benchmarking source market performance in student weeks offers a valuable tool for providers to assess recruitment potential. BONARD's global data, which includes eight major ELT destinations (Australia, Canada, Ireland, Malta, New Zealand, South Africa, the UK and the USA) provided unique insight into the performance of selected growth and emerging markets for Australia and Queensland in the global context and was instrumental in making the selection.

ELICOS SECTOR PROFILE

In order to gain a comprehensive understanding of the impact of the Covid-19 pandemic on the ELICOS sector in Queensland, BONARD monitored the status of the market supply in 2021 and 2022. The research identified which colleges in the state were active, hibernating, closed or had no enrolments.

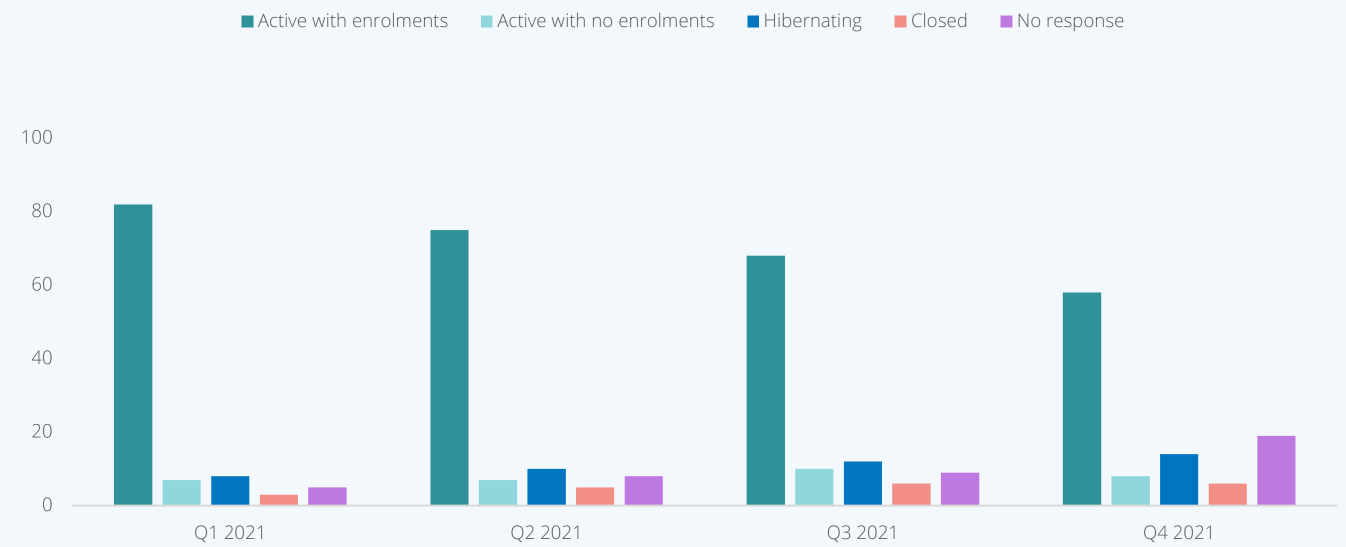
The data collected in 2021 covers the whole year and it was used to generate a trend analysis of college closures and hibernations, offering an opportunity to track industry trends throughout the second year of the pandemic.

Data collection continued into 2022, first in February during the preparation of the National ELICOS Market Report 2021, while borders were reopening. The second data collection was carried out at the beginning of October 2022. The analysis below and on the next page provides a picture of the sector during the period Q1 2021 – Q4 2021 and February 2022 to October 2022.

In 2021, the number of colleges that were closed or hibernating increased between Q1 and Q4. In Q1 2021, 8 colleges were hibernating, and 3 were closed. In Q4, both figures had increased – to 14 and 6, respectively.

At the beginning of the year, 82 colleges were recorded as active with enrolments, but this number steadily decreased as border closures continued. In Q4, 58 colleges were active with enrolments; however, it is important to note that the status of 19 colleges could not be verified in Q4 as some providers could not be reached or were not responsive.

Number of ELICOS colleges in Queensland by status of operations (2021)



Status	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Active with enrolments	82	75	68	58
Active with no enrolments	7	7	10	8
Hibernating	8	10	12	14
Closed	3	5	6	6
No response	5	8	9	19

Source: BONARD, 2022

Number of ELICOS colleges in Queensland by status of operations (2022)

Note: Data is based on October 2022

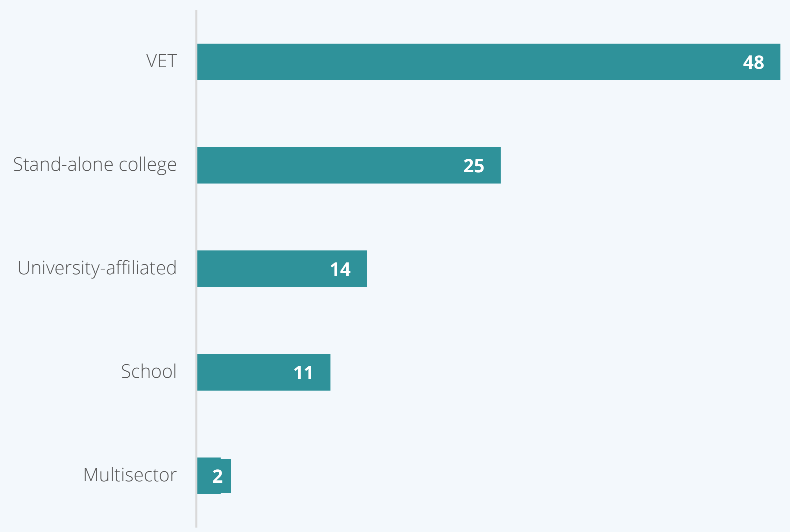
In 2022, data collection began as border closures were starting to lift. In February 2022, 83 colleges reported being active, 10 were still hibernating and 7 closed (an increase from 6 colleges from the end of 2021).

A review of the ELICOS market supply in October 2022 revealed that the picture remained relatively stable: 84 colleges were reported as active – with one college opening a new campus (Greenwich College). Fewer colleges were confirmed as hibernating compared to February 2022, although more colleges had an unverified status in 2022.

Status	Feb-2022	Oct-2022
Active with enrolments	83	84
Hibernating	10	4
Closed	7	7
No response	6	12

Source: BONARD, 2022

Number of ELICOS colleges in Queensland by provider type



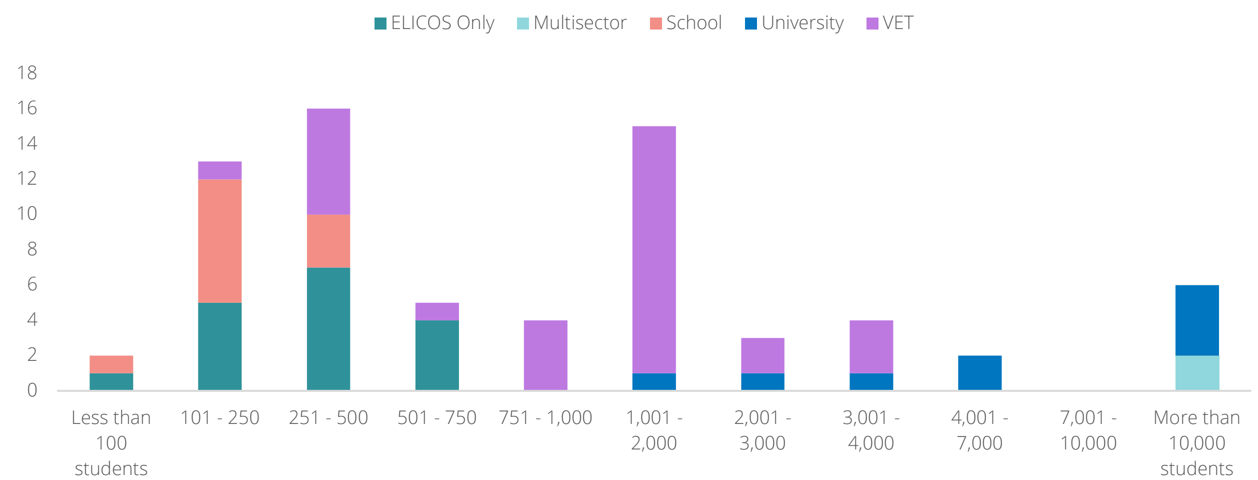
Source: BONARD, 2022

To shed light on the ELICOS market supply in Queensland, the BONARD team reviewed the CRICOS database to provide further information on the capacity of each provider, indicating the size of each individual provider (maximum student capacity at any one time).

For colleges with multiple campuses across Australia, the CRICOS database records the total number of students across all locations (not the number of students in each one). In order to identify the student capacity of a specific campus in Queensland, further outreach was conducted to providers to acquire a breakdown of capacity by location.

To ensure that the analysis is accurate as possible, only data from providers that responded and confirmed the student capacity of their campuses in Queensland were included.

Number of ELICOS colleges in Queensland by maximum student capacity and provider type



Source: BONARD, 2022

ENGLISH AUSTRALIA

QUALITY | SUPPORT | ASSURANCE

PO Box 1437
DARLINGHURST NSW 1300 AUSTRALIA
Level 3, 162 Goulburn St SURRY HILLS NSW 2010 AUSTRALIA
Tel: +61 2 9264 4700
Fax: +61 2 9264 4313
easec@englishaustralia.com.au

englishaustralia.com.au