

A group of diverse Asian students are gathered around a table, enjoying a meal. In the foreground, a young man is taking a selfie with a red smartphone. The group includes men and women of various ages, all smiling and looking towards the camera. They are holding food items like burgers and fries. The table is set with several bowls of fries, glasses of water, and napkins. The background shows a casual indoor setting with a whiteboard and a potted plant.

The Asian Student of 2022

How their world has evolved and changed



It started with The Asian Student of 2000

1,035 students across Australia, UK, Canada

Australia: Southeast Asia, Study Abroad, EL

Affordability

Proximity

Safety

Accessibility

Courses

Agents

gettyimages®
GCShutter

2000 to 2004 The Dynamic Years

Google

Websites

Rankings

Pathways

Facebook

Service Centres

Migration

Part-time employment

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2000 to 2004 The Dynamic Years

The presence of residing networks
The evolution of China, South Asia and Vietnam
A strong VET and Research footprint
Greater regulation
State Government agencies

Sydney and Melbourne's #1 status

gallupimages®
adamkaz

22 years later

Digital technologies throughout formative years

Prolific communicators using Smart technologies

Influence and affirmation of residing networks

Early conditioning of future directions

Family impact points: Futures, finances, careers, standing

Desire to be globally networked and engaged

Fear of uncertainty

Independent choices



The magnitude of change

2000

33% Australia first choice destination

29% had residing networks

28% employed part-time

17% had family who studied here

14% had the Internet back home

32% had a mobile phone in Australia

2022

78% Australia first choice destination

86% had residing networks

74% employed part-time

44% had family who studied here

98% had the Internet back home

99% had a mobile phone in Australia

What's next?



By 2020



Immediacy

Opportunities

The expectant year

Technology and
Personal devices

Recognition and
Fulfilment

A woman with long brown hair, wearing a wide-brimmed straw hat and a green sleeveless vest over a white top, is smiling and looking back over her shoulder. She has a brown leather backpack on her back. She is standing on a train platform with a glass railing. In the background, a train is visible, and the platform has a tiled ceiling.

2022

1,127 Total

Australia 608

UK 519

Undergraduates (including onshore pathway) and PGCW

Anucha Songsap / EyeEm

Australia: 29 countries

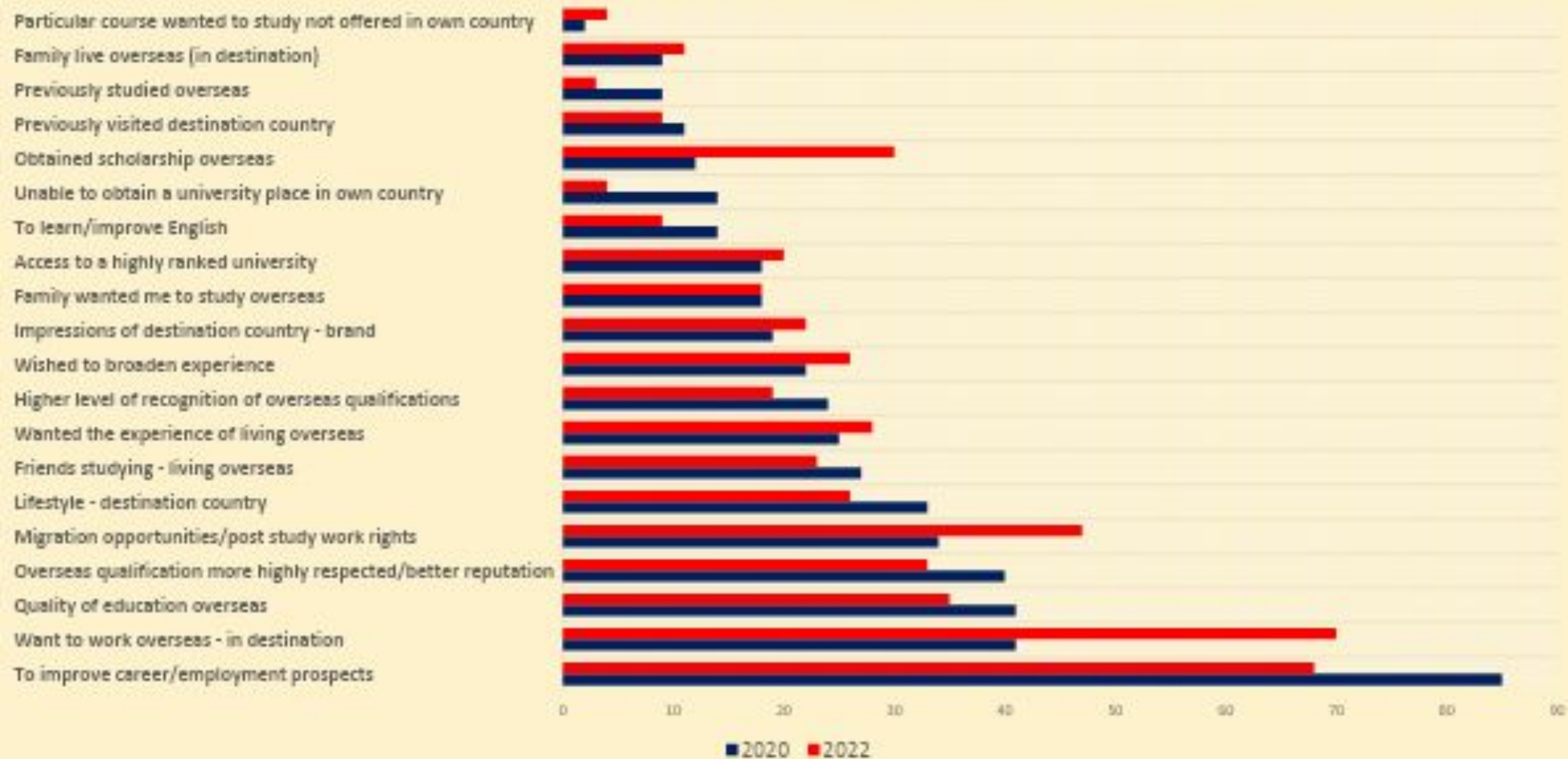


Core drivers still underpin choice

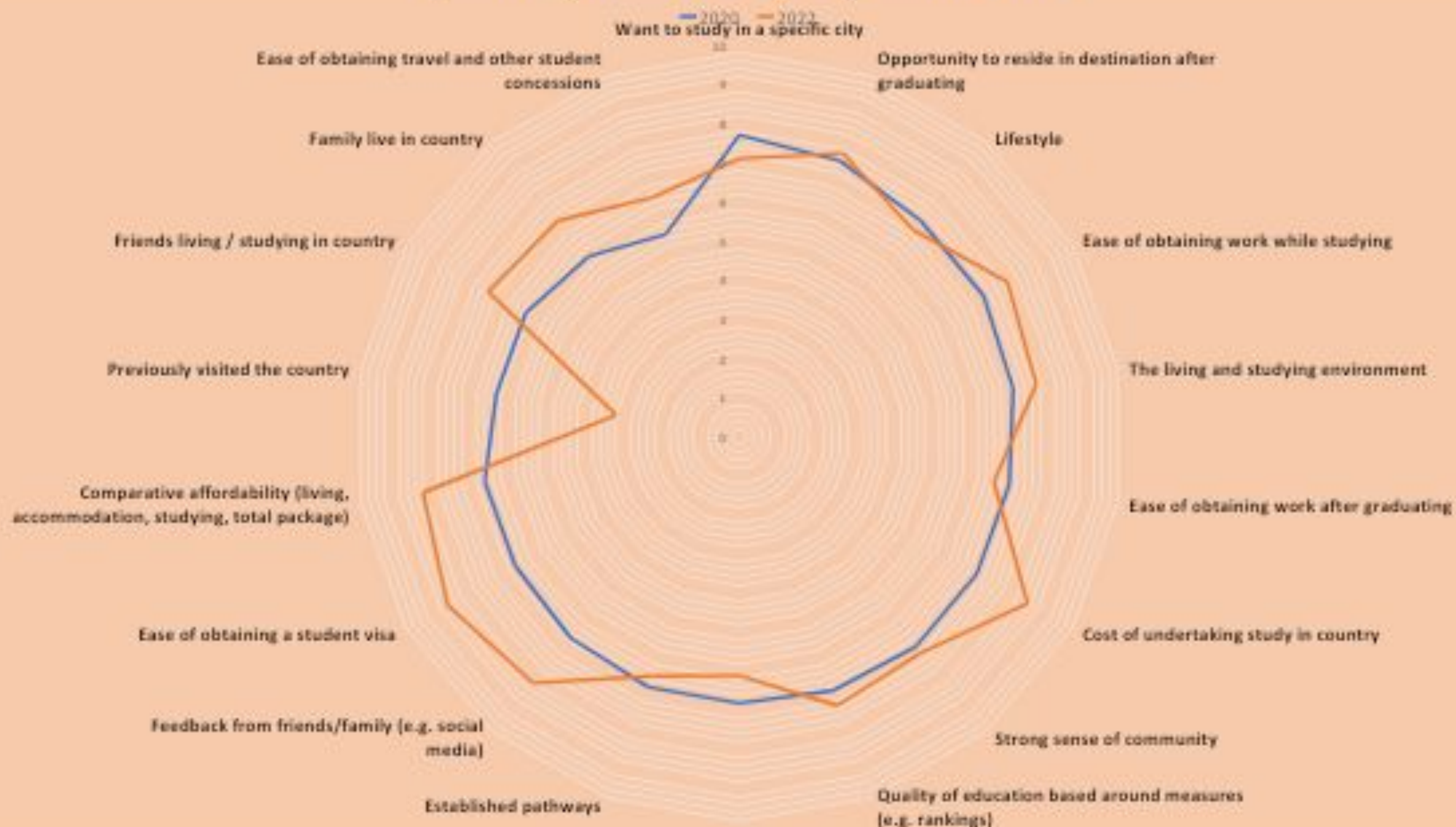


- Family and friends in situ = history, identity, support, affirmation, work
- Positive advocacy through word-of-mouth
- Residency and PSWR
- ROI: Employment
- City pre-disposition

Top five reasons for choosing to study overseas



Importance of key variables in choosing a study destination: Australia



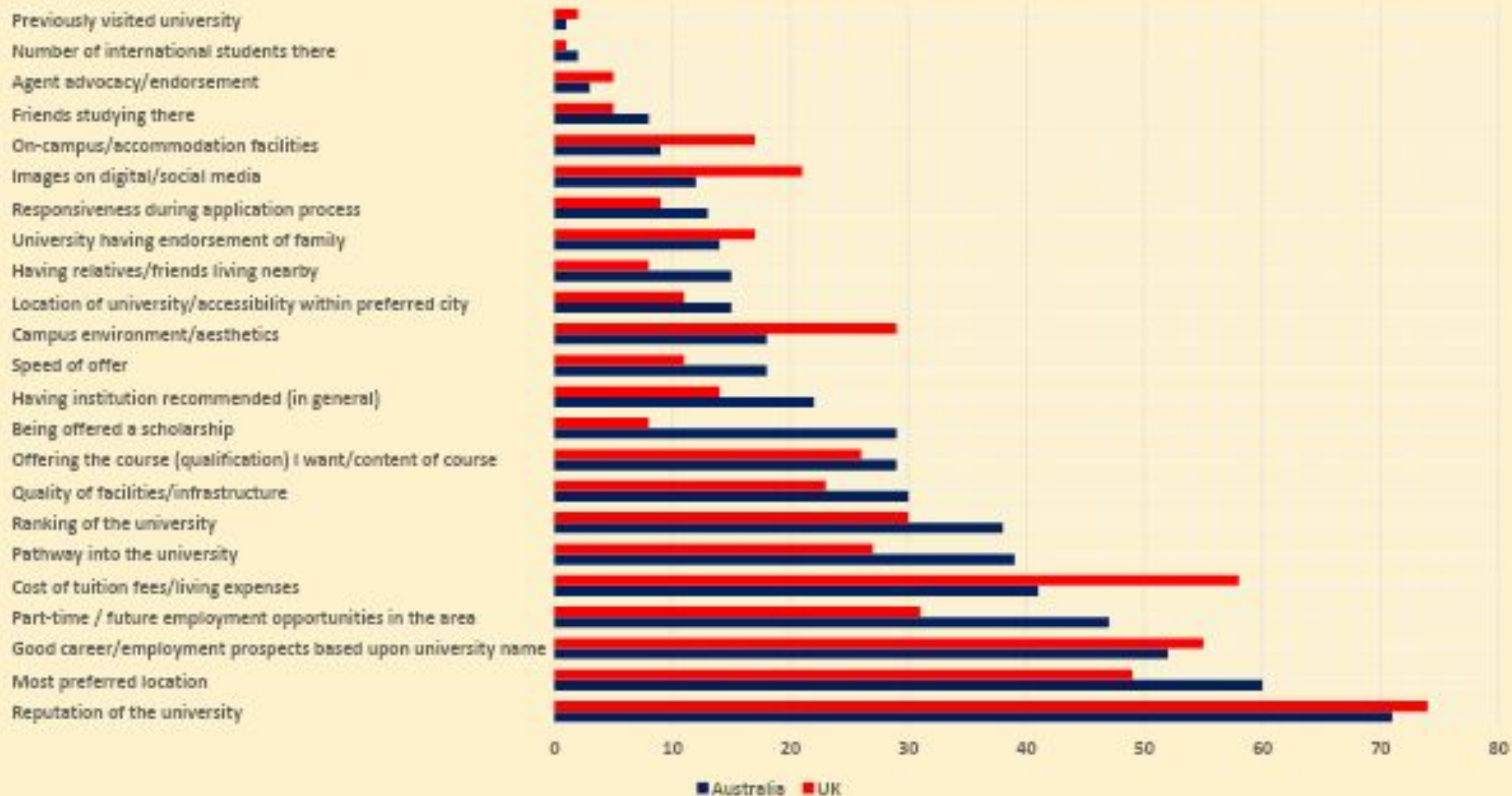
Top six reasons for choosing destination: 2022



Top six reasons for finally choosing to study in Australia



Top six reasons considered when selecting a university



Top six reasons considered when selecting a university



Top three factors for choosing course



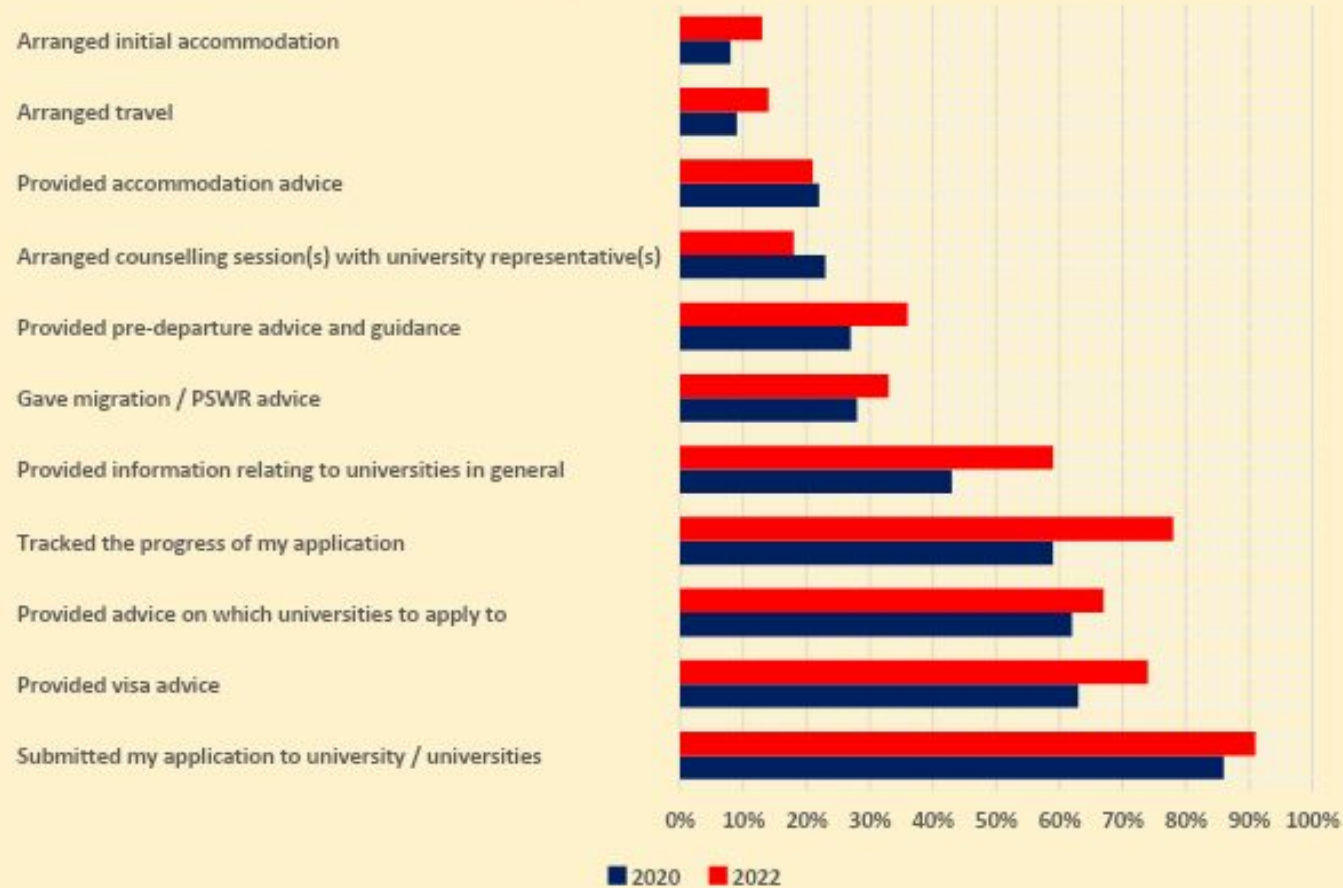
Why families use agents

- History, culture and personal connection
- Accurate sources of information, advice and advocacy
- Understand the system and processes
- Direct institutional connections
- Ensuring compliance and updates throughout the application
- Augmented services
- Trusted intermediaries



Since 2000 over 80% have used an agent

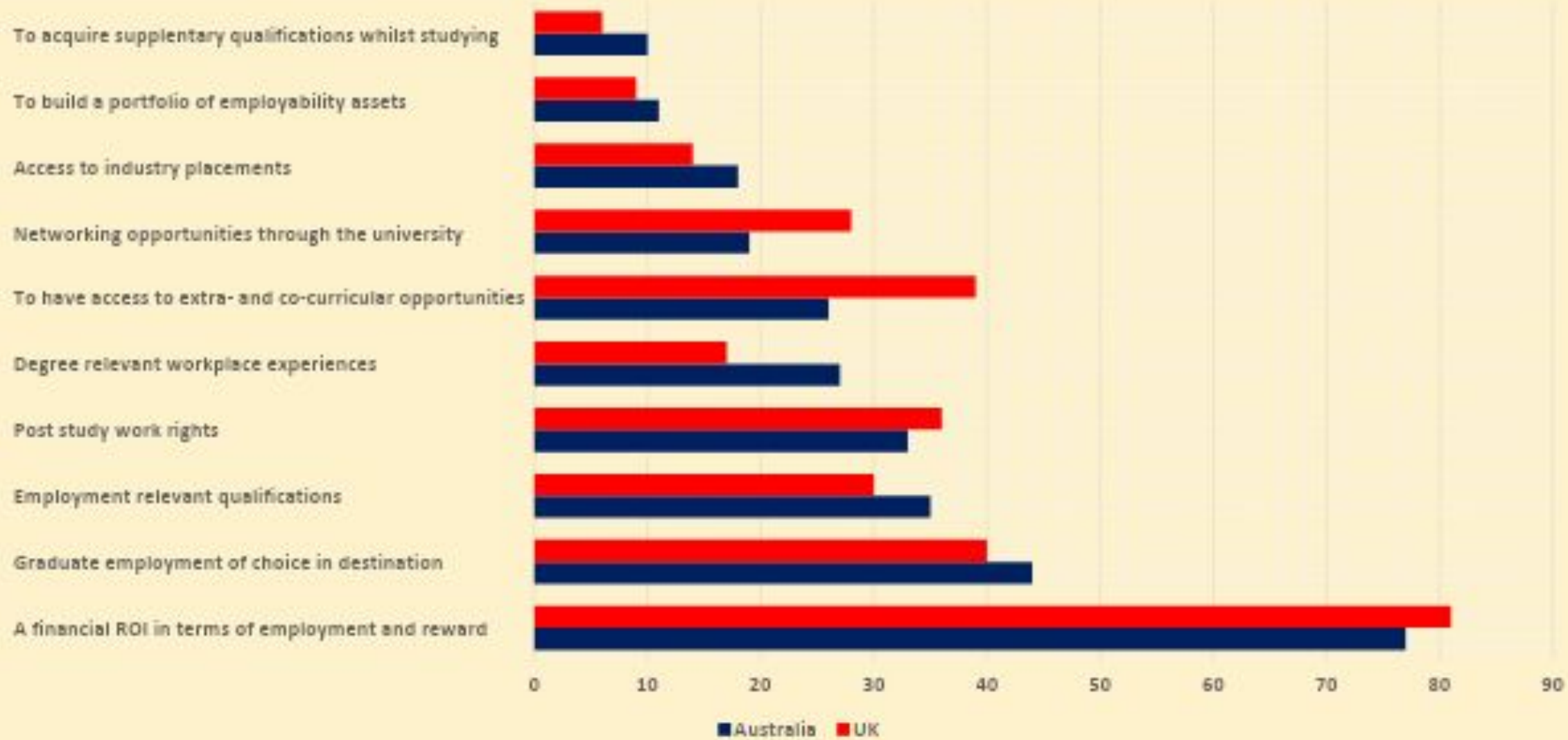
Engagement with agents

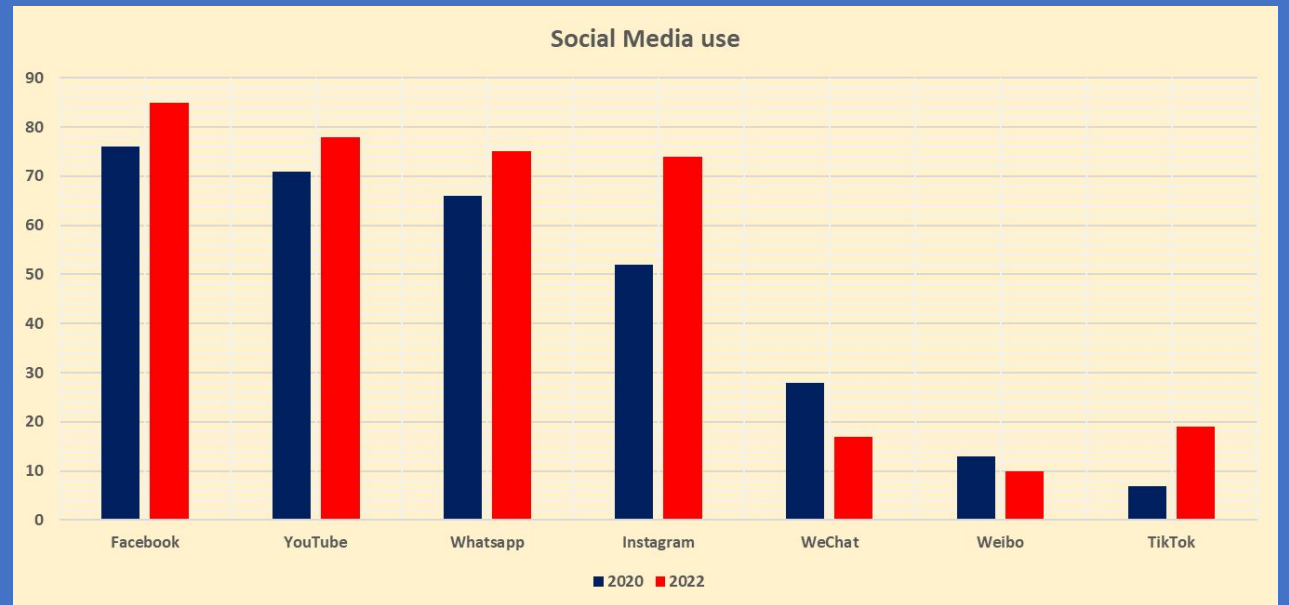


84% used an agent

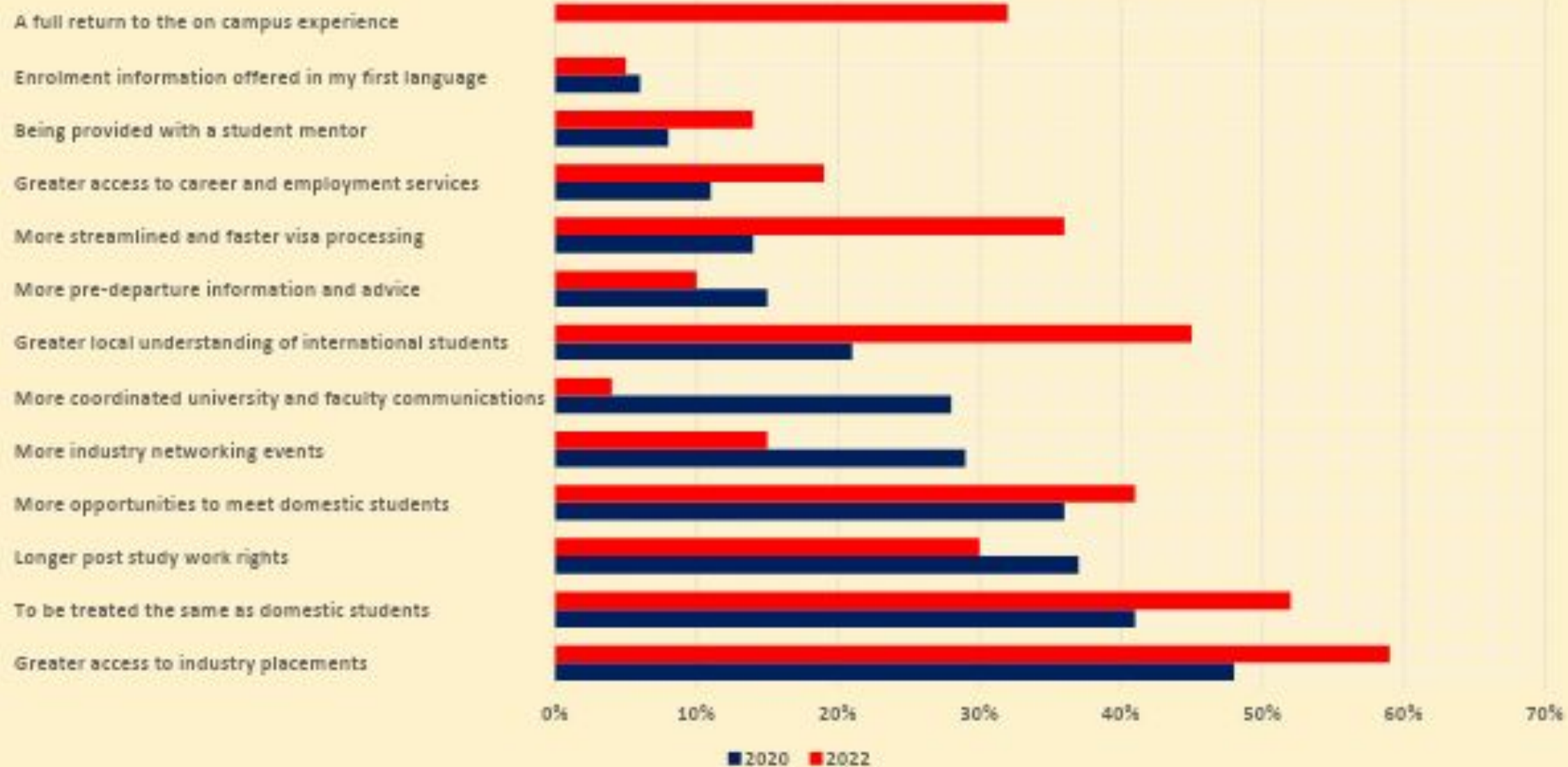


Top three sought after outcomes

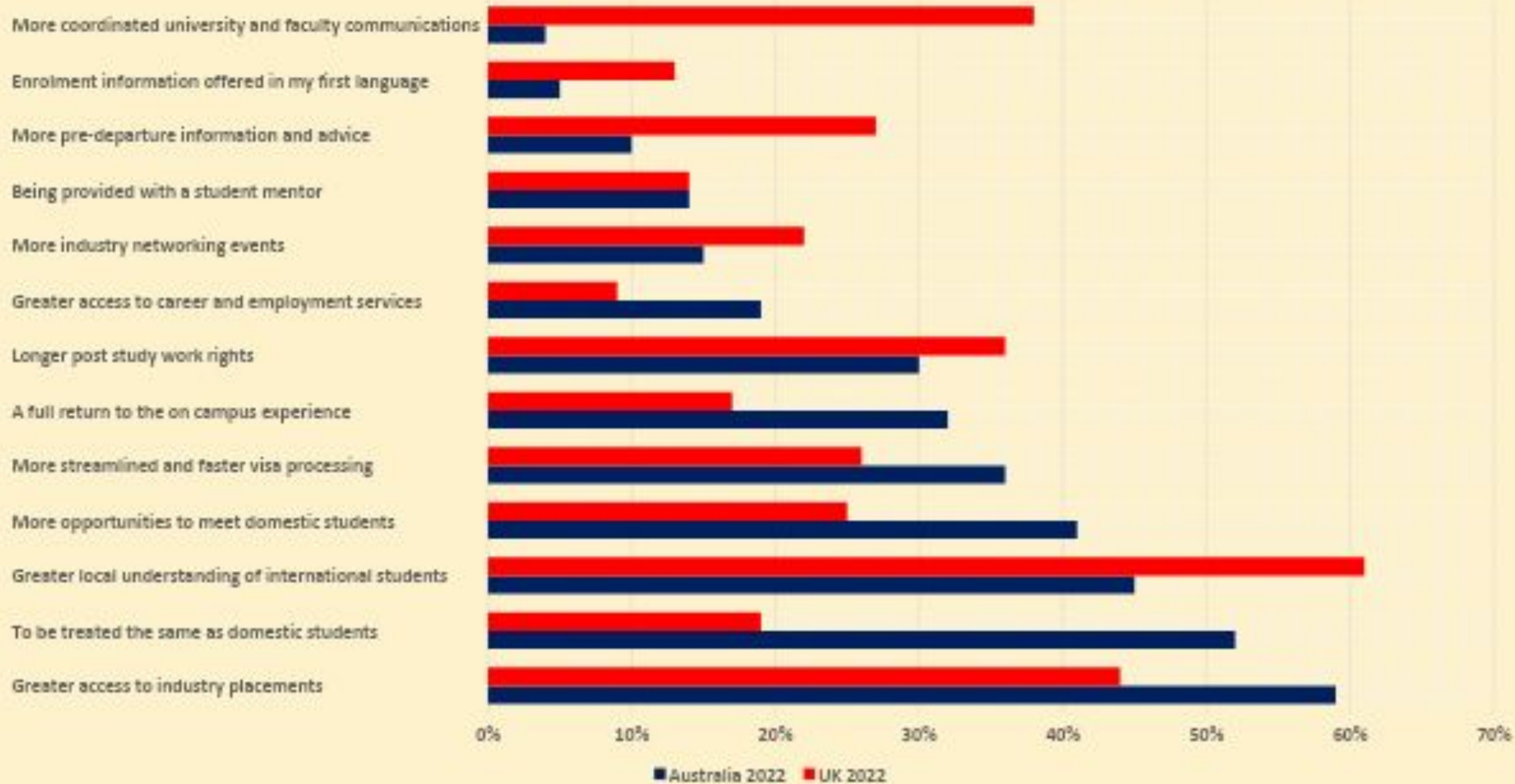




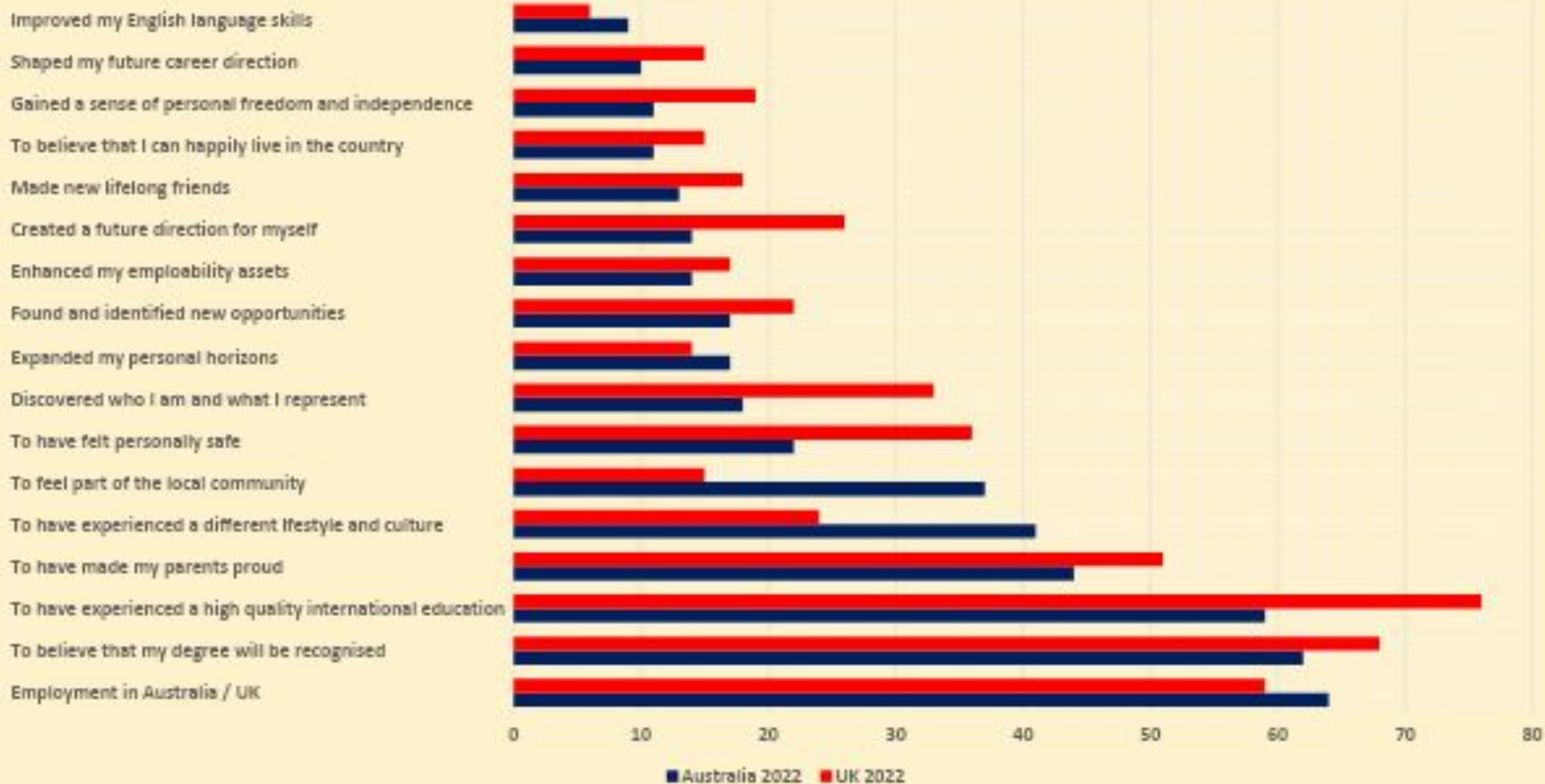
Up to four ways to best improve the overall experience



Up to four ways to improve the overall experience



Top five measures of ROI



How this will change the dynamic

A man in a dark suit is seen from the back, looking towards a large digital display screen in a modern, brightly lit interior space, possibly an airport or a corporate office. The background shows other screens, green exit signs, and a clean, industrial design.

The absolute importance of employment as the core ROI

Agents are playing a more prominent role

Technology must feature but not at the expense of individuality

Want more industry access and exposure

Ongoing and constantly increasing community engagement

Vastly improved and transparent visa settings