

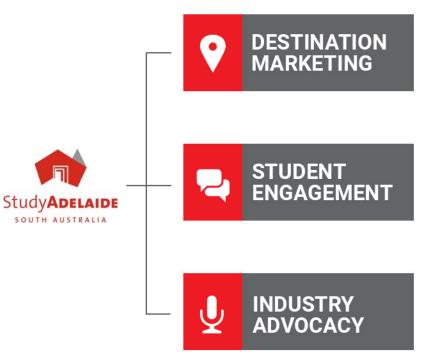
# StudyAdelaide and Regional Development Australia

September 2022



#### StudyAdelaide Overview

- Partnership between South Australian Government and education industry
- 50+ education institutions and partners
- Three functions destination marketing, student engagement and industry advocacy
- Increased focus on employability connecting students with employers



## International Students in South Australia

- 40,000 international student enrolments in 2021
- 120 Nationalities
- Most popular fields of study:
  - Management and Commerce
  - Engineering
  - IT
  - Health
  - Food and Hospitality



## Working together with RDA

- win-win-win
  - Solve regional skills shortage
  - Provide increased and meaningful career paths for students
  - USP for Adelaide as a destination
  - Increase younger population in regions, sometimes with families
- Barriers to moving
  - Knowledge of regions
  - Pre-conceptions
  - Support
  - Awareness of opportunities



## **Smashing the barriers**

- Regional Employment Tour Program
  - started in 2021
- Curated the program with each region
  - reflecting specific skills needs
- Bringing students to the region to experience it firsthand



### **Smashing the barriers**

- Eight regional employment trips
- Four regions
- 250 students and graduates
  - Health, allied health and bio tech
  - Tourism/hospitality
  - Engineering and project management
- 1,500 students registered for regional field trips, interested in regional careers



#### The results

Limestone Coast trip

- Almost 80% said the region was better than they expected
  - More lively and developed, bigger, more multicultural, welcoming and community orientated
- 100% could see themselves living in the region in the future
- 9/10 said it was likely they would apply for a job in Limestone Coast
- 7.5/10 said they would apply for a job in another regional area

