

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

Students meeting employers
Murray Bridge 'Expo'



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



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