



International Education Market Leading Indicator Data

In an increasingly competitive and rapidly changing international education and training market, Australian Education International (AEI) has introduced a new service to Market Information Package (MIP) subscribers of leading indicator market data, providing economic, social and demographic indicators for 29 countries, covering both current and prospective source countries for international students.

Table 1: Countries included in the data

Americas	Asia
Brazil	Bangladesh
Canada	China
Chile	Hong Kong
Colombia	India
Mexico	Indonesia
United States	Japan
Europe	Malaysia
Czech Republic	Pakistan
France	Philippines
Germany	Singapore
Russia	South Korea
United Kingdom	Sri Lanka
Middle East	Taiwan
Iran	Thailand
Saudi Arabia	Vietnam
United Arab Emirates	

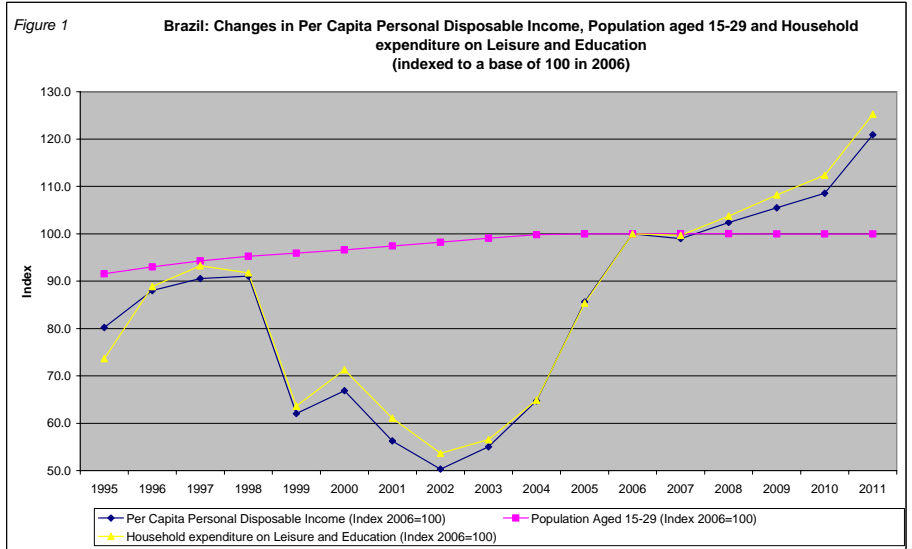
The leading market indicators and countries included in the series were determined following consultation with key industry stakeholders. The series provides MIP subscribers with up-to-date data and projections on established and emerging markets for international education services.

Table 1 lists the 29 countries included in the leading market indicator data. Information on exchange rates is updated monthly, while data on gross domestic product, unemployment and, for certain countries, the civilian labour force are updated quarterly. Data on other measures (14 in all), including education attainment and literacy, consumer spending (including leisure and education) and demographic projections (including population proportions by age groups) are updated annually.

The amount of information presented varies from country to country, with only limited information available for some of the emerging economies. Where they exist, historical data are provided from 1995 onwards and some projections are made for several indicators up to 2015.

Figure 1 presents an example analysis of the leading market indicator data. The figure maps the movement in per capita personal disposable income, and household expenditure on leisure and education of Brazilians aged 15 to 29, over time. To assist in interpretation, each of these time series has been converted to indices, with 2006 as the base year.

Figure 1 shows that, while the number of Brazilians aged 15 to 29 has grown nearly 10 percent between 1995 and 2006, and is projected to stay at about the 2006 level for another five years, per capita personal disposable income and household expenditure on leisure and education fluctuated during this period, falling in the period 1998 to 2002, before doubling between 2002 and 2006. During the same period (2002 to 2005) AEI's data showed that international student commencements from Brazil to Australia increased by 74 percent. The EIU projections suggest that per capita personal disposable income and household expenditure on leisure and education will increase by over 20 percent between 2006 and 2011. This suggests that student commencements from Brazil might continue to grow, if not quite as rapidly as between 2002 and 2005.



MIP subscribers can conduct similar analyses for Brazil and the other 28 countries, looking at combinations of variables to identify potential challenges and opportunities.

The data are available on www.aei.dest.gov.au under 'Market Information'. The Economist Intelligence Unit, which supplies the data to AEI, should be cited as the source when MIP subscribers refer to the data. AEI welcomes any feedback from MIP subscribers on this new market indicator data service. Feedback can be eMailed to Ms Susan Kelly in the International Research and Analysis Unit (susan.kelly@dest.gov.au).