

# English Australia MEDIA RELEASE



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## ENGLISH AUSTRALIA RELEASES RESULTS OF AGENT SURVEY

English Australia is ramping up its efforts to actively engage with education and language travel agents worldwide who focus on recruiting students for quality English language programs.

“With a new brand and a new website with a dedicated section providing resources for agents, we want to make sure that agents know who we are and how they can access these resources”, says Sue Blundell, Executive Director of English Australia.

In order to better understand how well agents knew them so they could provide better support, English Australia launched an Agent Survey at the end of last year. The survey was distributed to agents through a number of channels including industry media partners<sup>1</sup>, direct mail and social media. As a result, a total of 703 agents from 72 countries had completed the survey by the time it closed at the end of January.

Ms Blundell says “The findings were not surprising, but did give us some things to think about. Whilst we were pleased to see that 63% of responding agents said they had heard of us, there is obviously significant opportunity for us to improve our profile. Only 48% were familiar with our logo, but given this is relatively new, we were pleased. However when agents were asked more detailed questions about what services English Australia provides, the results were somewhat surprising (only 20% knew of our services). As a result, we will be looking at ways to improve our communications with agents and their understanding of English Australia. Finally, our member colleges were gratified to note that their membership of English Australia is well recognised, with 64% of agents being positively influenced by English Australia membership when choosing a college for their students in Australia.”

English Australia encourages agents with an active interest in recruiting students for quality colleges in Australia to register with English Australia at [www.englishaustralia.com.au/agents](http://www.englishaustralia.com.au/agents).

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*English Australia represents over 100 member colleges throughout Australia that provide quality English language programs to students and professionals from around the world. Over 80% of international students learning English in Australia choose to study with an English Australia member college.*

For further information:

**Sue Blundell | Executive Director**  
02 9264 4700 | 0402 232 503

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<sup>1</sup> English Australia would like to thank Professional International Education Resources (PIER), Austrade, Study Travel Magazine, ICEF, The PIE and our own member colleges for circulating information about the survey to their agent networks.