

English Australia MEDIA RELEASE



23 September 2014

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.

“English Australia has put much effort into engaging with agents. We play an integral role in matching quality agents with our quality colleges and it is very satisfying to see these relationships flourish. In addition, we keep our agent networks informed regarding all aspects of English language study in Australia”, 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 in the middle of this year. The survey was distributed to agents through a number of channels including industry media partners¹, direct mail and social media. As a result, a total of 783 agents from 76 countries completed the survey.

Ms Blundell says “The findings produced promising results with 63% of responding agents saying they had heard of us. 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. We still have some work to do in educating agents about how we can assist them (only 20% of agents understood what we do). This is a process that will take some time. We will, however, soon be launching our Partner Agency Program which will give agents the opportunity to work more closely with us and gain a better understanding.”

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.

English Australia represents over 120 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

¹ 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.