**cisaustralia**
Study | Intern | Volunteer Abroad

# Learning Abroad Industry Intelligence Survey Results 6.0

**July 2023**

# Introduction

As part of CISaustralia's industry engagement strategy, we have set out to learn more about the impact of COVID-19 on outbound mobility at Australian Universities and to further advance shared knowledge across Australian institutions and the Learning Abroad sector as a whole.

An initial survey was sent in April 2020 to determine the immediate impacts of COVID-19 on Learning Abroad across the Australian University sector. Versions 2.0 (November 2020), 3.0 (May 2021), 4.0 (November 2021), 5.0 (July 2022), and now 6.0 (July 2023) were designed to build on those results, analyse what has changed, and to benchmark institutional feedback. The aim is to assist universities in knowing what other institutions across Australia are doing or considering in the Learning Abroad space.

CISaustralia has developed a set of indicators for Australian Universities to provide data that has been collated to be presented and shared anonymously and confidentially in a summarised format. This 6.0 survey was sent to all 40 Australian Universities and in most cases was completed by the University's Learning Abroad Director, Manager, Coordinator or similar.

The results of this initiative will enable CISaustralia to better support Australian Universities and students moving forward. A summary of survey results will also be presented at the IEAA Learning Abroad Forum in August 2023. **Thank you all for your participation and strong interest. Please contact CISaustralia with any questions.**

# Results

The following slides contain summarised data from the Learning Abroad Industry Intelligence survey sent 28th June 2022. The survey was sent to all 40 Australian Universities with 37 institutions providing responses.

Results in this report are compared to the results from the first survey (sent to our 30 partner Australian Universities in April 2020 with 29 responses), the second survey (sent to 31 partner Australian Universities in November 2020 with 27 responses), the third survey (sent to 31 partner Australian Universities in May 2021 with 29 responses), the fourth survey (sent to 32 partner Australian Universities in November 2021 with 31 responses), and the fifth survey (sent to 40 universities with 36 responses).
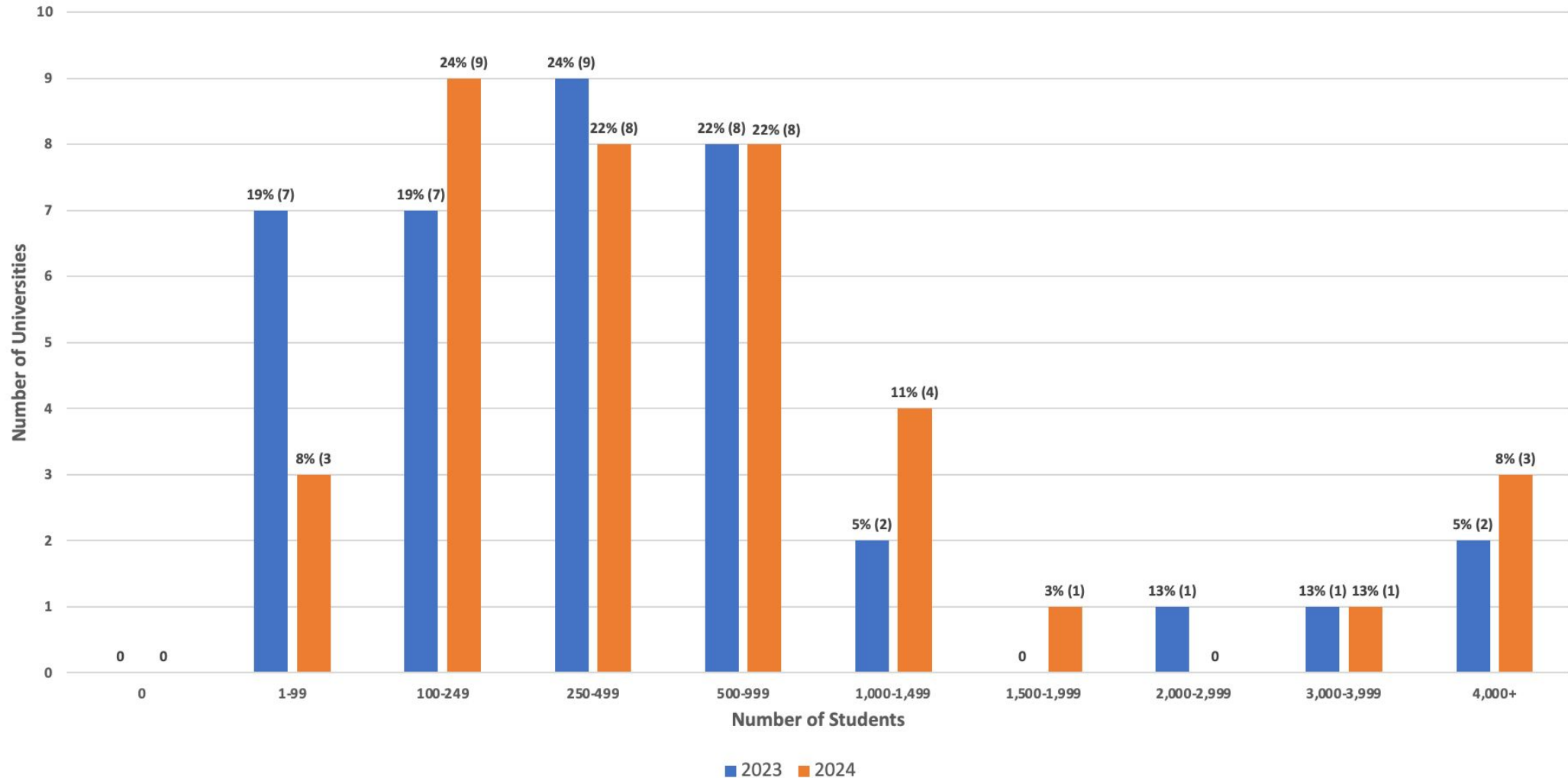
Please contact CISaustralia directly if you would like to discuss these results.

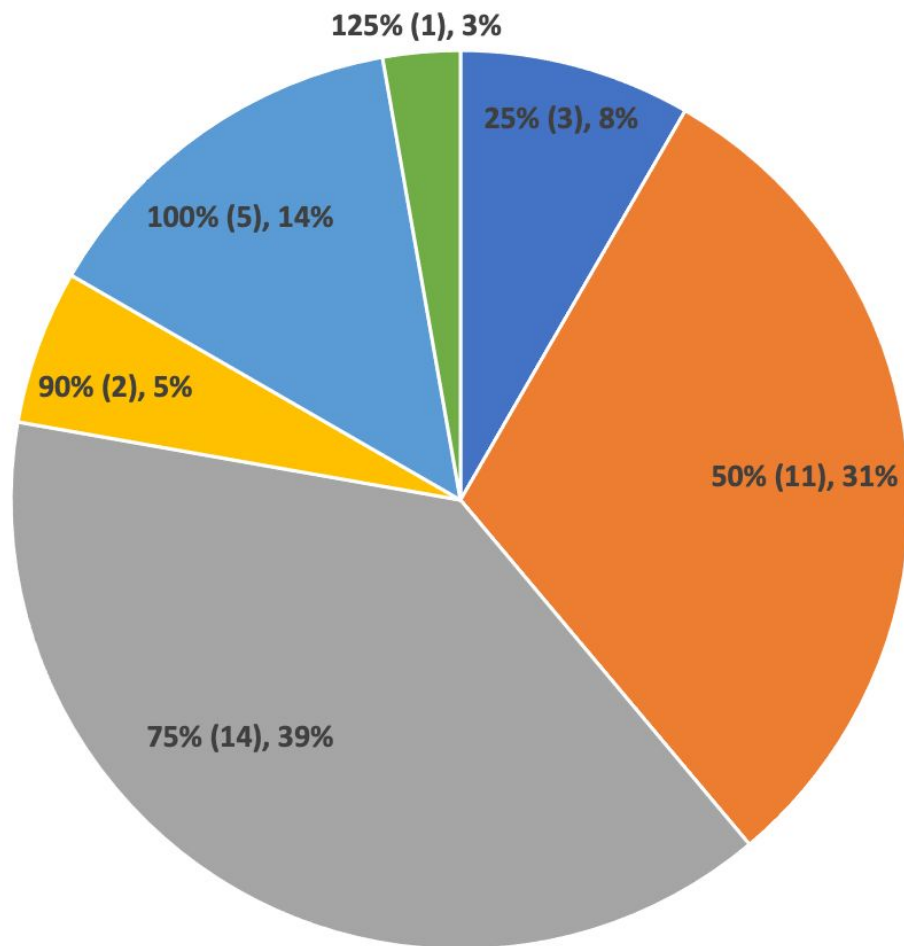Response Rate                          **92.5%**

# In 2023 and 2024, how many students do you expect to place overseas from your University on an approved (for credit) study, intern, volunteer, exchange or other Learning Abroad program?
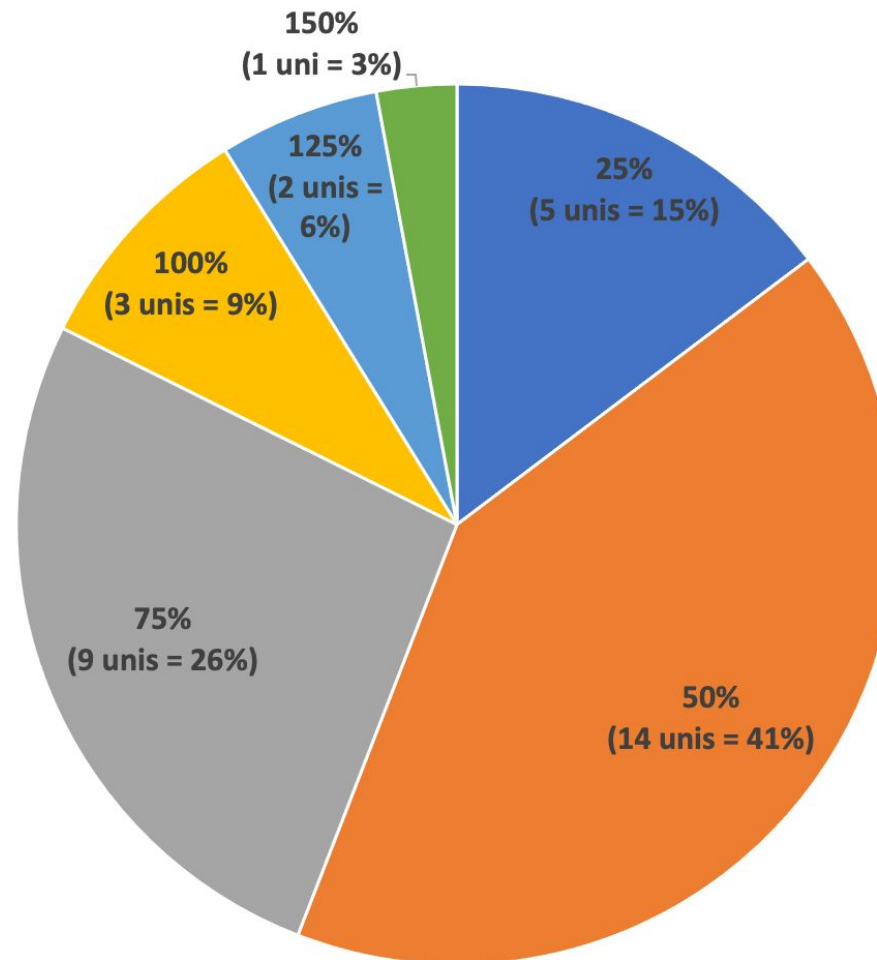
# What (approx.) percentage will your 2023 projected enrolments represent compared to your normal pre-COVID Learning Abroad levels, i.e. 2019?



**July 2022 responses**

- 125% (1), 3%
- 25% (3), 8%
- 100% (5), 14%
- 50% (11), 31%
- 90% (2), 5%
- 75% (14), 39%

# of Responses: 36 | Response Rate: 100%

**July 2023 responses**

- 150% (1 uni = 3%)
- 25% (5 unis = 15%)
- 125% (2 unis = 6%)
- 100% (3 unis = 9%)
- 75% (9 unis = 26%)
- 50% (14 unis = 41%)

# of Responses: 34 | Response Rate: 92%

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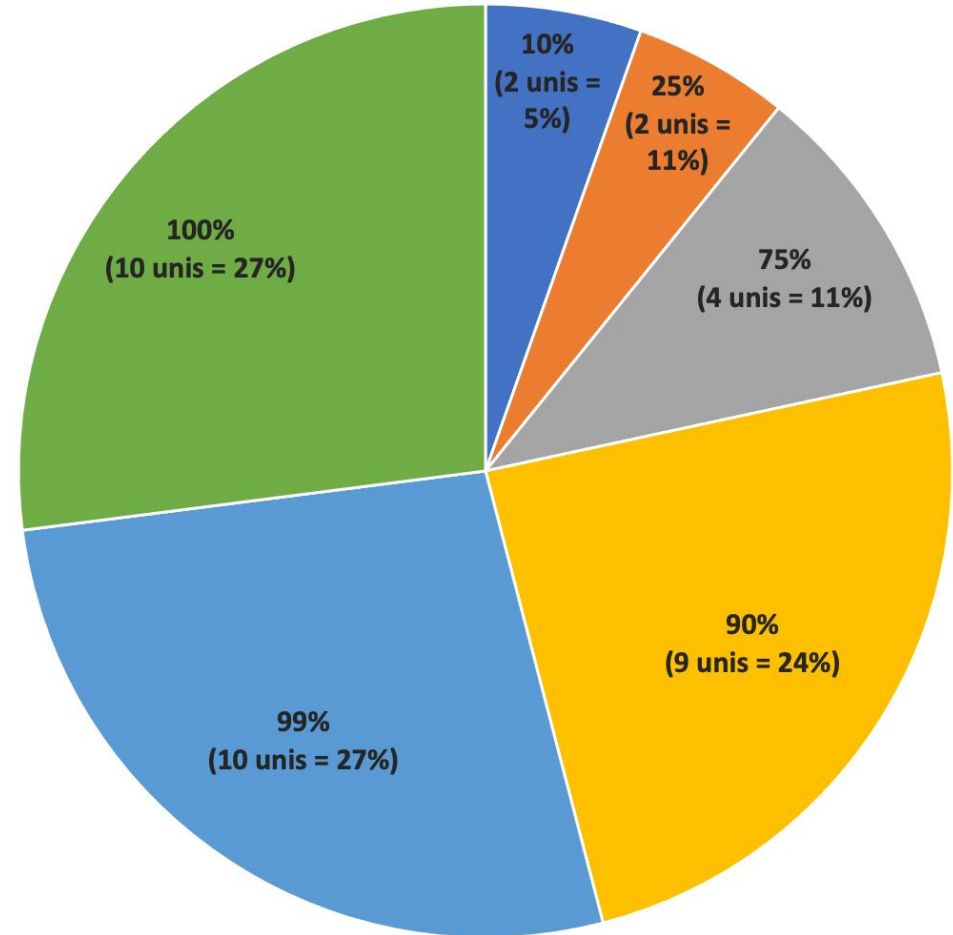Study | Intern | Volunteer Abroad

# What (approx.) percentage of your outbound student cohort do you expect to go abroad next year on approved programs FOR ACADEMIC CREDIT?

**July 2022 responses**
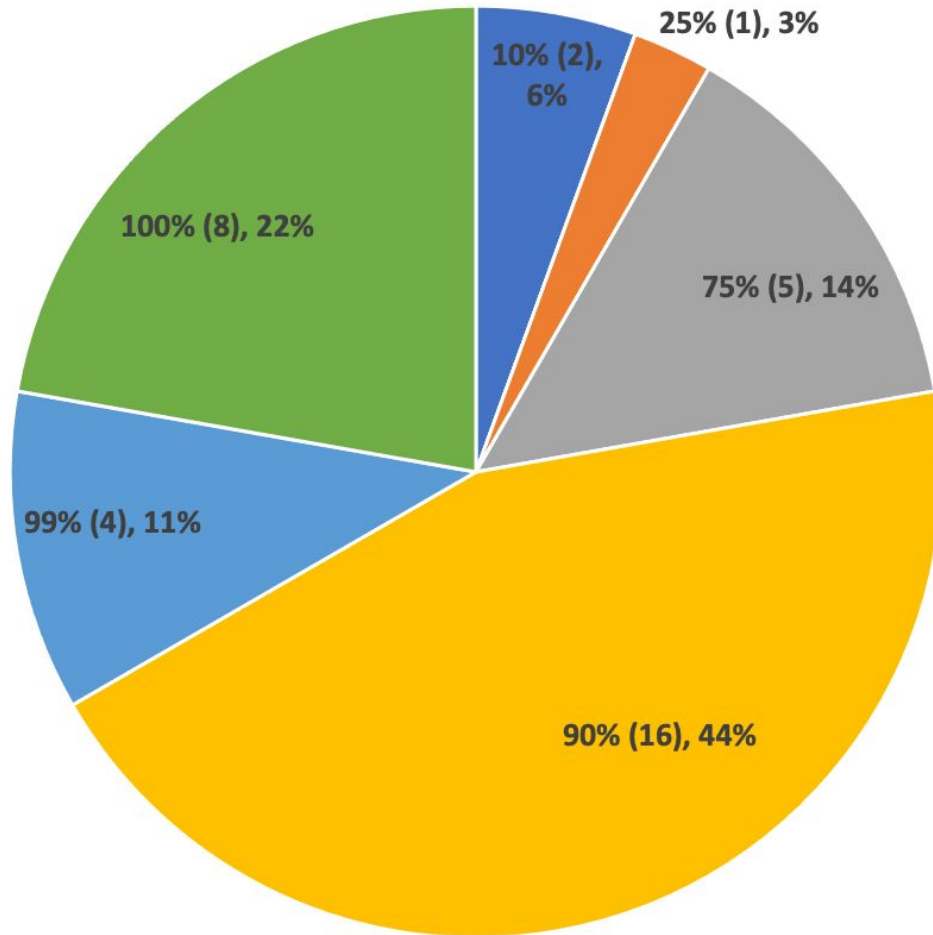


10% (2), 6%
25% (1), 3%
100% (8), 22%
75% (5), 14%
99% (4), 11%
90% (16), 44%

# of Responses: 36 | Response Rate: 100%

**July 2023 responses**



10% (2 unis = 5%)
25% (2 unis = 11%)
100% (10 unis = 27%)
75% (4 unis = 11%)
90% (9 unis = 24%)
99% (10 unis = 27%)

# of Responses: 37 | Response Rate: 100%

# What factors will limit your institution's Learning Abroad enrolment levels indicated for 2023?

| | 1 – Least important | 2 | 3 | 4 | 5 – Very important |
|---|---|---|---|---|---|
| **Limited HR support** | **2023: 50%**<br>2022: 43% | **2023: 6%**<br>2022: 14% | **2023: 19%**<br>2022: 26% | **2023: 11%**<br>2022: 9% | **2023: 14%**<br>2022: 9% |
| **Limited support from senior management** | **2023: 25%**<br>2022: 17% | **2023: 17%**<br>2022: 31% | **2023: 17%**<br>2022: 22% | **2023: 28%**<br>2022: 17% | **2023: 14%**<br>2022: 14% |
| **Limited interest, availability or engagement from academic staff** | **2023: 8%**<br>2022: 3% | **2023: 14%**<br>2022: 8% | **2023: 22%**<br>2022: 33% | **2023: 36%**<br>2022: 33% | **2023: 19%**<br>2022: 22% |
| **Limited communication and marketing to students** | **2023: 3%**<br>2022: 3% | **2023: 25%**<br>2022: 14% | **2023: 33%**<br>2022: 28% | **2023: 22%**<br>2022: 28% | **2023: 17%**<br>2022: 28% |
| **Lack of funding / scholarships for students** | **2023: 3%**<br>2022: 8% | **2023: 19%**<br>2022: 19% | **2023: 35%**<br>2022: 14% | **2023: 24%**<br>2022: 33% | **2023: 19%**<br>2022: 25% |
| **High demand from students but limited ability to service demand** | **2023: 11%**<br>2022: 8% | **2023: 27%**<br>2022: 19% | **2023: 22%**<br>2022: 25% | **2023: 27%**<br>2022: 28% | **2023: 14%**<br>2022: 19% |
| **Impact of new technology introduced or being introduced** | **2023: 33%**<br>2022: 29% | **2023: 42%**<br>2022: 37% | **2023: 14%**<br>2022: 26% | **2023: 6%**<br>2022: 3% | **2023: 6%**<br>2022: 6% |
| **Lack of interest / awareness to the benefits of Learning Abroad across your institution more broadly** | **2023: 8%**<br>2022: 3% | **2023: 22%**<br>2022: 22% | **2023: 36%**<br>2022: 31% | **2023: 17%**<br>2022: 31% | **2023: 17%**<br>2022: 14% |
| **Student concerns about the impact of travel on the environment** | **2023: 27%**<br>2022: 25% | **2023: 34%**<br>2022: 31% | **2023: 27%**<br>2022: 25% | **2023: 7%**<br>2022: 17% | **2023: 5%**<br>2022: 3% |

# of Responses: 36  |  Response Rate: 97%

**Are there other important limiting factors to student enrolments you are aware of?**

- Rising cost of living / increased cost of travel
- Limitations to degree flexibility and for-credit program recognition
- Students need to start considering exchange very early in their degree
- [Working students] cannot obtain leave to participate in programs
- Many courses now carry Australian professional accreditation requirements which limits overseas opportunity (nursing, teaching, etc.)
- Safety concerns / Geo-political tensions
- Limited capacity in the team
- Global economic slowdown
- Difficulty to obtain a study visa
- Short-staffed and not able to get out to inform students of opportunities
- Lack of an established Learning Abroad strategy
- Changing DFAT levels in certain countries
- Fewer students willing to give up work for a longer overseas experience
- Limited funding
- Lack of academic support (curriculum mapping)
- Lack of commitment to the sustained effort required to complete application processes
- Other opportunities such as local internships, startups or work competing with programming options
- Need to earn funds during session breaks - economic pressures
- OS-HELP - HECS indexation is impacting student's willingness to take loans
- Severely reduced staffing numbers

# What do you believe will be your students' least popular to most popular type of Learning Abroad programming at your institution in the next academic year?

| | 1 – Least important/popular | 2 | 3 | 4 | 5 – Very important/popular |
|---|---|---|---|---|---|
| **Short-term study abroad programs in January and/or July** | **2023: 0%**<br>2022: 3% | **2023: 14%**<br>2022: 6% | **2023: 30%**<br>2022: 20% | **2023: 24%**<br>2022: 31% | **2023: 32%**<br>2022: 40% |
| **Study tours (short-term faculty-led customised programs** | **2023: 0%**<br>2022: 3% | **2023: 0%**<br>2022: 0% | **2023: 14%**<br>2022: 11% | **2023: 27%**<br>2022: 37% | **2023: 59%**<br>2022: 49% |
| **Professional Internships abroad (WIL)** | **2023: 11%**<br>2022: 9% | **2023: 19%**<br>2022: 14% | **2023: 50%**<br>2022: 23% | **2023: 17%**<br>2022: 34% | **2023: 3%**<br>2022: 20% |
| **Virtual programs** | **2023: 78%**<br>2022: 46% | **2023: 14%**<br>2022: 31% | **2023: 5%**<br>2022: 14% | **2023: 3%**<br>2022: 6% | **2023: 0%**<br>2022: 3% |
| **Volunteering / Experiential Service Learning** | **2023: 49%**<br>2022: 40% | **2023: 30%**<br>2022: 40% | **2023: 16%**<br>2022: 11% | **2023: 5%**<br>2022: 6% | **2023: 0%**<br>2022: 3% |
| **Traditional semester exchange** | **2023: 0%**<br>2022: 3% | **2023: 11%**<br>2022: 8% | **2023: 27%**<br>2022: 33% | **2023: 35%**<br>2022: 31% | **2023: 27%**<br>2022: 25% |
| **Conferences** | **2023: 51%**<br>2022: 46% | **2023: 41%**<br>2022: 43% | **2023: 5%**<br>2022: 9% | **2023: 3%**<br>2022: 3% | **2023: 0%**<br>2022: 0% |
| **Other non-traditional forms of programming abroad** | **2023: 63%**<br>2022: 50% | **2023: 29%**<br>2022: 41% | **2023: 9%**<br>2022: 9% | **2023: 0%**<br>2022: 0% | **2023: 0%**<br>2022: 0% |

**Other important/popular forms of programming not listed?**

- Dual degree programming exchange semester will be growing in importance
- Clinical/Medical/paramedical placements
- Industry Affiliated Program
- Research
- Popular programming includes government funded programs
- Inter-campus programs
- Fee-paying Semester Abroad
- Short term exchange programs at a partner university
- COIL (Collaborative Online International Learning) is discussed in some faculties, but little support or knowledge on how to run these types of programs (and no capacity to try new things)

# of Responses: 37 | Response Rate: 100%

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# What do you believe will be your students' most popular Learning Abroad destinations for your institution next year?

| | 1 – Least popular | 2 | 3 | 4 | 5 – Very popular |
|---|---|---|---|---|---|
| **Africa** | **2023: 74%**<br>2022: 74% | **2023: 14%**<br>2022: 20% | **2023: 11%**<br>2022: 6% | **2023: 0%**<br>2022: 0% | **2023: 0%**<br>2022: 0% |
| **Asia** | **2023: 0%**<br>2022: 0% | **2023: 6%**<br>2022: 3% | **2023: 14%**<br>2022: 20% | **2023: 42%**<br>2022: 37% | **2023: 39%**<br>2022: 40% |
| **Europe** | **2023: 0%**<br>2022: 0% | **2023: 0%**<br>2022: 0% | **2023: 3%**<br>2022: 11% | **2023: 35%**<br>2022: 39% | **2023: 62%**<br>2022: 50% |
| **North America** | **2023: 0%**<br>2022: 0% | **2023: 3%**<br>2022: 0% | **2023: 35%**<br>2022: 22% | **2023: 32%**<br>2022: 39% | **2023: 30%**<br>2022: 39% |
| **South America** | **2023: 50%**<br>2022: 39% | **2023: 33%**<br>2022: 47% | **2023: 8%**<br>2022: 14% | **2023: 8%**<br>2022: 0% | **2023: 0%**<br>2022: 0% |
| **Pacific / Oceania** | **2023: 14%**<br>2022: 3% | **2023: 23%**<br>2022: 29% | **2023: 29%**<br>2022: 31% | **2023: 26%**<br>2022: 26% | **2023: 9%**<br>2022: 11% |

# of Responses: 37  |  Response Rate: 100%

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# What will be your most popular NCP funded Learning Abroad program locations in 2024?

| Country | % of Universities that ranked country as either "4" or "5 – Very Popular" |
|---|---|
| Japan | 80% |
| Indonesia | 60% |
| Singapore | 51% |
| Republic of Korea | 49% |
| Vietnam | 43% |
| Fiji | 40% |
| India | 31% |
| Malaysia | 29% |
| China | 23% |
| Thailand | 23% |
| Nepal | 20% |
| Cambodia | 17% |
| Hong Kong | 17% |

# of Responses: 36 | Response Rate: 97%

# What will be your most popular non-NCP funded Learning Abroad program locations in 2024?

| Country | % of Universities that ranked country as either "4" or "5 – Very Popular" |
|---|---|
| England | 94% |
| USA | 71% |
| Canada | 66% |
| Scandinavia | 34% |
| France | 31% |
| Germany | 29% |
| Italy | 29% |
| Scotland | 29% |
| Netherlands | 26% |
| Ireland | 20% |
| Spain | 17% |
| Wales | 14% |

# of Responses: 36 | Response Rate: 97%

# Has your institution placed students in the USA on an institutional academic led study tour in 2023?

Yes, 28%

No, 72%
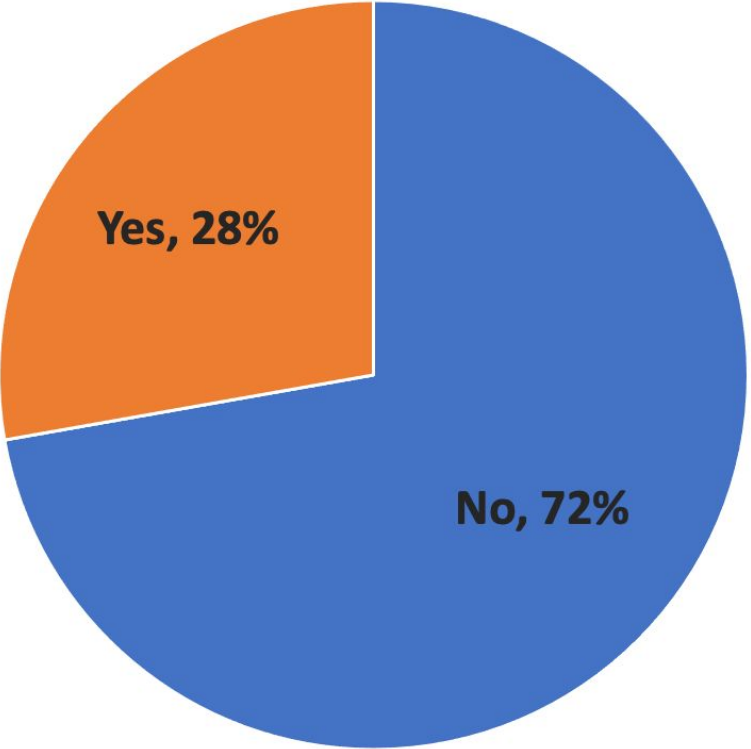
# of Responses: 36  |  Response Rate: 97%

# Is your institution planning to place students in the USA on an institutional academic led study tour in 2024?

Yes, 36%

No, 64%

# of Responses: 36  |  Response Rate: 97%

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Study | Intern | Volunteer Abroad
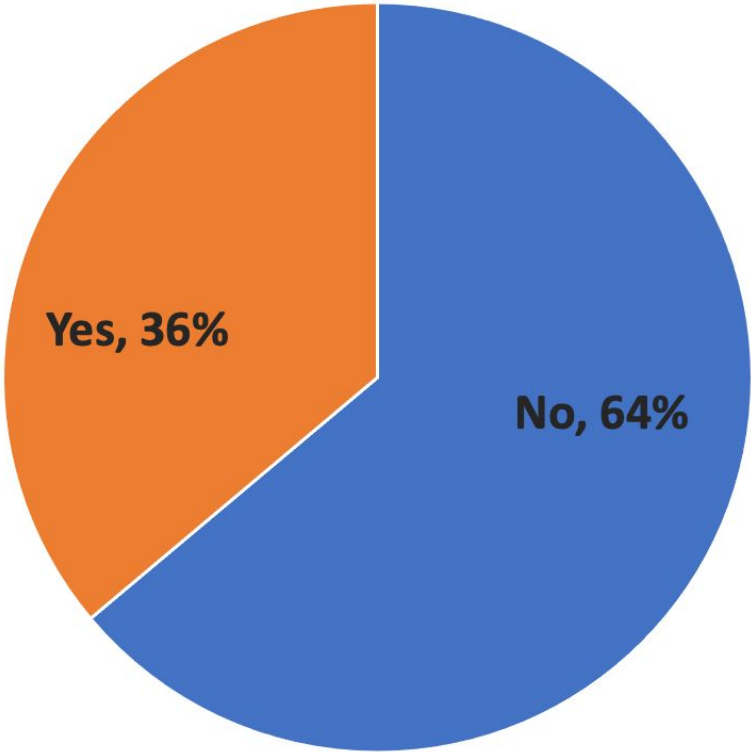
# Was your institution able to allocate all historic NCP-funded places in 2023, including variations from 2022 and prior?
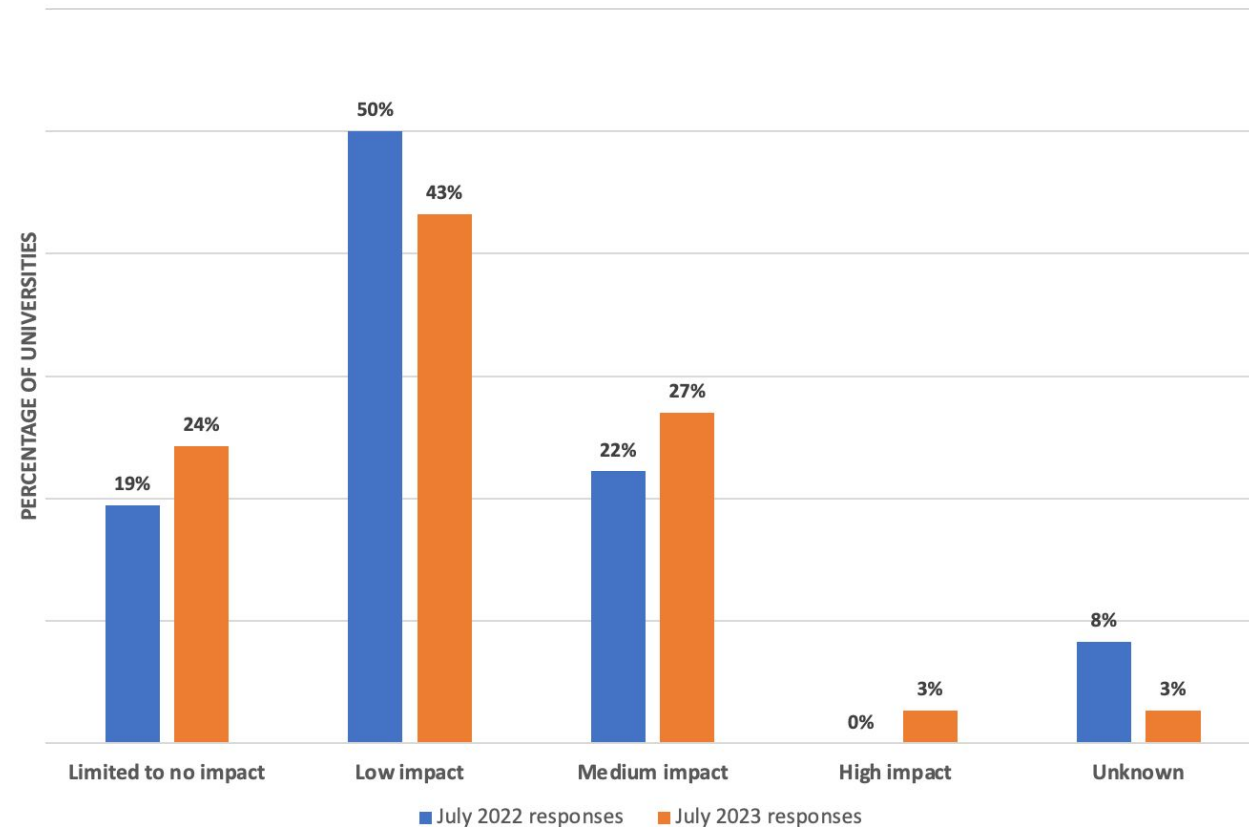
## July 2023 responses



**Yes, 8%**

**No, 92%**
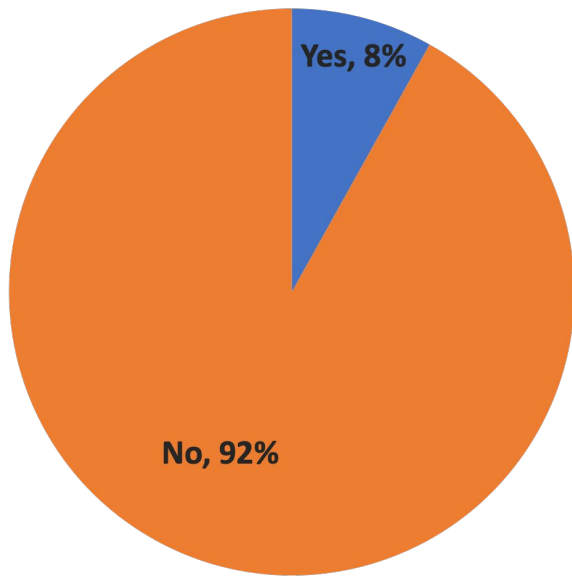
# of Responses: 37 | Response Rate: 100%

**If no, what are the primary obstacles?**

- Lack of resources - staff are so overstretched already that they can't take on running a study tour (or travelling abroad)
- The staff who applied for the funding have since left the university
- Large levels of academic staff turnover
- Lack of support from college leadership to support continuation or development of mobility even after funding has been awarded
- Cost and risk concerns, international students applying, faculty lead moving on from the project, overall staff changes or faculty/school changes in programming

# Will your institution be able to allocate all NCP-funded places in 2023, including variations from 2022 and prior?

## July 2022 responses



**Yes, 31%**

**No, 69%**
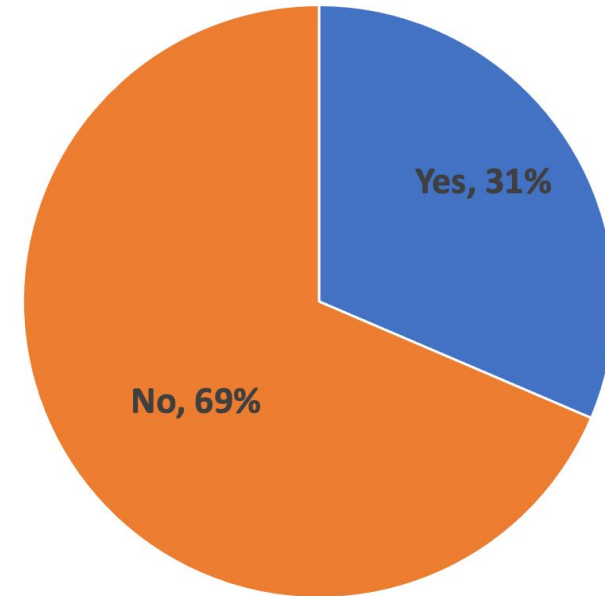
# of Responses: 35 | Response Rate: 97%

**In 2023, what level of concern do you think your students have in relation to the impact of travel on the environment, if any?**
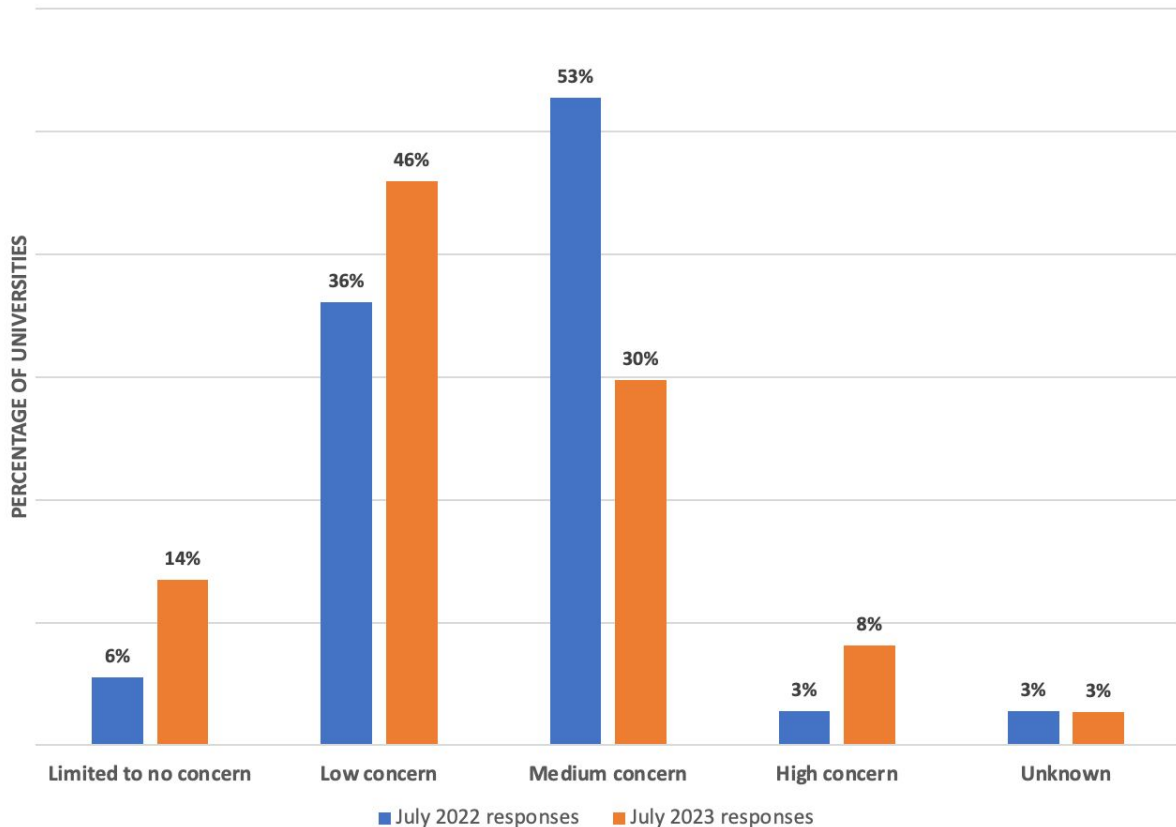
**Will environmental concerns impact your students' choice of destination for their Learning Abroad experience in 2023?**
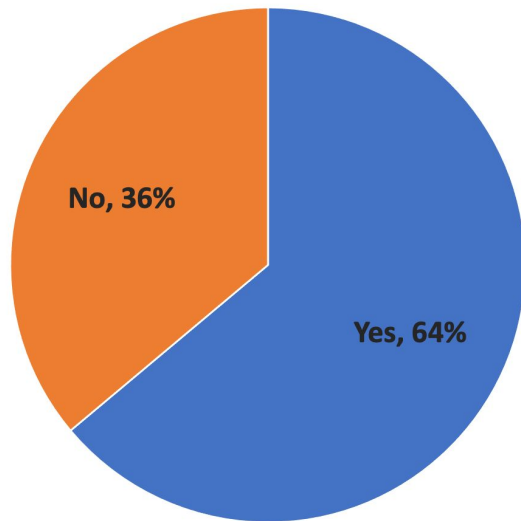
PERCENTAGE OF UNIVERSITIES

| Limited to no concern | Low concern | Medium concern | High concern | Unknown |
|---|---|---|---|---|
| 6% / 14% | 36% / 46% | 53% / 30% | 3% / 8% | 3% / 3% |

■ July 2022 responses   ■ July 2023 responses

# of Responses: 37  |  Response Rate: 100%

PERCENTAGE OF UNIVERSITIES

| Limited to no impact | Low impact | Medium impact | High impact | Unknown |
|---|---|---|---|---|
| 19% / 24% | 50% / 43% | 22% / 27% | 0% / 3% | 8% / 3% |

■ July 2022 responses   ■ July 2023 responses

# of Responses: 37  |  Response Rate: 100%

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Has/is your institution putting in place a policy or strategy in 2023 to offset the impact of carbon emissions on the environment as a result of student travel?
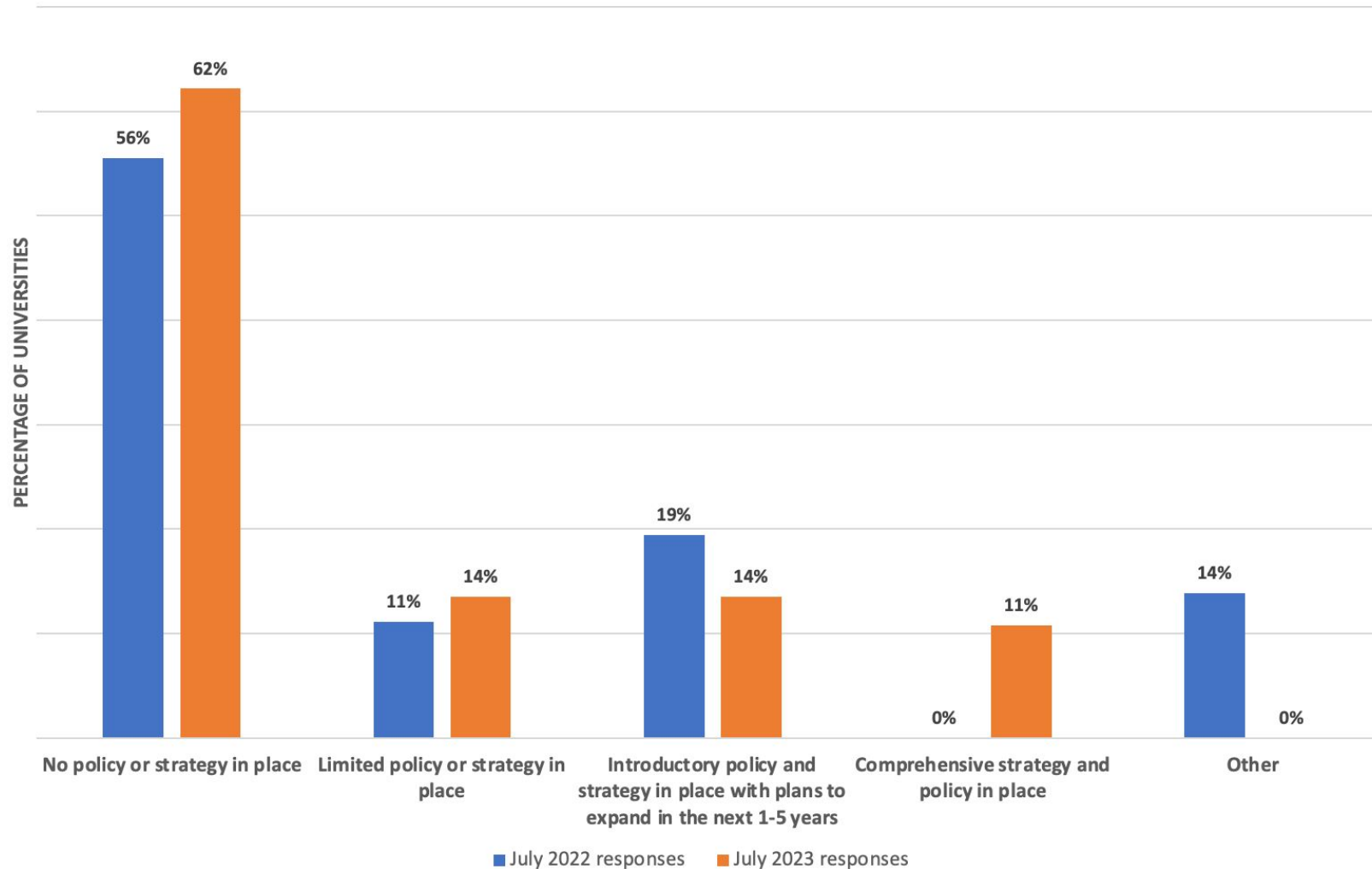
# of Responses: 37 | Response Rate: 100%

# Will your institution utilise the complimentary [Green Book](#) online resource as part of your pre-departure process (guides / sessions, etc.) for all outbound students in 2023?
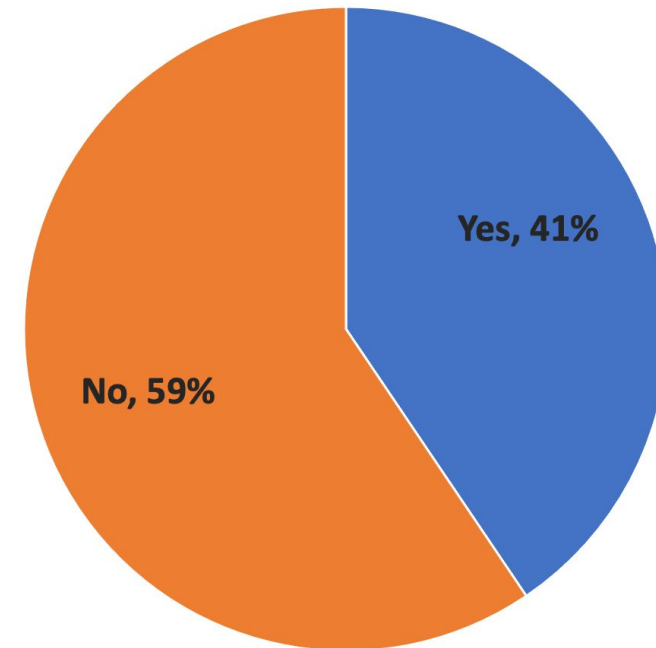
# Will your institution utilise the Green Book online resource as part of welcoming all inbound international study abroad and exchange students in 2023?

**July 2023**



No, 36%

Yes, 64%

# of Responses: 36 | Response Rate: 97%

**July 2022**



No, 38%

Yes, 62%

# of Responses: 34 | Response Rate: 94%



Yes, 41%

No, 59%

# of Responses: 37 | Response Rate: 100%

**What (approx.) percentage of your outbound student cohort in 2023 do you expect to go abroad via one of your approved Third-Party Providers (TPP)?**
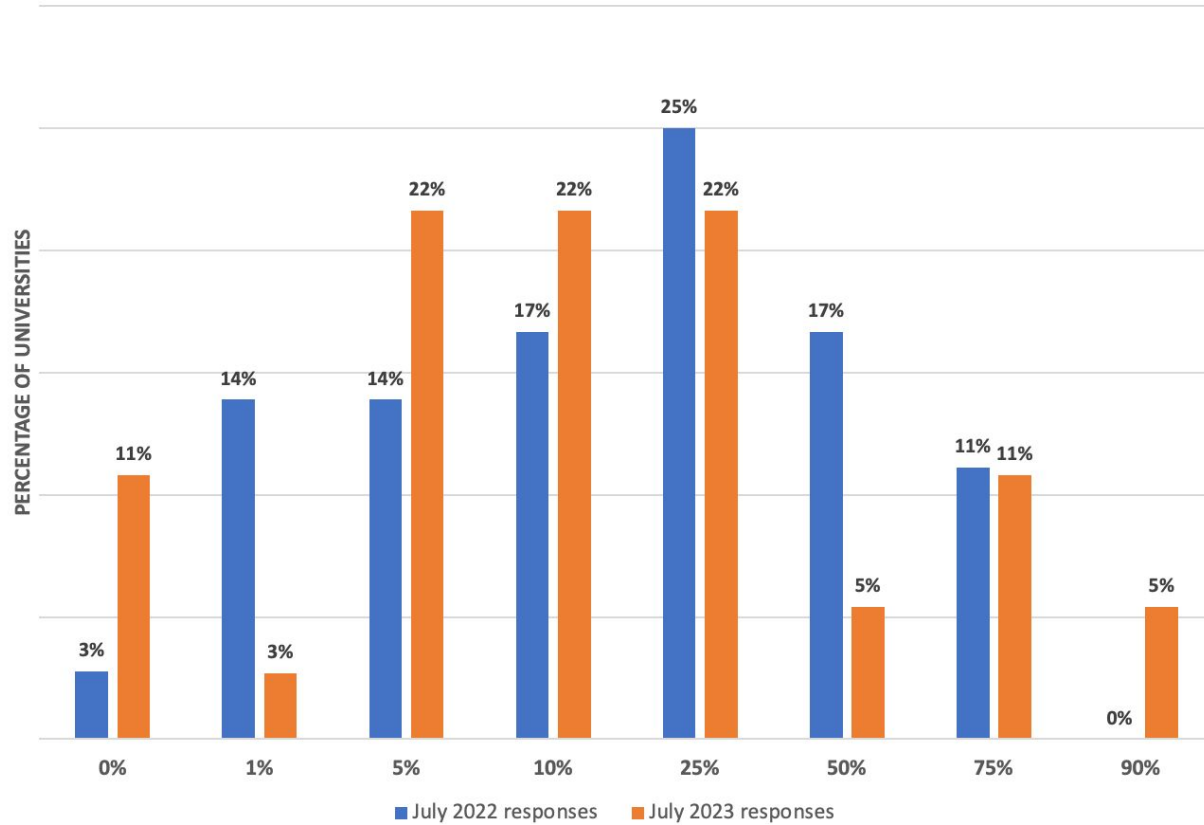
# of Responses: 37 | Response Rate: 100%

**How does the percentage of outbound students via a TPP compare with a normal year (such as 2019)?**
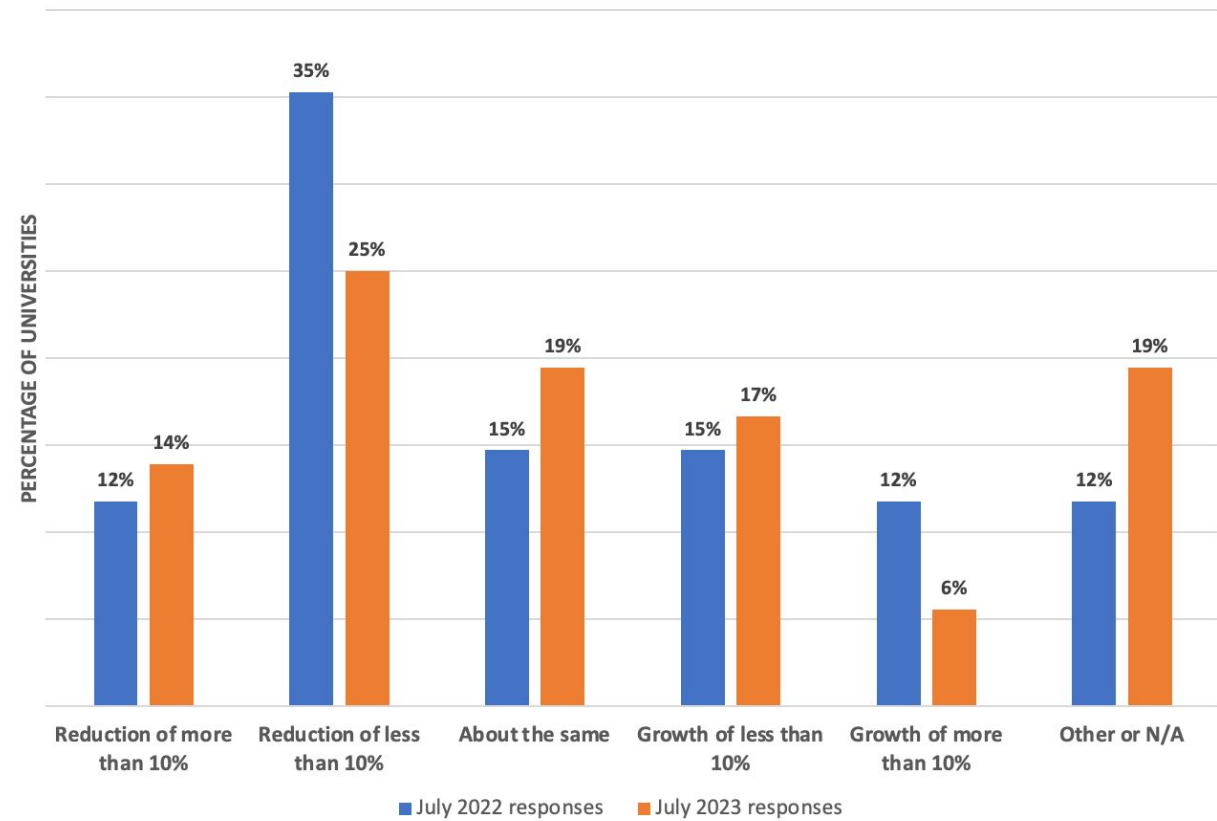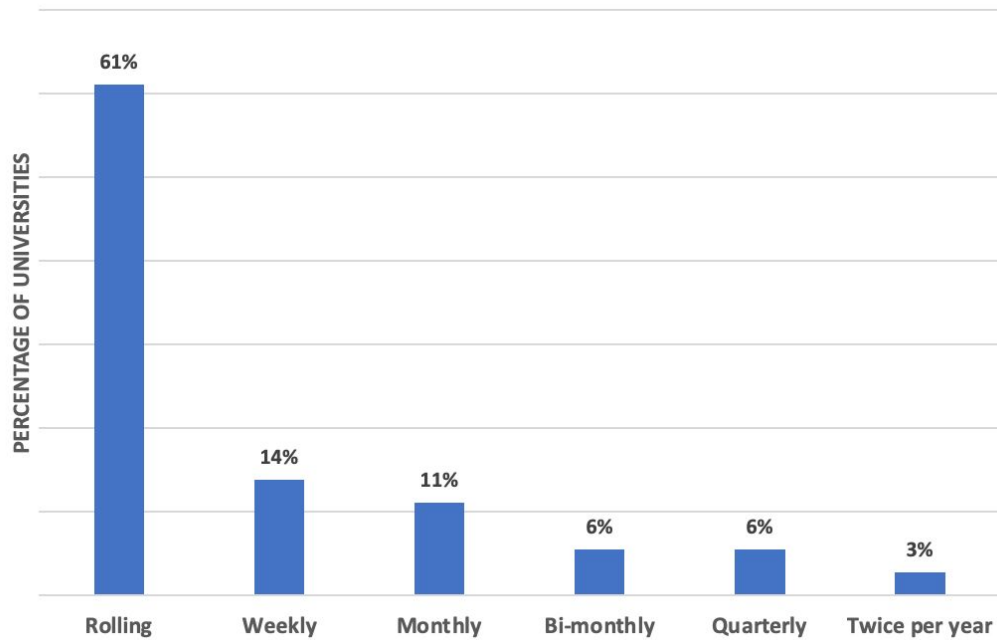
# of Responses: 36 | Response Rate: 97%

# What approx. percentage of your fee paying inbound study abroad students attended your institution with the support of an overseas agent in 2023?
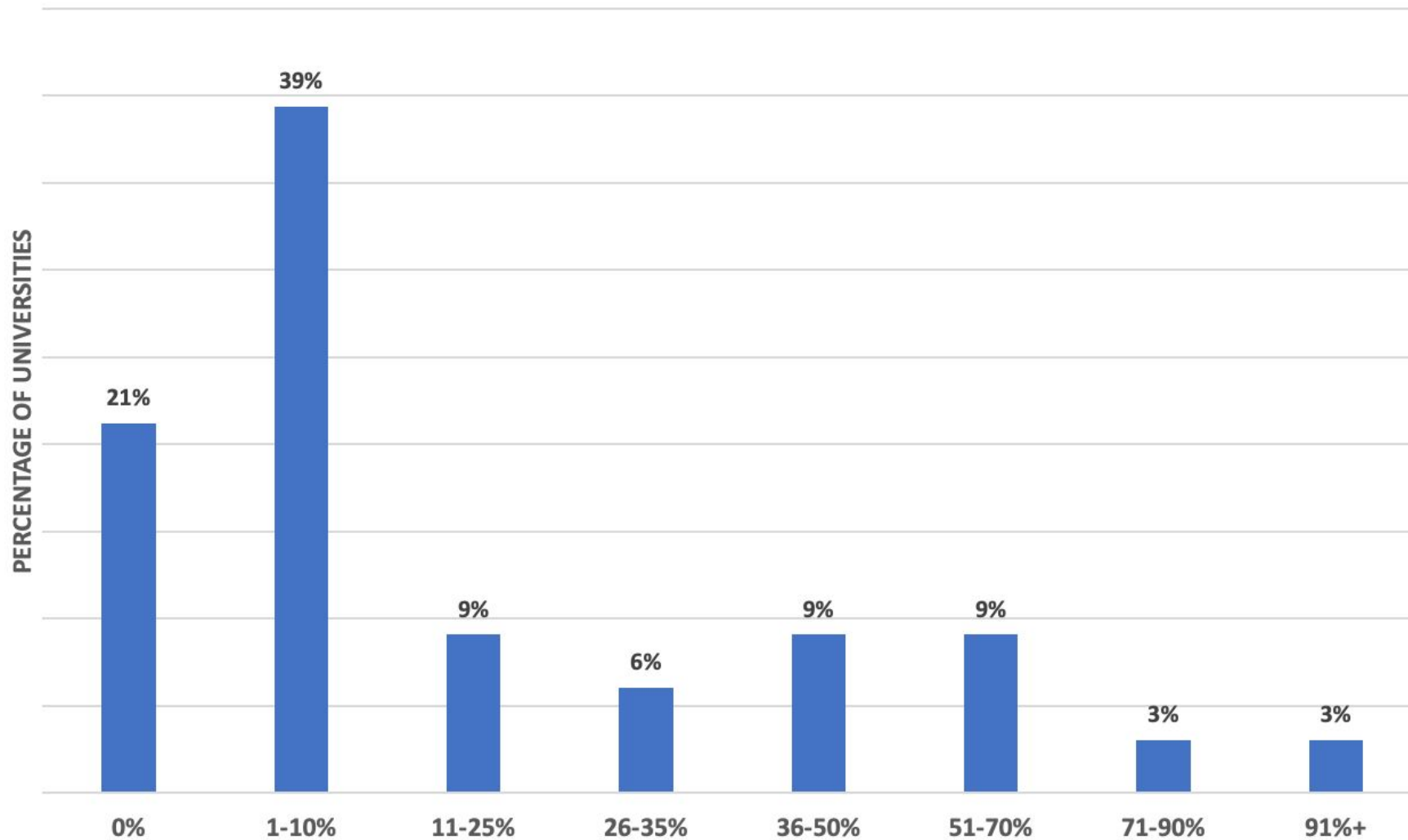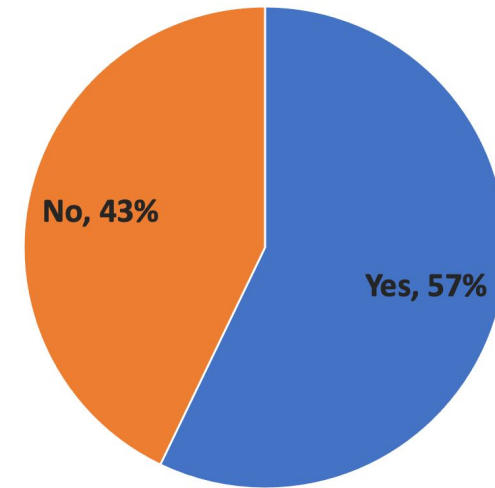


# of Responses: 33 | Response Rate: 89%

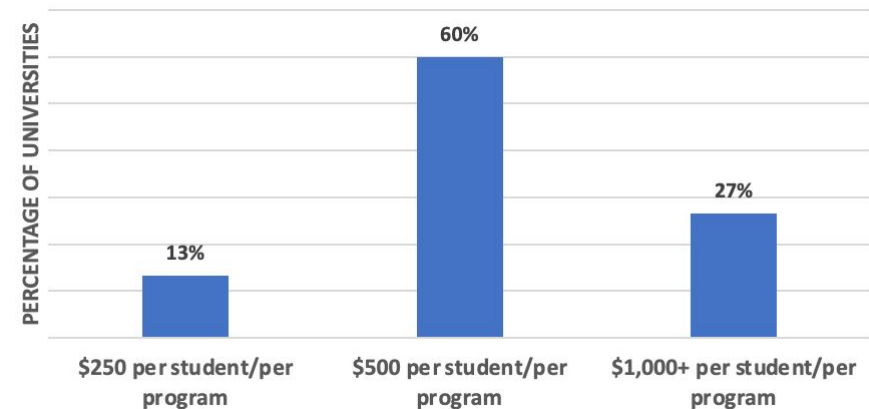# At what periods does your institution disperse OS-HELP?



PERCENTAGE OF UNIVERSITIES

- Rolling: 61%
- Weekly: 14%
- Monthly: 11%
- Bi-monthly: 6%
- Quarterly: 6%
- Twice per year: 3%

# of Responses: 36 | Response Rate: 97%

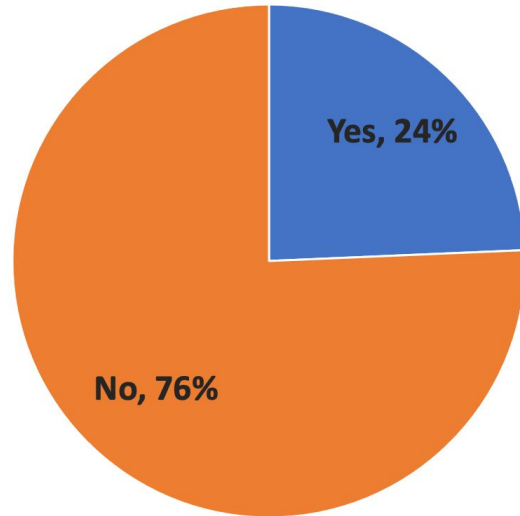# In your opinion, have levels of OS-HELP funding kept in track with inflation?



No, 43%
Yes, 57%

# of Responses: 35 | Response Rate: 95%

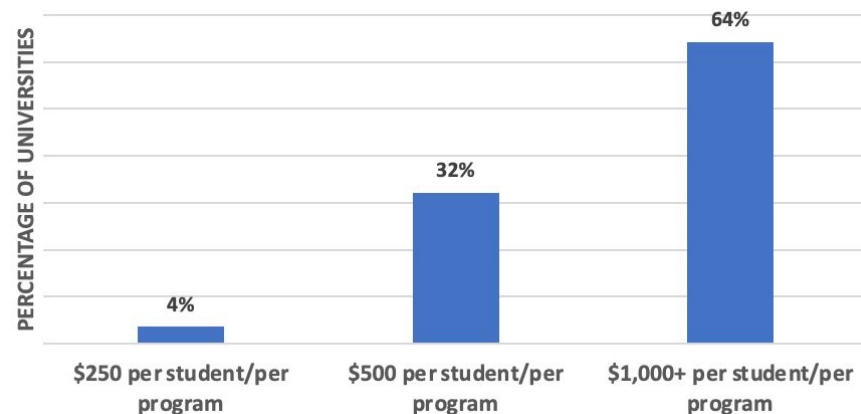**If no, how much extra do you think OS-HELP funding needs to increase in 2024?**



PERCENTAGE OF UNIVERSITIES

- $250 per student/per program: 13%
- $500 per student/per program: 60%
- $1,000+ per student/per program: 27%

# In your opinion, have levels of NCP funding kept in track with inflation?



Yes, 24%

No, 76%

# of Responses: 37 | Response Rate: 100%

## If no, how much extra do you think NCP funding needs to increase in 2024?



PERCENTAGE OF UNIVERSITIES

4% — $250 per student/per program
32% — $500 per student/per program
64% — $1,000+ per student/per program

# What else could your approved Third-Party Providers be doing to assist your institution in your efforts to support your students go abroad?
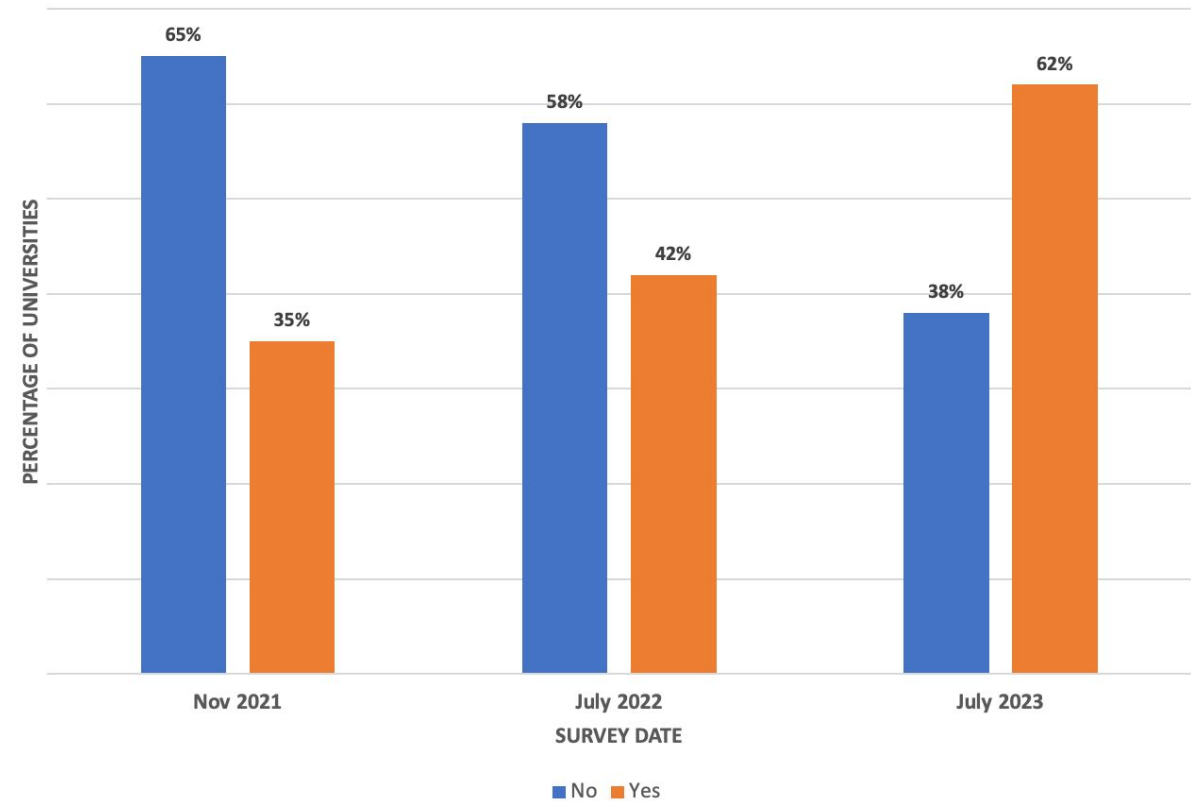
- Provision of easy **marketing collateral** and access to **syllabus/course outlines**
- Ensure that universities are aware of the info and documents that you require once students are confirmed [so] we can build this into our application workflows and ensure the correct info is captured at application/pre-departure stages
- Our TPPs are fantastic. Once we can get programs through senior exec, the support provided by TPPs is excellent. It's getting support/engagement internally that is the issue
- Offer more **cost-effective programs**
- Our experience has shown that the cost of the program is a deciding factor for many students, especially in the current economic climate and the inflation
- We welcome our TPPs on campus to deliver **in-person info sessions**
- **Personalised info session** recording that we could deliver
- More **flexibility** with deadlines/timelines
- **Longer lead times** for establishing programs
- **Timely responses** to queries on existing programs
- **Connecting** us with the partners in country so we can get NCP funding
- Working with Faculties to develop and support study tours and aligning programs with **credit matching**
- Provide some information about **credit transfer equivalencies** for off-the-shelf short term programs/**comprehensive course outlines** to assist students who are seeking approval for independent study abroad
- Flight costs seems to be the main barrier so any way students could **lock in flight costs** with a deposit and then pay them closer to departure would be attractive
- **Accurate cost breakdowns** vs. individual payment, greater publishing of **support services** available, **dynamic programs** to under-prescribed cohorts (nursing, architecture, science, etc.)
- Provide 10-30 second sizzler videos to be shared via **social media**
- We just do not have the resources to be able to support provider programs and are needing to be selective around what programs we can facilitate
- **Engage with busy faculty members** more effectively. By bridging this gap, we'll be able to shape meaningful programs

# Have you employed any new staff in the past 6 months?

PERCENTAGE OF UNIVERSITIES

**May 2021:** No 69%, Yes 31%
**Nov 2021:** No 65%, Yes 35%
**July 2022:** No 61%, Yes 39%
**July 2023:** No 50%, Yes 50%

SURVEY DATE

■ No  ■ Yes
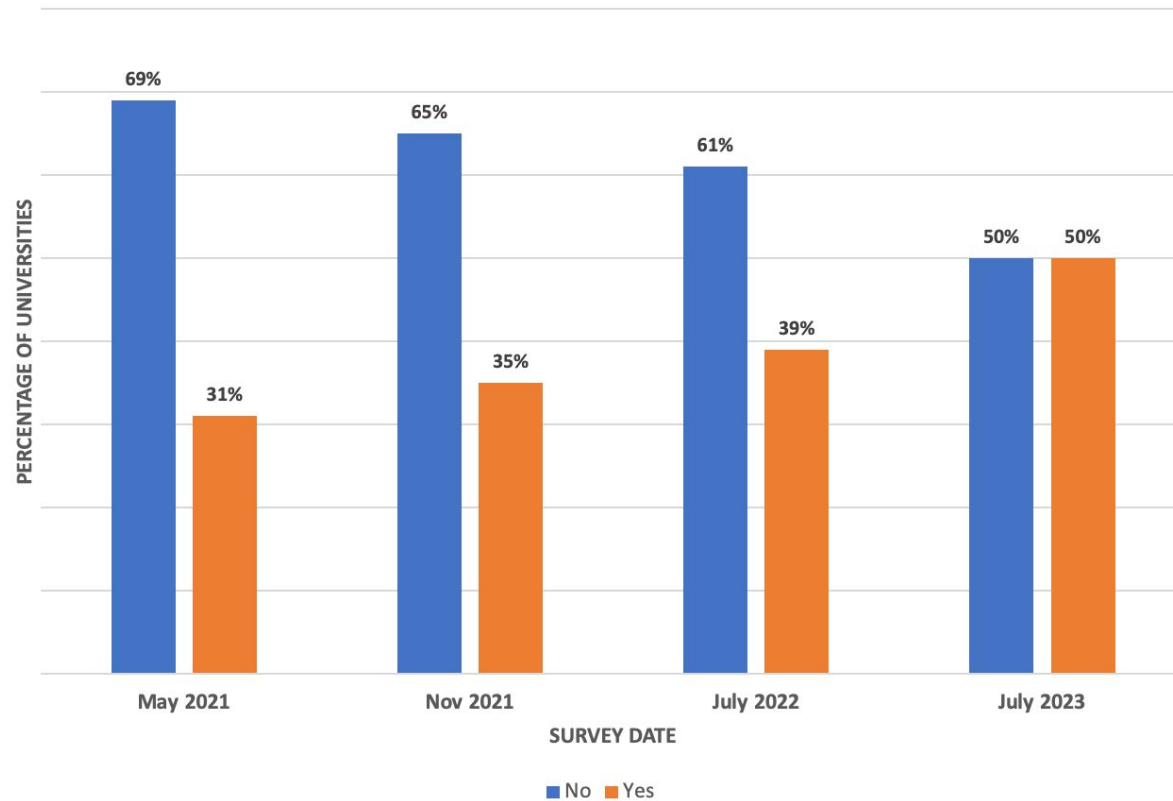
# of Responses: 36  |  Response Rate: 97%

# Do you plan to employ any new staff within the next 9-12 months?

PERCENTAGE OF UNIVERSITIES

**Nov 2021:** No 65%, Yes 35%
**July 2022:** No 58%, Yes 42%
**July 2023:** No 38%, Yes 62%

SURVEY DATE

■ No  ■ Yes

# of Responses: 37  |  Response Rate: 100%

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# Is your University currently promoting Learning Abroad programs for the next academic year?

## July 2022 responses
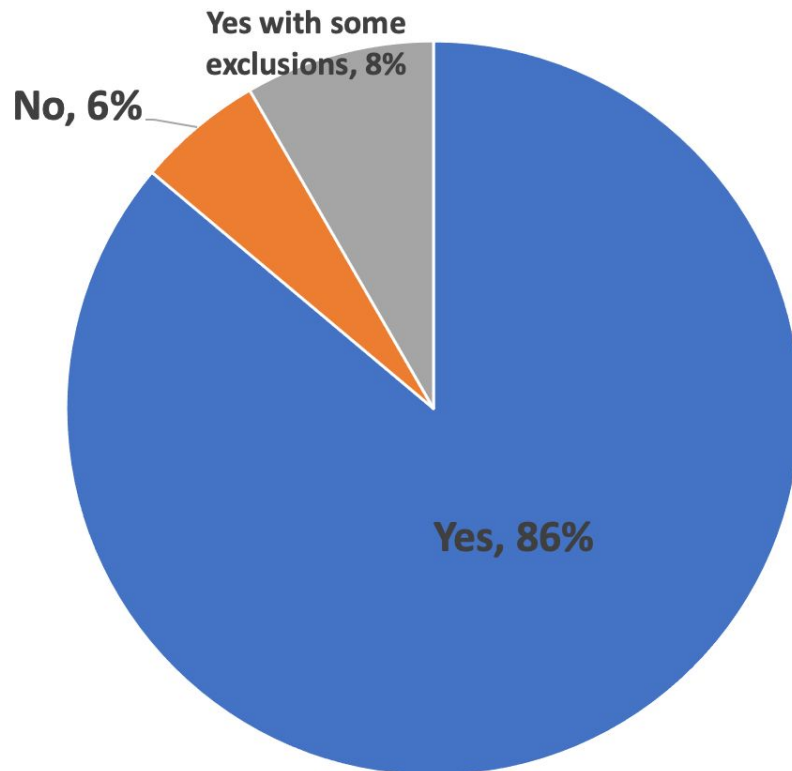
**Exclusions:**
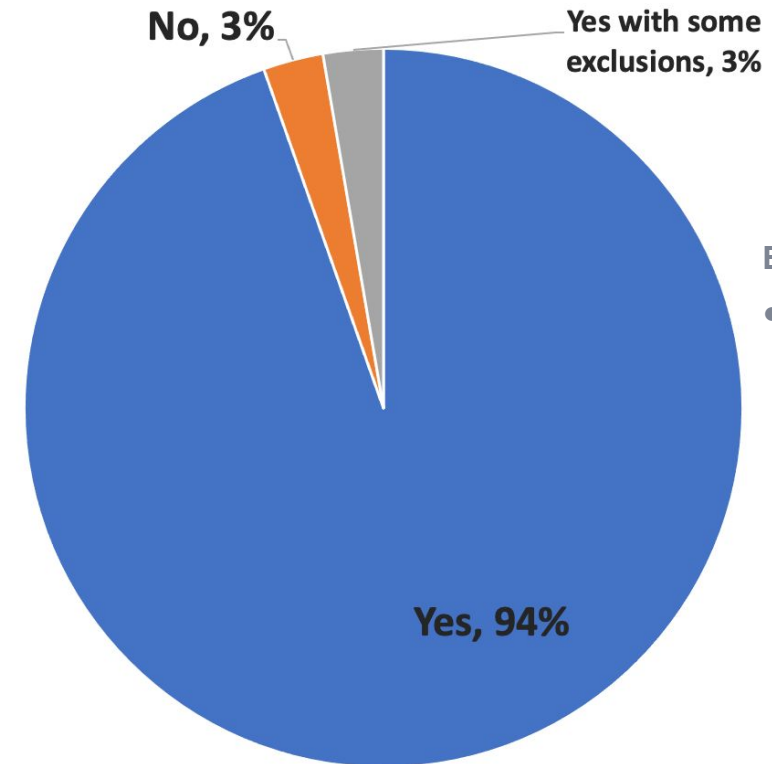- Any country listed by Smartraveller as Level 3 or 4 cannot be supported

Yes with some exclusions, 8%

No, 6%

Yes, 86%

# of Responses: 36  |  Response Rate: 100%

## July 2023 responses

No, 3%

Yes with some exclusions, 3%

**Exclusions:**
- No staff to support promotion and processing of students

Yes, 94%

# of Responses: 37  |  Response Rate: 100%
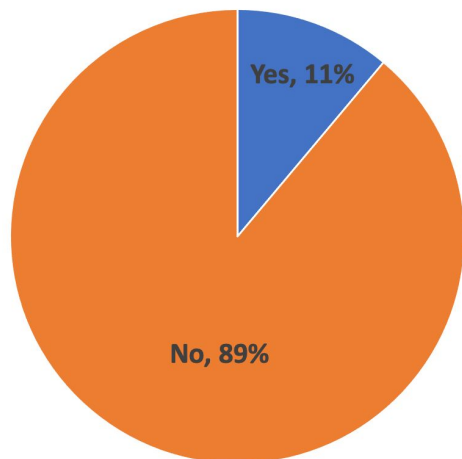
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# Do you plan to hold an <u>online / virtual</u> study abroad and exchange fair in the second half of this year?

**July 2023 responses**

Yes, 8%

No, 92%

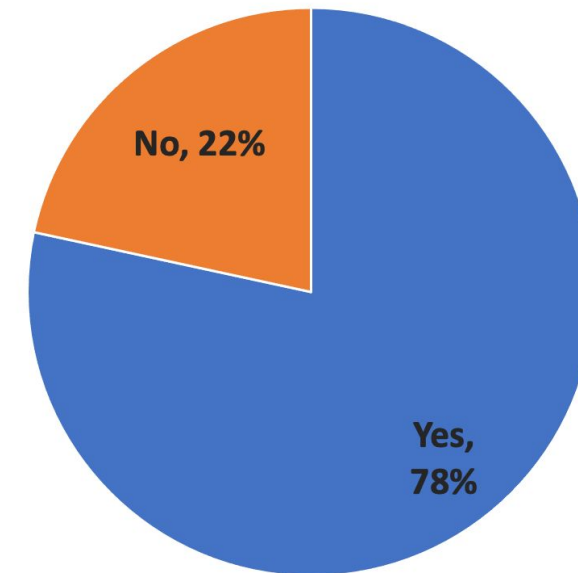# of Responses: 37 | Response Rate: 100%

**July 2022 responses**

Yes, 11%

No, 89%
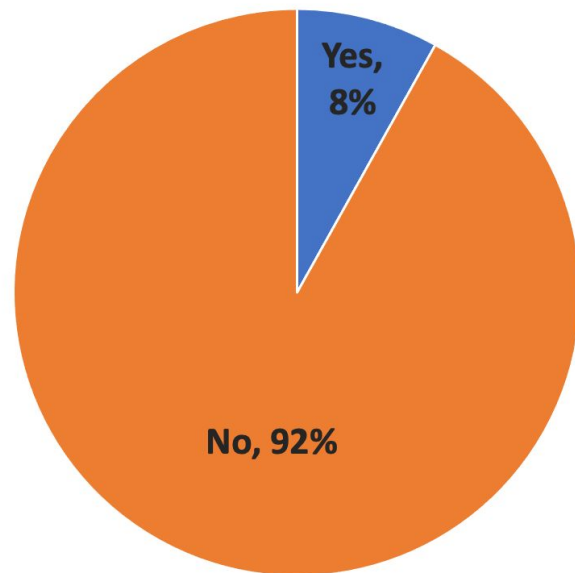
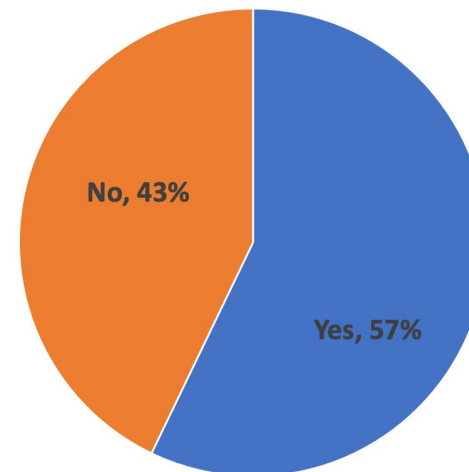# of Responses: 36 | Response Rate: 100%

# Do you plan to hold an <u>on-campus</u> (face-to-face) Learning Abroad (or study abroad and exchange) fair in the first half of next year?
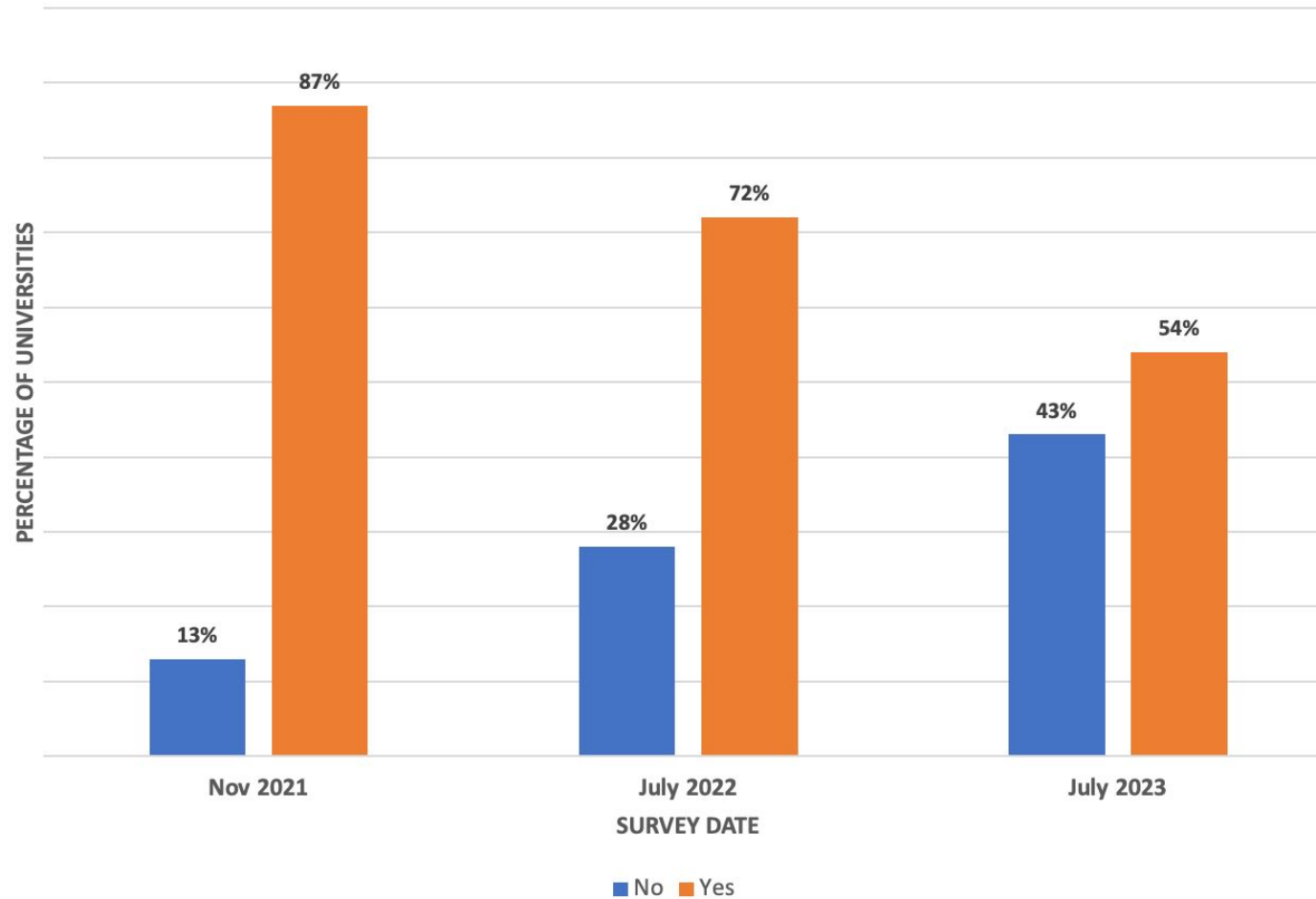
**July 2023 responses**

No, 22%

Yes, 78%

# of Responses: 37 | Response Rate: 100%

**July 2022 responses**

No, 43%

Yes, 57%

# of Responses: 36 | Response Rate: 100%

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# Is your University planning to offer Virtual mobility programs next year and beyond?



PERCENTAGE OF UNIVERSITIES

87%
72%
54%
43%
28%
13%

Nov 2021          July 2022          July 2023

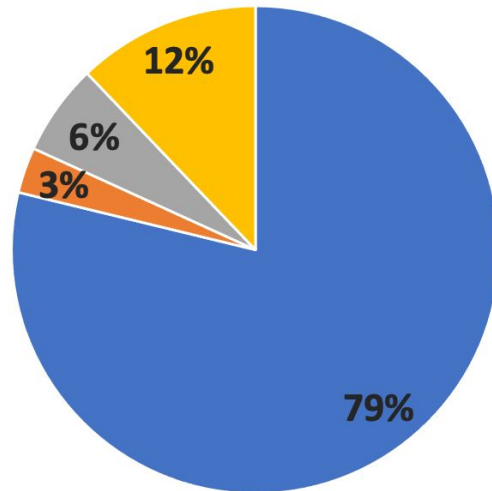SURVEY DATE

■ No  ■ Yes

# of Responses: 37  |  Response Rate: 100%

# What do you see as the interest from students for Virtual mobility programs in 2023 compared to 2022?

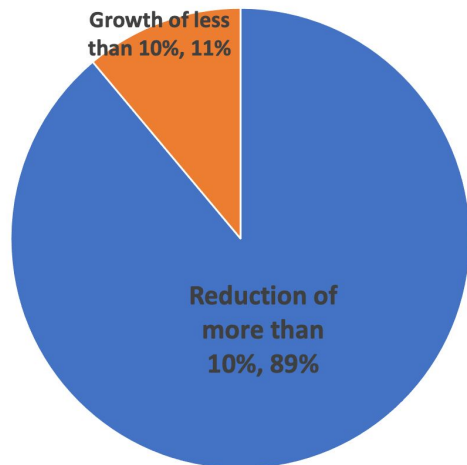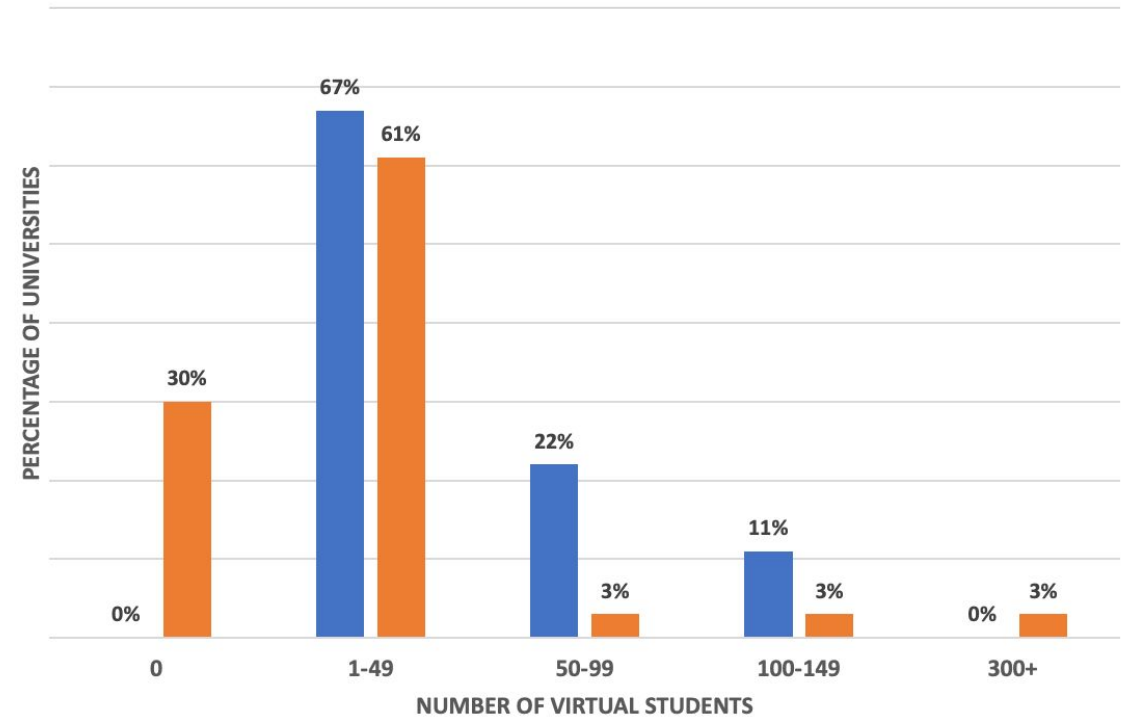## In 2023, how many students do you expect to place in virtual programs?

**July 2023 responses**

- 79%
- 12% Other (no interest or do not offer virtual)
- 6% About the same
- 3% Reduction of less than 10%

Legend:
- ■ Reduction of more than 10%
- ■ Reduction of less than 10%
- ■ About the same
- ■ Other (no interest or do not offer virtual)

# of Responses: 33 | Response Rate: 89%

**July 2022 responses**

- Growth of less than 10%, 11%
- Reduction of more than 10%, 89%

# of Responses: 9 | Response Rate: 25%

**PERCENTAGE OF UNIVERSITIES** vs **NUMBER OF VIRTUAL STUDENTS**

| Number of virtual students | July 2022 responses | July 2023 responses |
|---|---|---|
| 0 | 0% | 30% |
| 1-49 | 67% | 61% |
| 50-99 | 22% | 3% |
| 100-149 | 11% | 3% |
| 300+ | 0% | 3% |

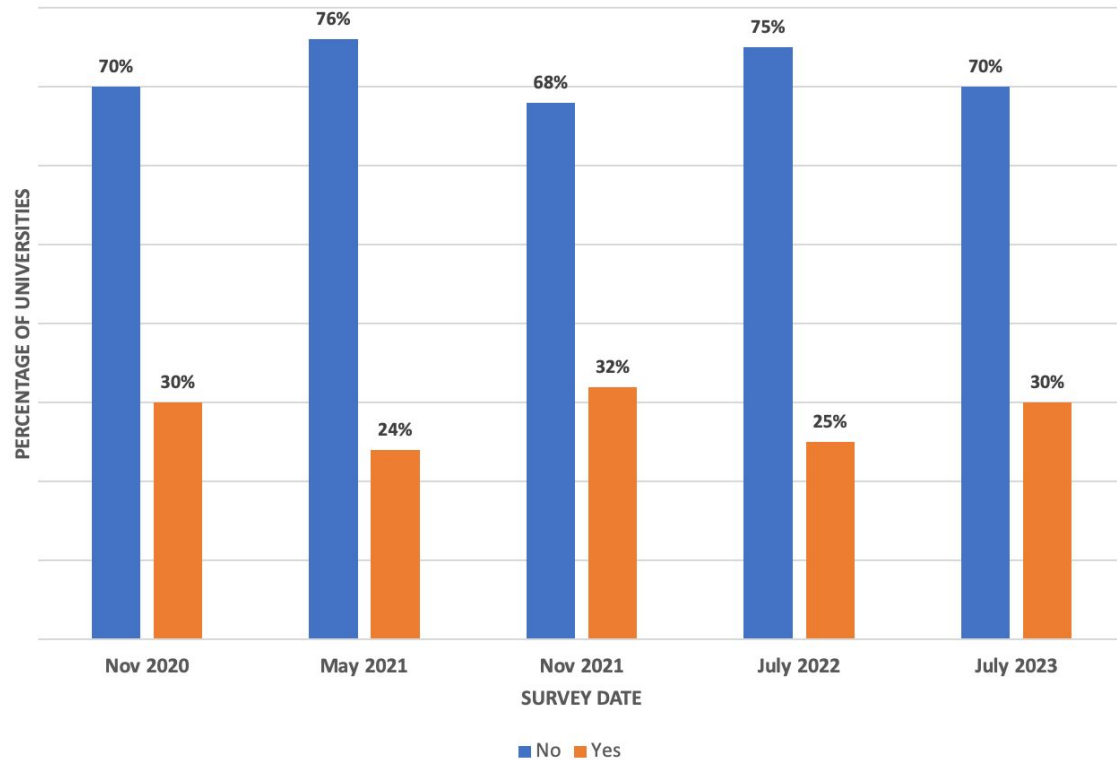Legend:
- ■ July 2022 responses
- ■ July 2023 responses

# of Responses: 33 | Response Rate: 89%

# Is your University planning to offer any internal institutional funding to students for <u>virtual</u> mobility programs this and/or next year?
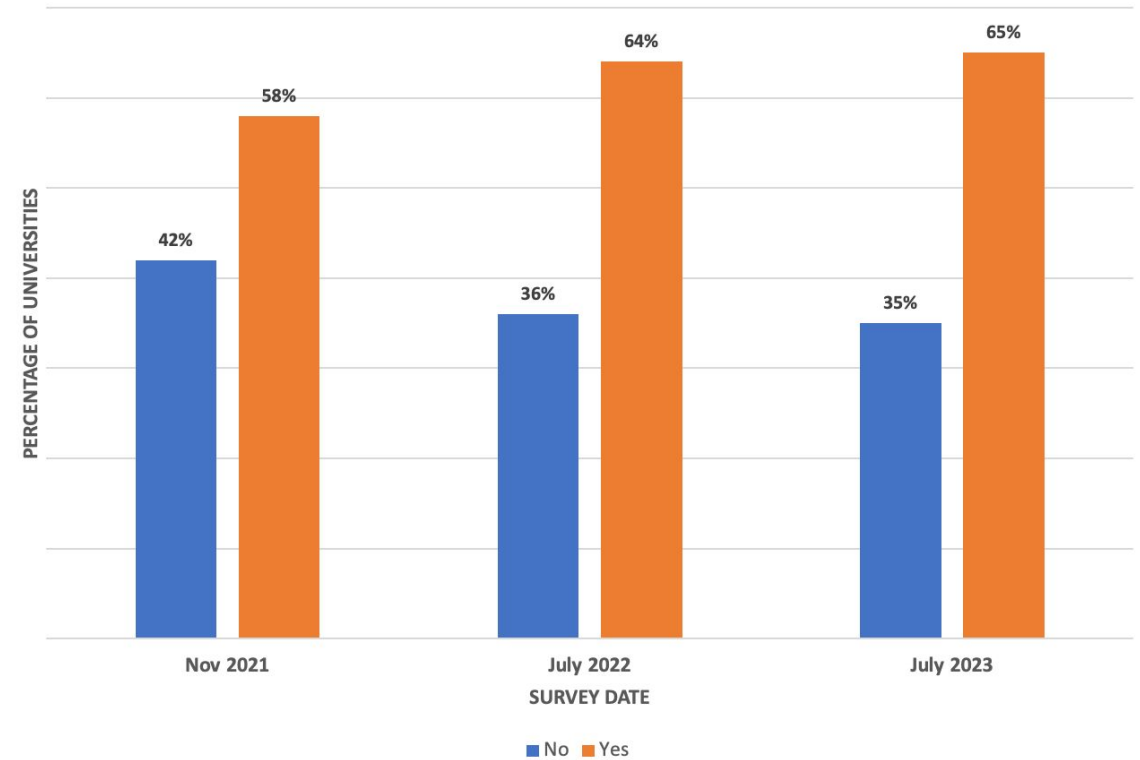


PERCENTAGE OF UNIVERSITIES

| Survey Date | No | Yes |
|---|---|---|
| Nov 2020 | 70% | 30% |
| May 2021 | 76% | 24% |
| Nov 2021 | 68% | 32% |
| July 2022 | 75% | 25% |
| July 2023 | 70% | 30% |

SURVEY DATE

■ No  ■ Yes

# of Responses: 37  |  Response Rate: 100%

**If yes, indicate funding amount per student, per program:**

- $1-500 (64%)
- $501-1000 (18%)
- $1001-2000 (18%)

# Is your University offering any internal institutional funding to students on <u>overseas</u> Learning Abroad programs this and/or next year?
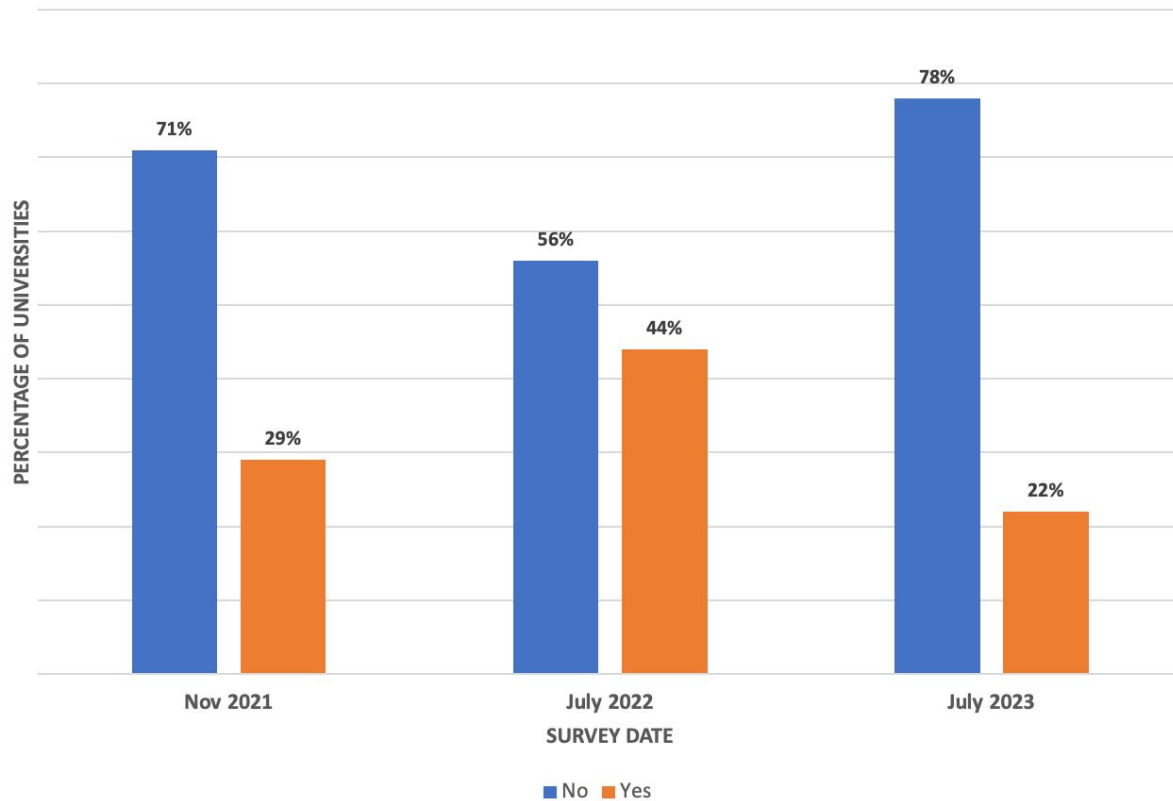


PERCENTAGE OF UNIVERSITIES

| Survey Date | No | Yes |
|---|---|---|
| Nov 2021 | 42% | 58% |
| July 2022 | 36% | 64% |
| July 2023 | 35% | 65% |

SURVEY DATE

■ No  ■ Yes

# of Responses: 37  |  Response Rate: 100%

**If yes, indicate funding amount per student, per program:**

- $1-500 (26%)
- $501-1000 (35%)
- $1001-2000 (22%)
- $2001-3000 (4%)
- Varies (13%)

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**Are COVID-19 vaccinations mandatory for all students/staff on approved Learning Abroad programs?**

PERCENTAGE OF UNIVERSITIES

Nov 2021: No 71%, Yes 29%
July 2022: No 56%, Yes 44%
July 2023: No 78%, Yes 22%

SURVEY DATE

■ No  ■ Yes

# of Responses: 37  |  Response Rate: 100%

**Does your University provide health insurance to students on approved Learning Abroad programs that includes COVID-19 related coverage?**

PERCENTAGE OF UNIVERSITIES

Nov 2021: No 35%, Yes 65%
July 2022: No 19%, Yes 81%
July 2023: No 8%, Yes 92%

SURVEY DATE

■ No  ■ Yes

# of Responses: 37  |  Response Rate: 100%

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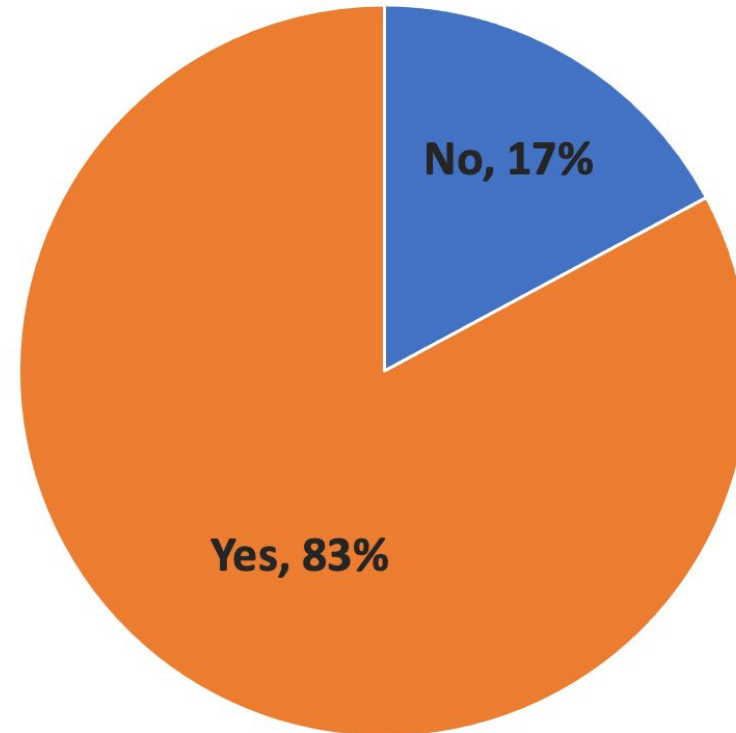Study | Intern | Volunteer Abroad
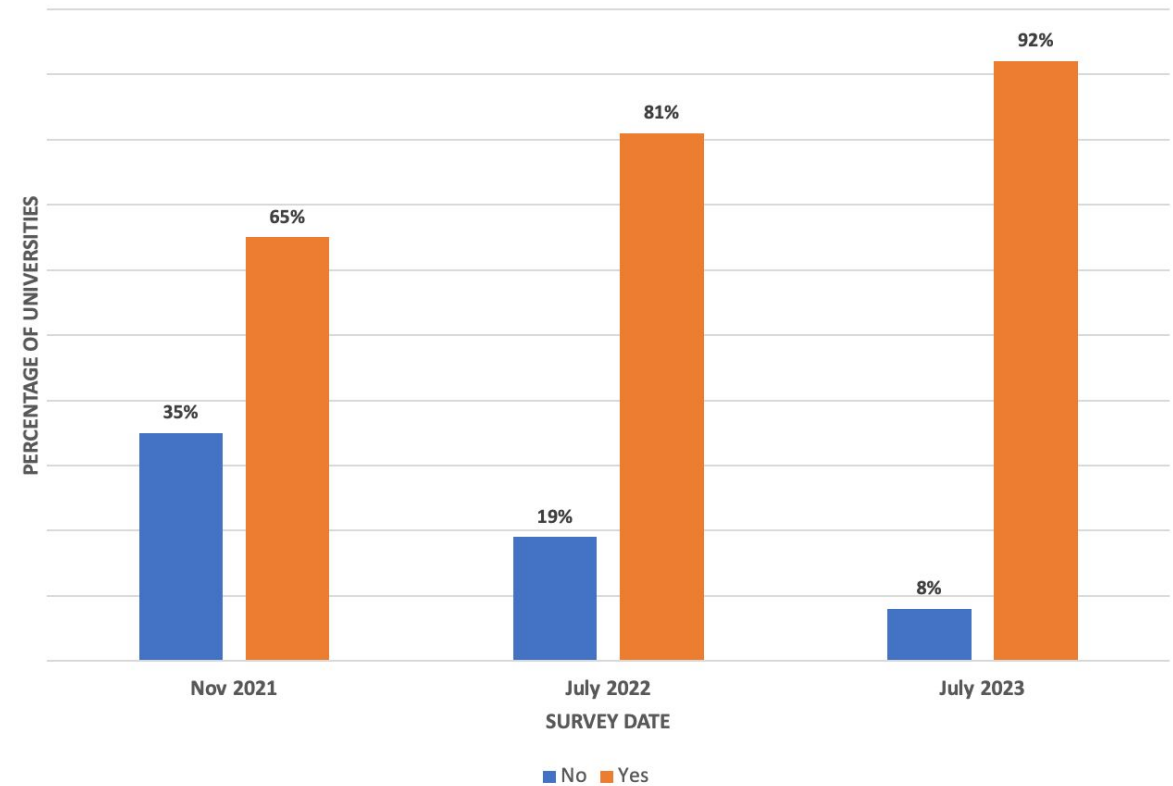
# Do you see interest and engagement in regards to Learning Abroad from your institution's academic staff increasing in 2023 compared with 2022?

**July 2022 responses**

No, 31%

Yes, 69%

# of Responses: 36  |  Response Rate: 100%

**July 2023 responses**

No, 17%

Yes, 83%
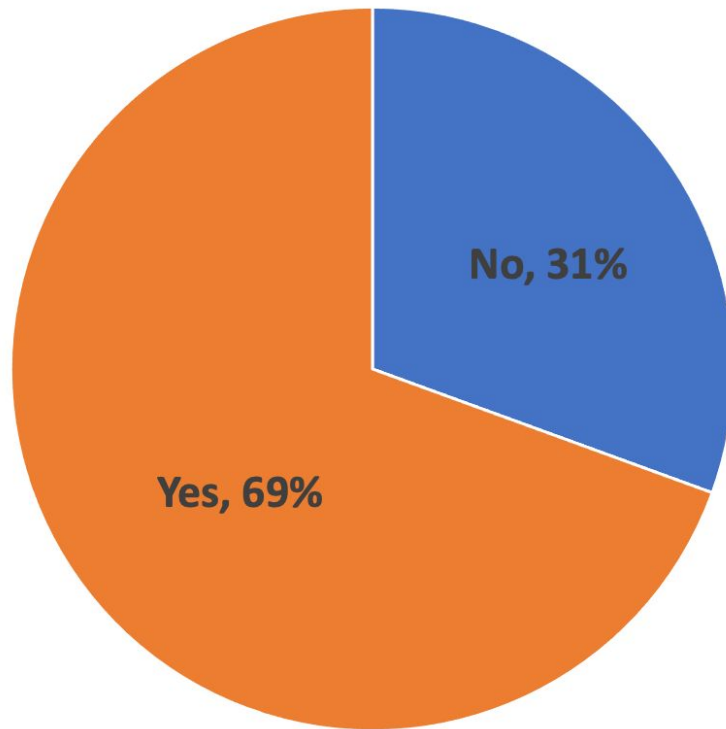
# of Responses: 35  |  Response Rate: 95%

# What do you see as the main obstacle to students and academic staff attending and leading Learning Abroad Programs in 2023/24?

**Students:**

- Program cost
- Prohibitive costs of travel
- Available funding
- Academic credit approval
- Readiness
- Don't recognize value of programs
- AUD is weak against some currencies
- Health, safety and political concerns
- Personal commitment and effort required to participate in a program abroad
- Competition from other opportunities / priorities
- Available mobility windows within the degree programs
- Visa restrictions
- Geopolitical tensions
- Ongoing uncertainties as a result of COVID

**Staff:**

- Workload requirements
- Turnover
- Budget constraints
- Already overstretched
- Limited financial support
- Lack of funding, resources and time available to arrange and deliver programs
- Limited staff to support the programs and student requirements
- Extra work that they do not get paid for
- Risk

**Learning Abroad/Mobility Office:**

- Budget cuts across the institution
- Limited human and technological resourcing to enable us to address compliance and scaling
- College leadership executives are not supportive of outbound mobility for the following reasons (from their perspective) a) not revenue generating, b) requires financial/human resourcing, c) 'nothing to gain' by the College
- Mobility department is not supported or endorsed to interact directly with Colleges to uplift perception of outbound mobility
- Limited ability to service demand
- Resourcing to create, support and execute programs

# How do you see your marketing mix changing in 2023/24 compared to 2019?

"Student-generated and delivered content to increase engagement with our materials and messaging"

"Longer lead in times for program development and advertising"

"Upskilling on digital content creation... working on a marketing strategy, but don't have any clear idea on how to lift our profile without internal support"

"We have just finished implementing a new student mobility system which we hope will help streamline comms and eliminate clutter"

"Holding a forum for academic staff and International Office staff to learn from each other and make connections"

"More digital media with a dedicated social media team, more recruitment activities face-to-face and more exchange fairs"

"Increase use of AI to generate marketing content including video"

"Growing our own direct marketing leads at Orientation, rather than through central student email which is a crowded space to reach students"

"Invested in a campaign tool that will assist in targeting students, rather than advertise to the general population"

"Digital is important, however face-to-face may become more effective again"

"High on-campus visibility and face-to-face drop in sessions to complement online sessions"

"Our uni has worked to establish a recognized sub-brand and independent communication channels to more effectively reach our target audience"

# What new initiatives (if any) has the University implemented to assist students and academic staff in attending / leading programs overseas in the future?

Implementing a new CRM system which will improve the promotion of programs and student data collection

Automated program approval and deployment of pre-departure and completion requirements to leads

Development of a staff-focused intranet providing information and resources on all things learning abroad

Engaging with early career academics to encourage consideration of LA programming

Staffing structure change to ensure there are support staff to liaise between schools and International teams

Student ambassador program with returning students helping give advice to students interested in going

Working with academic leads to mentor, design and re-develop experiences

Academic and student facing sites to provide all relevant information in a self-paced environment

Implementation of online pre-departure modules to complement face-to-face sessions

New application process to streamline application system

Bursary and financial incentives, trip leader training, risk and critical incident documentation

Meetings with Deans to set targets and goals aligned to institutional goals

Developing a refreshed Short Program Guide - tips on best practice and pitfalls

Manual for academic staff to assist with planning and delivery of programs + regular meetings with Faculties

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