



## IN FOCUS: NEPAL

AIEC- Oct '19

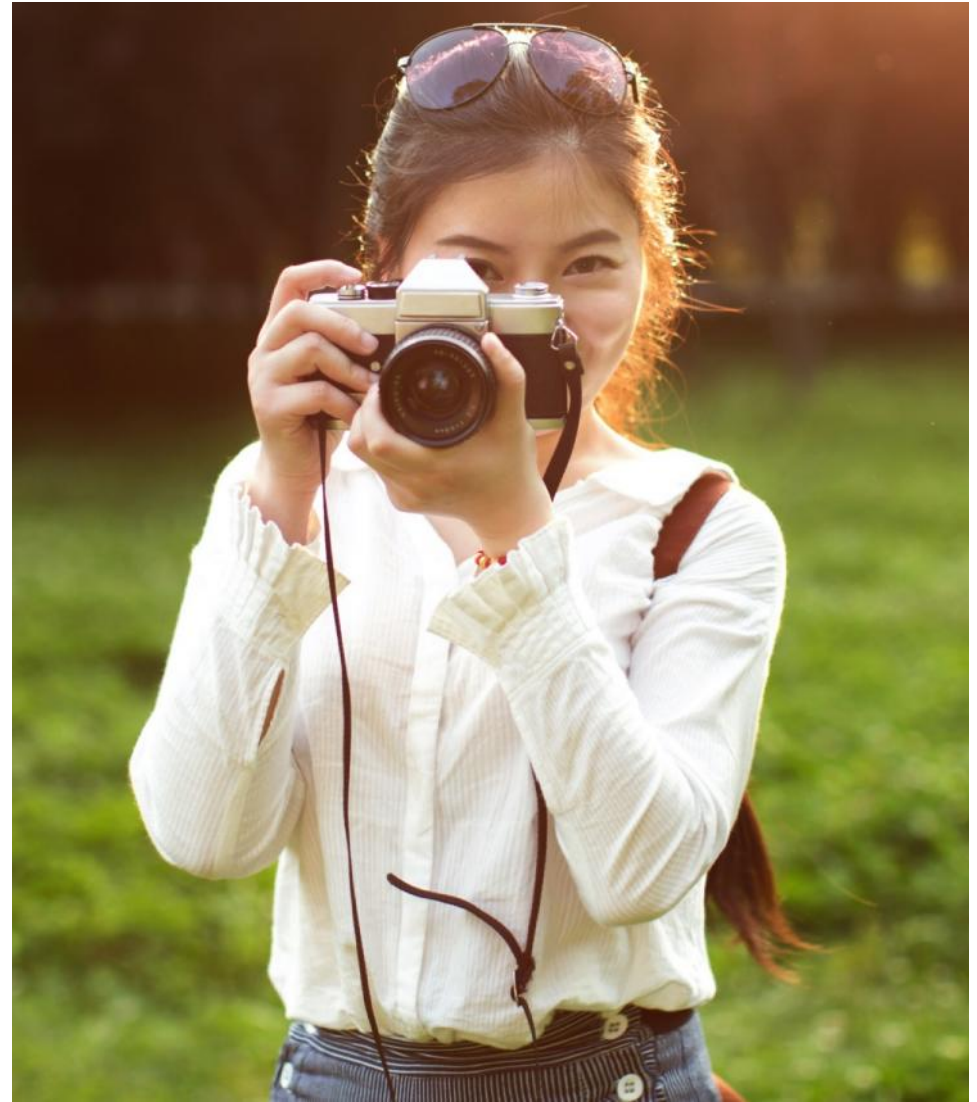
Piyush Kumar- Regional Director South Asia

IDP Education



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# Nepal- Country Overview & Demands

## Nepal- Country Overview

- Nepal's **GDP** growth @7.5%, driven mainly by service & agriculture sectors\*
- The estimated **population** is 28.61 million, a young country with a median age of 21.6 years\*
- Limited options in Higher Education in the country fueling the demand for international education
- The primary destinations of choice for Nepalese students for overseas education have been Australia followed by Japan, USA and Canada .
- For Australia, Nepal is the third largest source country for international students, after China & India.
- The Nepalese community has been fast growing in Australia, especially in the NSW area.

(Source: \*World Bank)



## Nepal – Student trends

- The **Focus of AU Institutions in Nepal** is growing.
- In-country representation and visits by AU institutions have increased
- Regular presence in the market helps in building the brand.

### Influencers of Choice for Nepalese Students

#### Destination

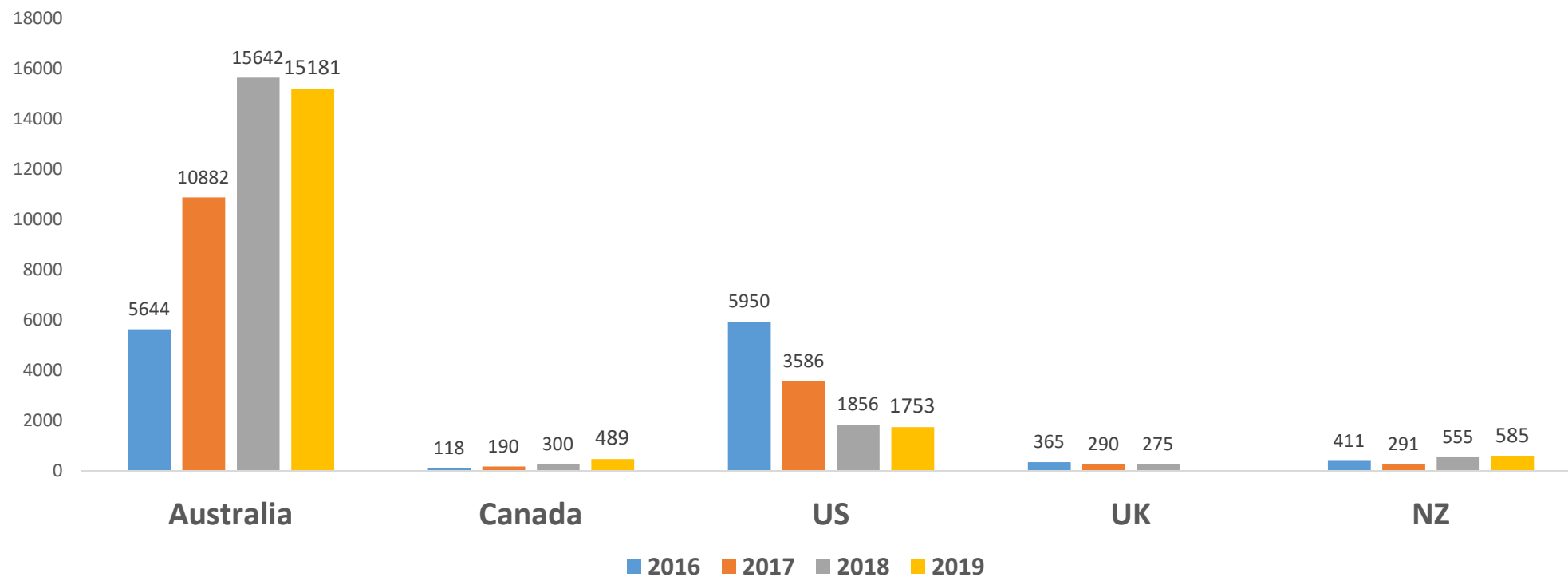
- Recognition of the Qualification
- Immigration & Post Study Work Policies
- Cost of living and job opportunities

#### Institution

- Word of Mouth & Reputation
- Location, Program structure
- Tuition fees & scholarships

## Nepal – International Education Demand trends

### Nepal Offshore Student Visas- By Destination



**Australia is the primary Destinations of choice for Nepalese students seeking overseas education**

*Source: Australia- Department of Home Affairs, Australian Govt. (Jul-Jun); Canada- IRCC (Jul- Jun); NZ- INZ (Jul- Jun); UK- HESA (Aug- Jul ); US- US Deptt. of State (Oct-Sep)*



# Australia Offshore Student Market Trends- Nepal

## Nepal- Australia Student Visa Trends

Offshore- Nepal	Australia HE	Australia VET	Australia Total
2016	4931	604	5644
2017	8551	2135	10882
2018	10034	5386	15642
2019	9361	5654	15181

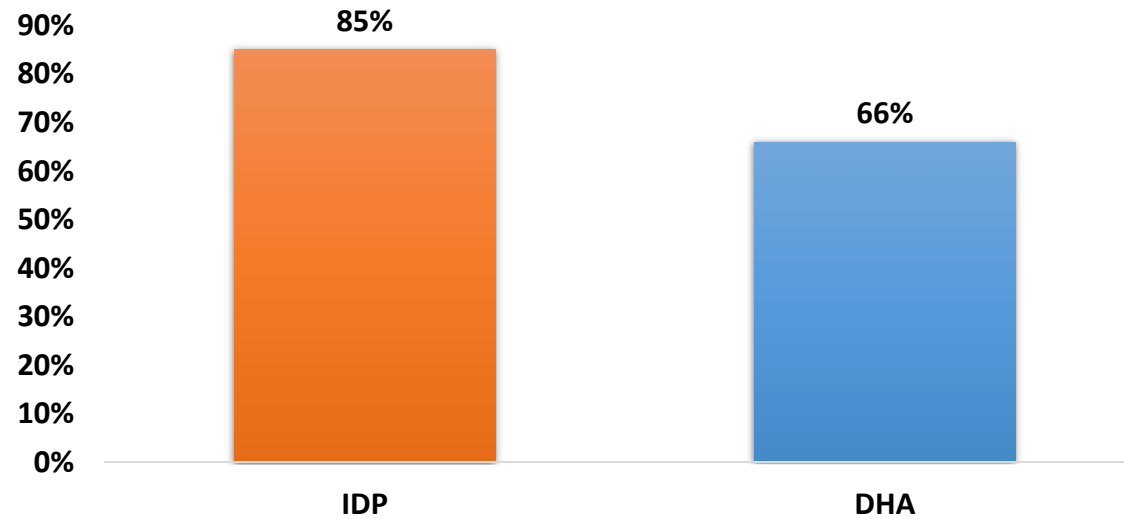
- The number of Nepalese students going to Australia has tripled in last 3 years
- Higher Education: 61% contribution, Visa Grant Rate: 89% vs. 92% LY
- Vocational Education : 37% contribution, Visa Grant Rate: 52% vs. 69% LY

*Reference: Department of Home Affairs (Jul 18-Jun 19) Student (Primary) Visa Grant Report- Nepal Offshore*



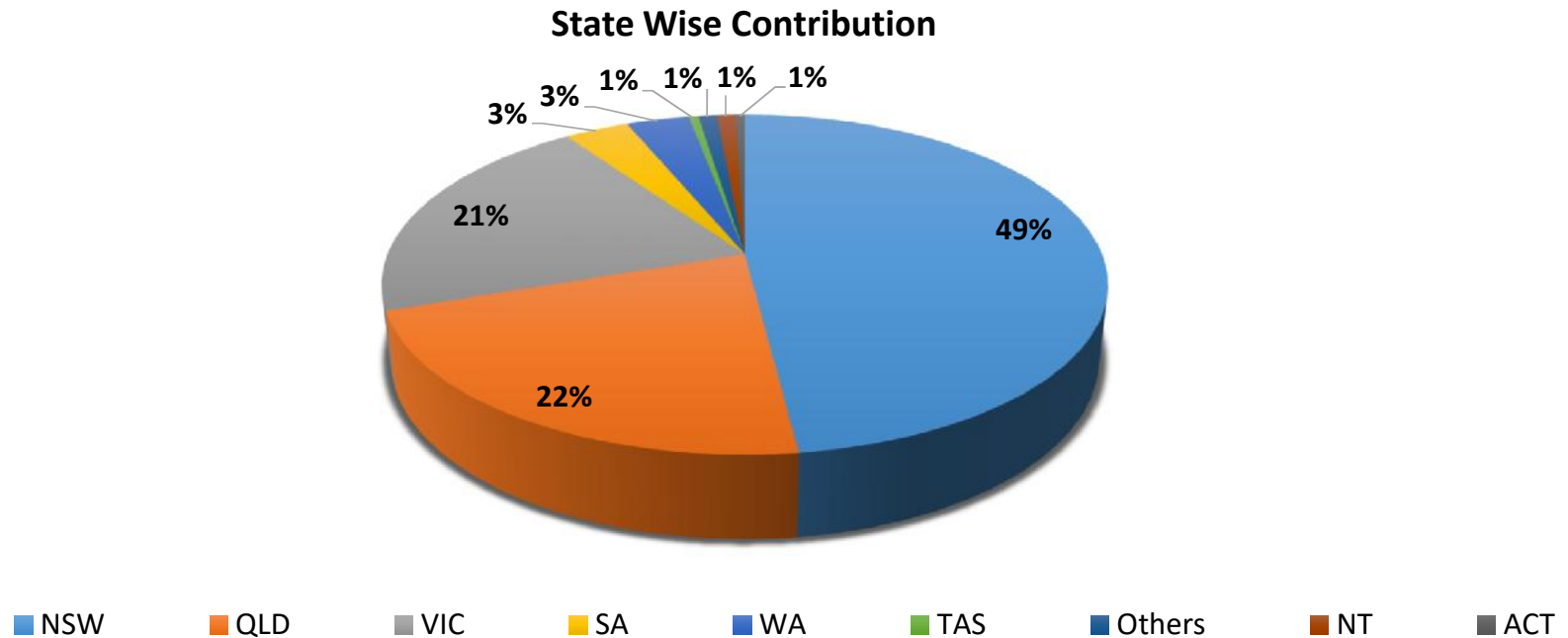
## Nepal Visa Grant Rate- IDP vs. Market ( 12 month rolling)

Nepal Visa Grant Rate - IDP vs. DHA (Sep 18 – Aug 19)



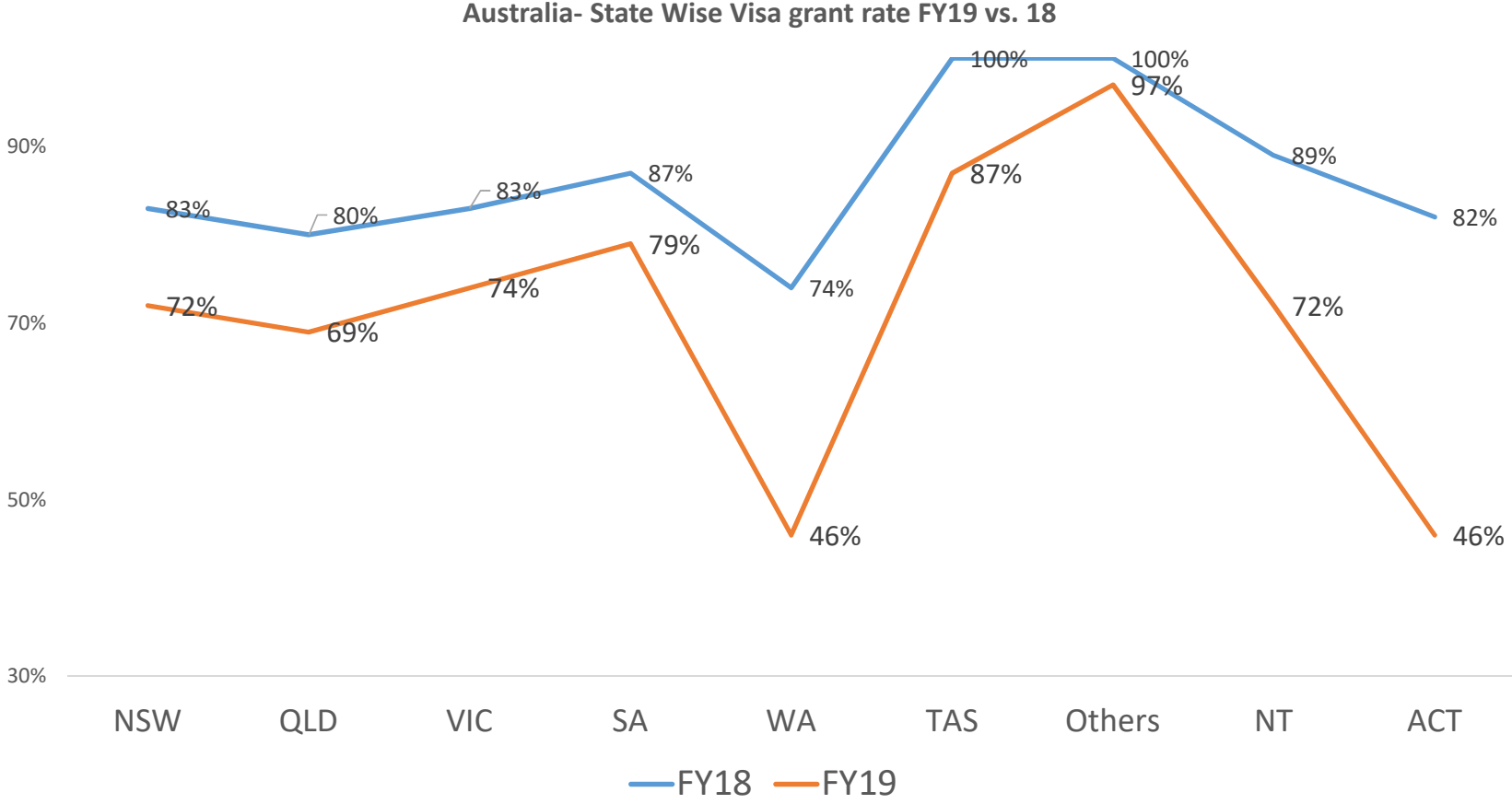
- IDP Nepal has a high visa success due to strong focus on the student quality .

## Nepal Trends – Offshore Visa Grants: State Wise (FY 19)



**Contribution in total for NSW is about 50%, followed by QLD and VIC**

# Nepal Trends – Offshore Visa Grants: State- Visa Grant Rate (FY 19)



Reference: Department of Home Affairs (Jul 18-Jun 19) Student (Primary) Visa Grant Report- Nepal Offshore



# Enrolment & Visa Trends- IDP Nepal

## Digital Growth – IDP Nepal

Month on Month growth in  
organic traffic  
38% Female & 62% Male

20%

500K+

Website visits in last  
12 months

85% visits from mobile devices

Google Ratings with 116+  
reviews

4.9/5

15K+

Student Enquiries in last 12  
months

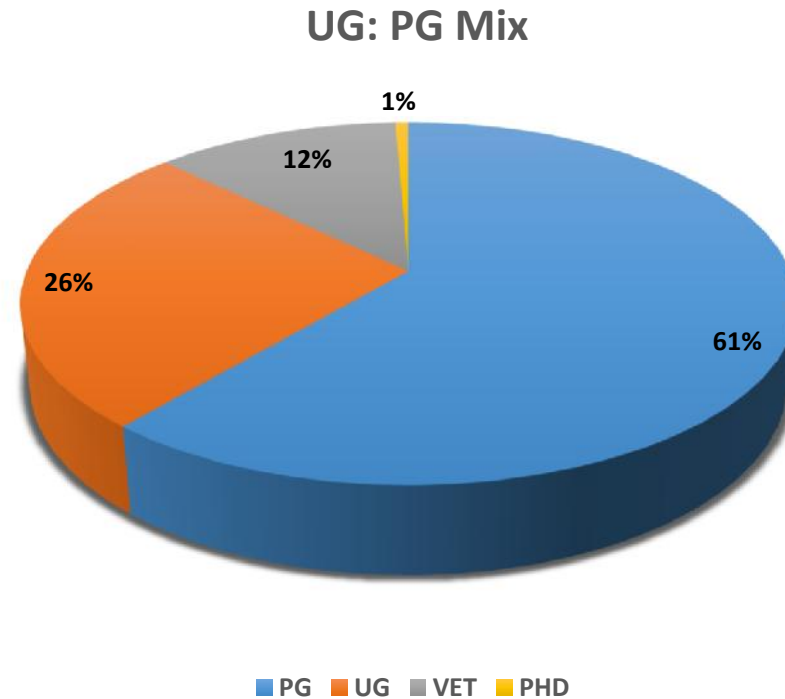
89% enquiries from 18-24 age group

Study Abroad Consultants - IDP  
Nepal

4.9 ★★★★★ (116)

Educational consultant

## Australia UG/PG/ VET Mix ( Sep'18 to Aug'19)- IDP Nepal



61% contribution of PG sector

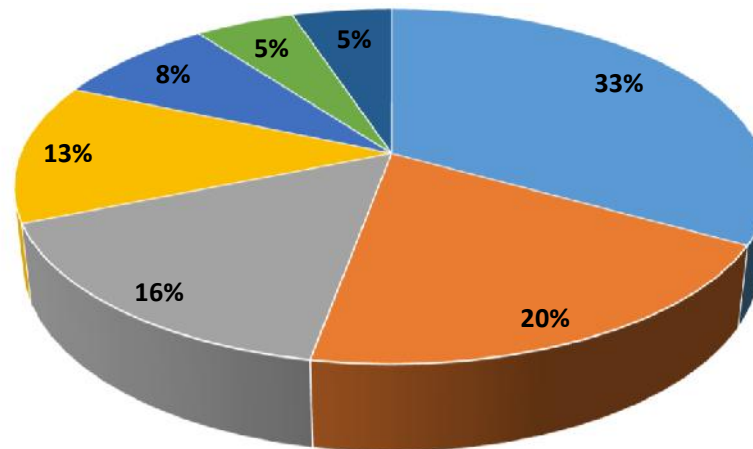
26% contribution of UG sector

12% contribution of VET sector (Nepal VET sector is 37%, as per DHA market stats)



## Program Trends ( Sep'18 to Aug'19)- IDP Nepal

Courses opted in AU by IDP Nepal Students



■ Business ■ IT ■ Health & Science ■ Engineering ■ others ■ Education ■ Science

- Over 50% contribution is of the Business and IT programs
- Health Science is the third largest contributor with 16% enrolments
- Engineering is 13% of the overall numbers.
- Education and Science programs have equal interest
- Others include- Arts, media design, agriculture and hospitality with small base



# Our Experience and Focus

## **IDP Nepal Experience and Key Focus Areas**

- **Superior Customer Experience-** High level of service and support to our clients and customers that IDP has always demonstrated
- **Quality and Compliance-** GTE profile evaluation, checks & verifications
- **Certified Counsellors-** IDP Nepal counsellors are 100% PIER certified- a standard industry test ensuring Australian education agents training and qualification (EATC).
- **Rigorous Training & Development-** Regular training and updates, briefing from Australian Institutions, exposure in Australia FAM orientations



# IDP Events and Outreach



## Inhouse Event





# Local Institution Outreach







# Education Fair

Seminar on "Global Career Pathways for Australian Graduates"





IDP Nepal Australian Education Fair- July 2019  
30+ Clients and 1500+ students



**Thanks**