



# Market in Focus

VIETNAM

8 December 2020

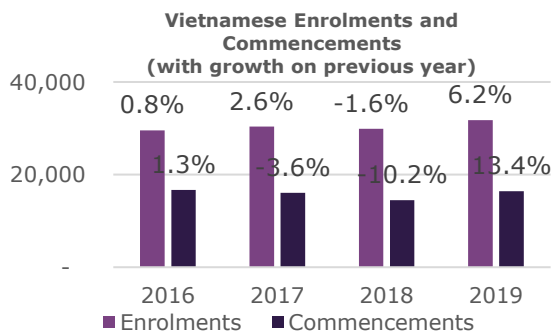
Vietnam is Australia’s fourth largest source market, with 23,816 students (3.6% of all international students) in YTD September 2020, a decline of 3.7% on last year. As of 22 November, 18% of Vietnamese primary student visa holders were offshore.

## GLOBAL MOBILITY

Vietnam is the fourth largest global source market, accounting for 1.9% (108,527) of all mobile tertiary students in 2018. The top three destinations for its outbound students were: Japan (31.6%), the United States (23.6%) and Australia (14.9%). Outbound tertiary students from Vietnam grew by 14.6% between 2017 and 2018, with a volume increase of 13,900 students. (UNESCO Institute of Statistics, 2018)

## FLUCTUATING GROWTH

Vietnam experienced fluctuating growth in the five years prior to 2020, with an average enrolment growth rate of 1.2%, and an average commencement rate of -1.1%. In 2019, Vietnam experienced strong growth in enrolments (6.2%) and commencements (13.4%).



In this year to date, overall enrolments fell by 4.9% due to COVID disruptions. Vietnamese enrolments also declined, but by a smaller percentage (down 3.6% compared to YTD 2019). Despite its volume decline of 1,070 enrolments, Vietnam ranked 15<sup>th</sup> among the top 25 enrolment markets.

Newly commencing students are also in decline overall. Vietnamese commencements follow this trend, falling by 16.2% (YTD September) compared to the same time last year. All sub-sectors experienced declining Vietnamese commencements except VET.

## A SECTORAL VIEW

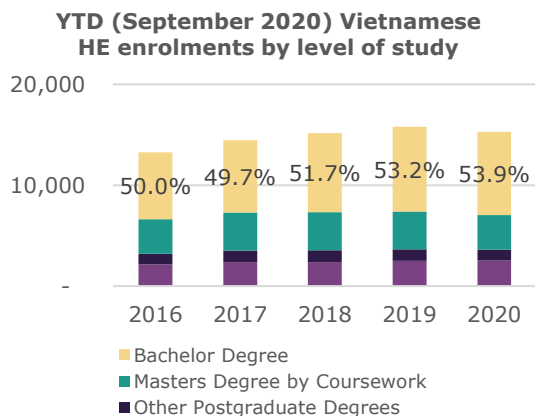
*While Vietnam remains primarily a higher education market, VET is growing strongly.*

Vietnam is Australia’s fourth largest **Higher Education** market. This sector had a 53.6% share of total Vietnamese enrolments in YTD September 2019, increasing slightly to 53.8% in 2020.

Sector	2019	2020
Higher Education	53.6	53.8
VET	17.5	19.9
Schools	13.7	14.0
ELICOS	12.0	9.3
Non-award	3.2	3.1

Vietnamese Higher education enrolments fell 3.1% (down 511) in YTD 2020, with commencements falling 13.4% (down 792). Out of the top 10 higher education markets by commencement, Vietnam experienced the fourth smallest volume decrease.

A predominantly **undergraduate** market, 69.4% of Vietnamese higher education enrolments were at this level in 2020. Over half (52.5%) of Vietnamese higher education enrolments are in Bachelor degrees. This is followed by Masters degrees by coursework, which accounts for 23.4% of Vietnamese higher education enrolments.



Vietnam is Australia's 13<sup>th</sup> largest VET market. This sector accounted for 17.5% of Vietnamese enrolments in YTD September 2019, which increased to 19.9% in September 2020. VET was the only sector to experience growth in Vietnamese enrolments and commencements, with increases of 9.4% (up 488) and 3.5% (up 101) respectively.

In 2020, nearly two thirds of Vietnamese higher education enrolments were in just three **fields of study**: Management and Commerce (45.6%), Information Technology (10.7%) and Engineering (8.4%). In comparison, over 80% of VET enrolments are concentrated in Management and Commerce (54.6%), Food, Hospitality and Personal Services (20.0%) and Society and Culture (9.0%).

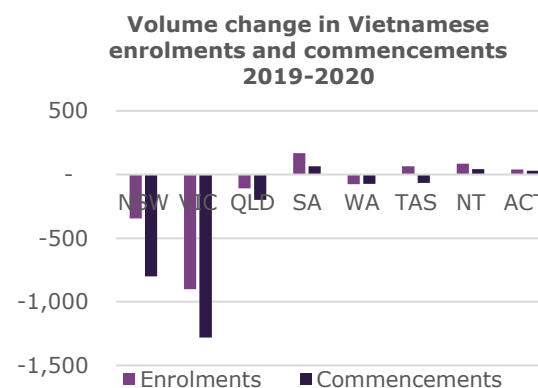
Vietnam is also a strong pathways market for Australian education. Vietnam is Australia's second largest source market for schools, after China. And though only 2.8% of ELICOS enrolments came from Vietnam in 2019, 87% of these students commenced study in another sector after completing ELICOS study in 2019 – with 46% going on to higher education and 21% continuing onto a VET qualification.

## DESTINATION

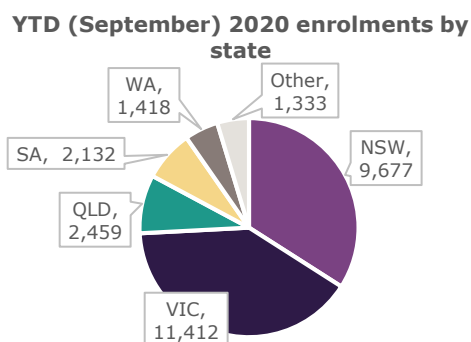
*At YTD September 2020, Vietnamese enrolments were in decline, with only three states recording commencement growth.*

The average state enrolment (7.2%) and commencement growth (-1.5%) for Vietnam was greater than all markets (0.6% and -13.6% respectively).

South Australia saw the highest enrolment volume increase, with 169 more enrolments than last year (up 8.6%). Two states drove the overall decrease from Vietnam – Victoria's volume drop in commencements (1281) was 1.5 times greater than the NSW volume drop of 801.



Despite this decline, Victoria remains the most popular study destination for Vietnamese for all sectors except VET, accounting for over 40% of all Vietnamese enrolments in September 2020.



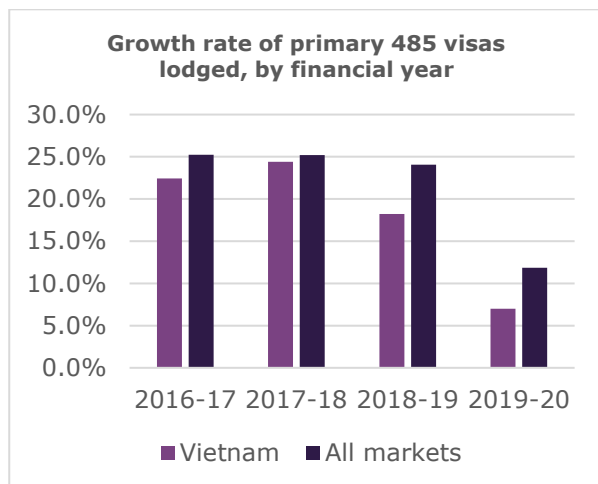
The majority of Vietnamese enrolments are concentrated in major cities (95.6%). Vietnam is the fifth largest source market for inner regional Australia, with a 4.1% share of total enrolments. Vietnam has a 4.1% share of enrolments in outer regional

Australia and a 3.4% share of enrolments in remote Australia.

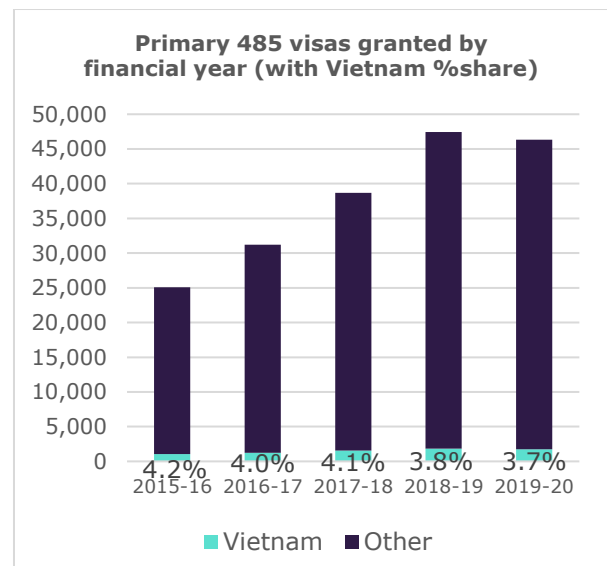
## POST-STUDY

*A growing number of Vietnamese students are opting to apply for 485 temporary graduate visas*

Post study work rights visa applications for all markets have grown steadily in the last few financial years. The growth rate for Vietnam in this period has been slightly lower, albeit still in the double digits.



Since 2014-15, Vietnam has held its rank at 5<sup>th</sup> for 485 primary visas granted. In 2019-2020, Vietnamese visas granted declined at double the rate of that for all markets (falling 5.2%, compared to 2.3% overall) but maintained the 5<sup>th</sup> position, with a 3.7% share. In this period Vietnam accounted for 3.0% of the graduate work stream and 3.8% of the post-study work stream.



## POLICY AND ACTION AREAS

Since the [Vietnam Market Action Plan \(MAP\)](#) was finalised in April 2019, Austrade has been working collaboratively with the sector and government at all levels, to align efforts and maximise the impact of Australia's brand in Vietnam. The first annual review of the activity and outcomes achieved under this plan is now available.

Ongoing MAP activities include a focus on:

- strengthening recruitment channels in a covid-safe context
- innovation in online and edtech
- promoting Australia's capabilities in upskilling the Vietnamese workforce.

Vietnam remains a priority market for the Australian government. **See [Where to Compete on the MIP](#) for more data and insights.**