



Market in Focus

INDIA

24 November 2020

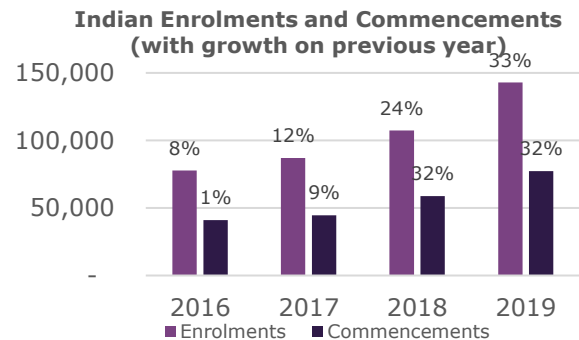
India is Australia's second largest source market, with 112,109 students (16.7% share of all international students in Australia) in YTD September 2020, growth of 2.8% on last year. As of 15 November 2020, 11% of Indian primary student visa holders were offshore.

GLOBAL MOBILITY

India is the second largest global source market, accounting for 6.7% (375,055) of all mobile tertiary students in 2018. The top three destinations for outbound students were: the United States (36.2% share), Australia (19.5%) and Canada (9.3%). Outbound tertiary students from India grew by 13% between 2017 and 2018, with a volume increase of 43,000 students.

MARKET CHANGES

In the six years prior to 2020, Indian student enrolments experienced an average annual growth rate of 20%. In 2019 alone, Indian student enrolments grew 32.9% while commencements rose 31.6%, making it the second fastest growing market in the top 20 source countries for Australia.



In this year to date, Indian enrolments have increased by 6.4%. However Indian commencements fell by 16% compared to the same period last year. All sub-sectors experienced declining commencements except VET, where strong growth from Indian students (37.2%) has offset the decline from other markets. Over three quarters (79%) of student visa applications from India for the July-September 2020 period have come from onshore, compared to just over half (54%) in the 2019-20 financial year.

A SECTORAL VIEW

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

VET

India is Australia's top **Vocational education and training (VET)** market. This sector had a 28.6% share of Indian enrolments in YTD September 2019, increasing to 40.8% in 2020.

Proportion of Indian enrolments, YTD September (%)		
Sector	2019	2020
Higher Education	66.3	56.0
VET	28.6	40.8
Schools	0.2	0.2
ELICOS	4.4	2.7
Non-award	0.5	0.3

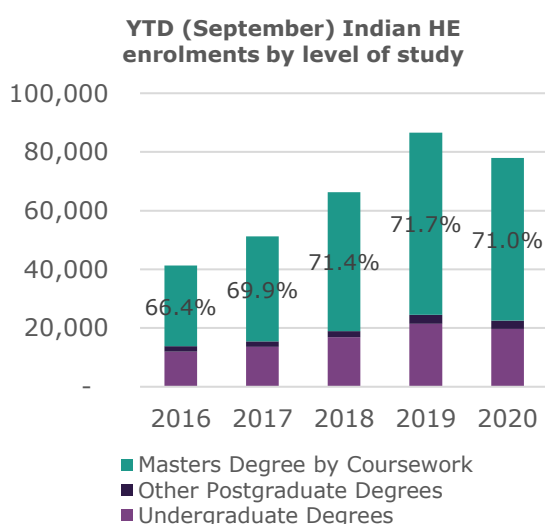
Indian VET commencements grew by 37.2% and accounted for over half (57.3%) of total Indian commencements in 2020. Food, Hospitality and Personal Services experienced strong growth this year, with a volume increase of over 3,000 (up 75.2%).

Nearly two thirds (65%) of Indian students who commenced a VET course in 2020 had undertaken a higher education degree immediately prior, while only 4% moved from VET to higher education. VET appears to be an attractive option to upskill and/or remain in Australia as a student.

HIGHER EDUCATION

India remained the second largest **higher education** source market behind China, despite a 10.1% decline in enrolments in 2020. Indian higher education commencements almost halved, with a drop of over 16,000 (-46.6%), compared to September 2019.

India is a predominantly **post-graduate** market, with three in four Indian higher education enrolments at that level in 2020. The most popular higher education qualification type for Indian students is the Master by coursework degree, accounting for 71% of Indian higher education enrolments.



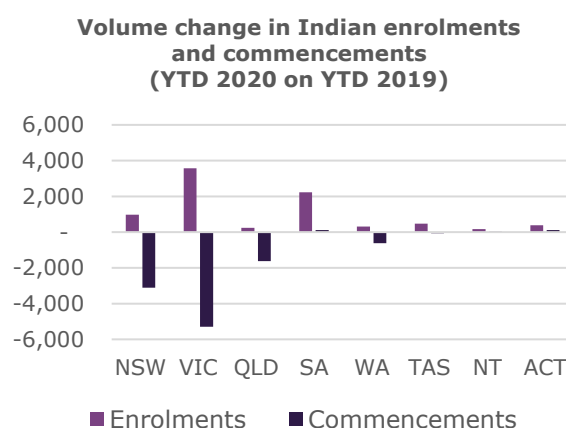
In 2020, over three quarters of Indian higher education enrolments were in the following **fields of study**: Management and Commerce (35.1%), Information Technology (30.8%) and Engineering (11.2%). In contrast, three quarters of VET enrolments are concentrated in Management and Commerce (31.6%), Food, Hospitality and Personal Services (25.0%) and Engineering (18.5%).

DESTINATION

At YTD September 2020, Indian enrolments grew in all Australian states and territories, with three states also experiencing growth in commencements.

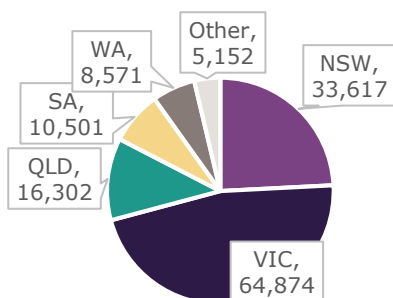
Victoria and NSW account for over 70% of total enrolments and commencements from India. In 2020, these two states combined represent 80% of the total decrease in Indian commencements.

Despite their steep decline in commencements, Victoria saw the highest volume increase for enrolments, with 3,573 more enrolments than last year (up 5.8%).



Victoria remains the most popular study destination for Indian students across all sectors, and accounts for just under half of student enrolments (46.7%).

YTD (September) 2020 enrolments by state



The majority of Indian enrolments are with providers in major cities (95.7%). India is the top source market for Outer Regional Australia (with a 17.1% share) and second largest source market for Inner Regional Australia (with a 19.4% share), after China.

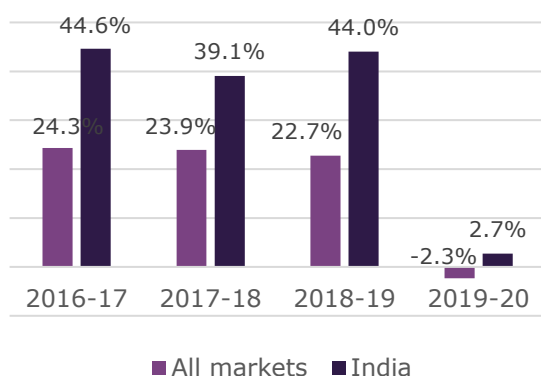
POST-STUDY

A growing number of Indian students opt to apply for 485 temporary graduate visas

While take-up of post study work rights for all markets have grown steadily in the last few financial years, the growth rate for India in this period has been significantly higher.

In the 2018-19 financial year, India became the top 485 visa market, overtaking China who had consistently held the top spot for 6 years. India maintained this position in 2019-20, accounting for a quarter of the graduate work visa stream and a third of post-study work visa streams.

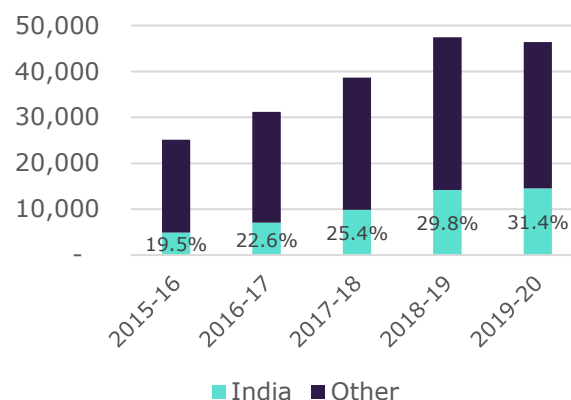
Growth rate of primary 485 visas granted, by financial year



Even in 2019-2020, when total 485 primary visa grants fell (undoubtedly impacted by

COVID), Indian 485 visas grants grew by around 400 (2.7%) compared to 2018-2019.

Primary 485 visa grants by financial year (with India's % share)



There has also been an increase in the number of Indian 485 visa holders who move to student visas. This group accounted for 7.5% of Indian primary student visa grants in 2019-20, double the rate for all markets (3.4%).

POLICY AND ACTION AREAS

Aligning with the objectives set out in the Comprehensive Strategic Partnership (CSP) and the India Economic Strategy (IES), Austrade is working to reduce the fragmentation of Australia's Education Brand in India and to reposition and strengthen Australia's value proposition to best support the sector to rebuild.

Austrade will work closely with the Study Australia Partnership (SAP), a collaboration between Austrade and all state and territory study destination agencies, to improve user experience and make a united Australian claim on global market share against competitor destinations. Using data analytics, market insights and user research to inform resource prioritisation, product development and continuous improvement, Austrade aims to create a seamless, trusted Study Australia digital touchpoint for prospective students, influencers and decision-makers.

India remains a priority market for Australia, both on- and offshore. **See [Where to Compete on the MIP](#) for more data and insights.**