

# International education & training snapshot: Cairns 2022

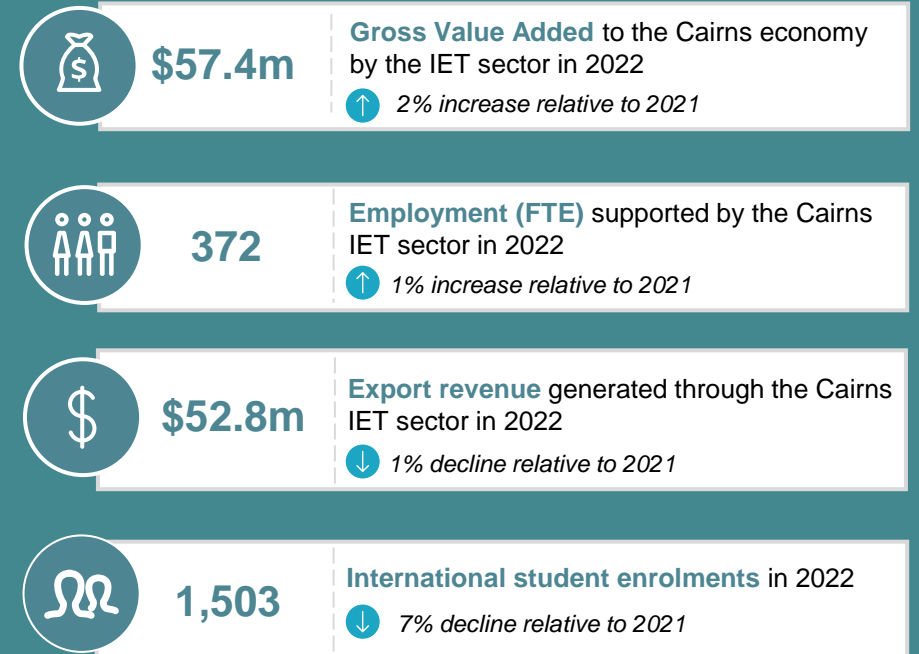
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# International student enrolments and commencements

## International student enrolments

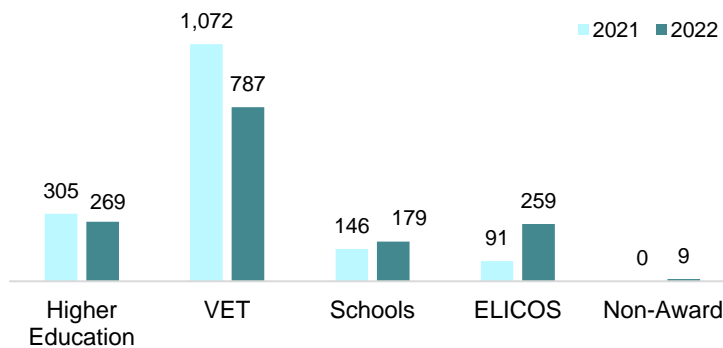
**1,503**  
enrolments in 2022

In 2022, student enrolments in Cairns (on student visas) totalled 1,503. Vocational Education and Training (VET) remained the largest sub-sector, with 787 enrolments in 2022, followed by the Higher Education (HE) and English Language Intensive Courses for Overseas Students (ELICOS) sub-sectors (Chart 1).

**7%**  
decline in enrolments 2021 to 2022

Total international student enrolments in Cairns **declined by 7% compared to 2021 levels**. VET and HE programs experienced the largest reductions in enrolments of -27% and -12% respectively. Cairns also observed enrolments (all of which were commencements) in the non-award sector enrolments in 2022.

Chart 1: IET enrolments by sub-sector, 2021 and 2022



Source: Australian Government Department of Education, international student enrolment data by ABS SA4. Enrolments in December of each year. Data as of March 2023 release.

Note: (1) The totals presented in each table and chart may differ slightly from the sum of each of the component parts due to rounding (2) Figures may vary to other data sources due to data revisions in subsequent releases and restricted reporting in regions with less than five enrolments or commencements.

## Enrolments by source market

The largest source markets for international student enrolments in Cairns continued to be India and Papua New Guinea, which together accounted for approximately **24% of total enrolments in Cairns in 2022** (Table 1).

Of Cairns' top five source markets, **only Japan and Colombia experienced positive enrolment growth in 2022 of 45% and 34% respectively**.

Table 1: Enrolments in top five source markets, 2021 to 2022

	2021		2022		Growth (share)
	Enrolments	Share	Enrolments	Share	
India	342	22%	209	14%	↓
Papua New Guinea	164	10%	155	10%	-
Japan	95	6%	138	9%	↑
Colombia	65	4%	87	6%	↑
Brazil	88	6%	84	5%	↓

Source: Australian Government Department of Education. Enrolments in December of each year.

### Source market concentration

Enrolments the top five source markets accounted for **44% of Cairns' international student enrolments** in 2022. The source market concentration among the top five source markets in Cairns is lower than of Queensland concentration (52%).



Source: Australian Government Department of Education. Enrolments in December of each year.

## International student commencements

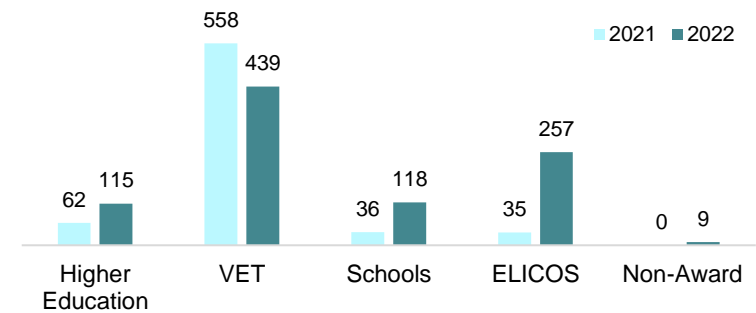
**938**  
commencements in 2022

In 2022, student commencements in Cairns (on student visas) totalled 938. VET remained the largest sub-sector, with **439** commencements in 2022. This is followed by the ELICOS, School, and HE sub-sectors (Chart 2). Cairns observed commencements in the non-award sector in 2022.

**36%**  
increase in commencements 2021 to 2022

Total international student commencements in Cairns **increased by 36% compared to 2021 levels**. This was driven by positive YOY growth in commencements in all IET sub-sectors in Cairns, with the exception of VET. ELICOS and Schools experienced the largest percentage increase of 634% and 228% respectively.

Chart 2: IET commencements by sub-sector, 2021 and 2022



Source: Australian Government Department of Education, international student commencement data by ABS SA4. Commencements in December of each year. Data as of March 2023 release.

## Export revenue of the IET sector

### Export revenue

**\$52.8m**  
Export revenue in 2022

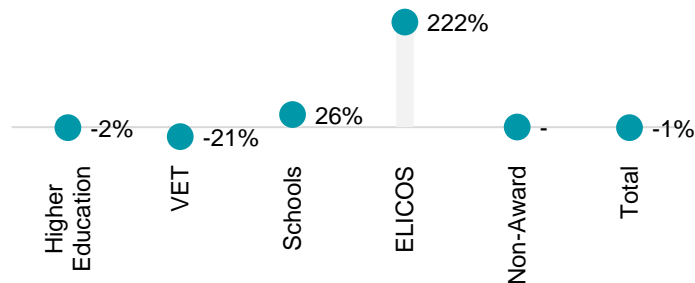
Total export revenue from international student expenditure on tuition fees, goods and services, and visiting friends and relatives expenditure totalled \$52.8 million in 2022. Cairns was the sixth largest segment of the IET sector, accounting for **1% of Queensland's IET export revenue** in 2022.

The VET sector made the largest contribution to IET export revenue in Cairns. The sector contributed \$21.3 million, which accounted for 40% of IET export revenue in Cairns in 2022.

**1%**  
decrease in export revenue from 2021 to 2022

Total IET export revenue declined by 1% from 2021 to 2022. The Schools and ELICOS sectors observed positive YOY growth in IET export revenue in 2022.

**Chart 3: Export revenue growth between 2021 and 2022, by IET sub-sector**

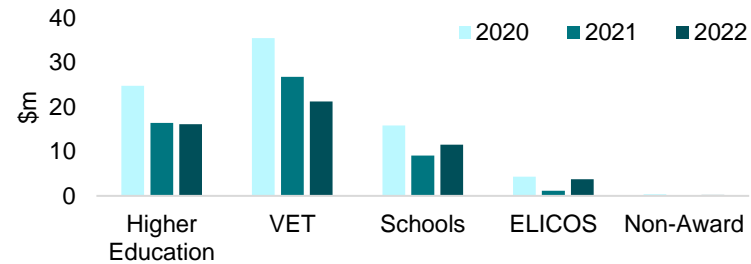


Source: Australian Bureau of Statistics, Australian Government Department of Education, Tourism Research Australia, Deloitte Access Economics estimates.

Note: The totals and growth rates presented in each table and chart may differ slightly from the sum or growth of each component part due to rounding.

Between 2020 and 2022, export revenue decreased across the HE and VET sub-sectors in Cairns. ELICOS, Schools and Non-Award were the only IET sub-sectors where export revenue increased from 2021 to 2022 (Chart 4).

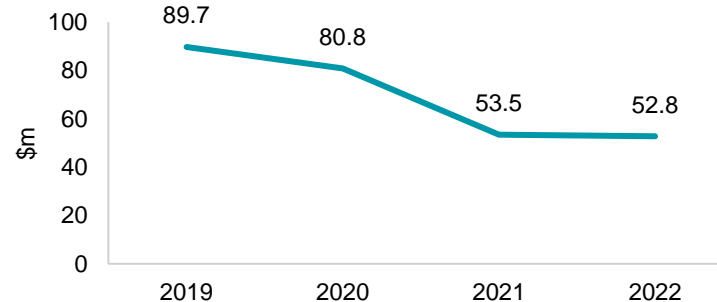
**Chart 4: IET export revenue by sub-sector, 2020-2022 (\$m)**



Source: Australian Bureau of Statistics, Australian Government Department of Education, Tourism Research Australia, Deloitte Access Economics estimates. Note: IET export revenue is positive in the Non-Award sector, although given it's size it is not visible in the above chart.

Cairns' IET export revenue remained at a similar level in 2022, following a low in 2021 and it is yet to reach pre-pandemic levels (i.e. 2019 levels) (Chart 5).

**Chart 5: IET export revenue from 2019-2022 (\$m)**

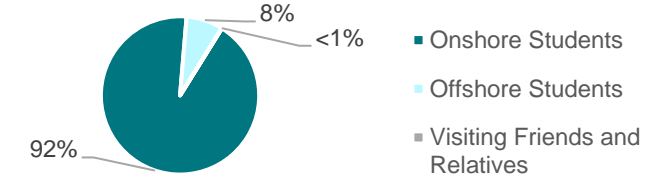


Source: Australian Bureau of Statistics, Australian Government Department of Education, Tourism Research Australia, Deloitte Access Economics estimates.

### Breakdown of export revenue

Onshore student expenditure accounted for approximately 92% total export revenue in Cairns in 2022 (Chart 6). Offshore students and VFRs accounted for the remaining IET export revenue in Cairns.

**Chart 6: Breakdown of IET export revenue**



Source: Australian Bureau of Statistics, Australian Government Department of Education, Tourism Research Australia, Deloitte Access Economics estimates. Note: Visiting Friends and Relatives expenditure is estimated using Tourism Research Australia data.

### CRICOS providers and courses<sup>^</sup>

An estimated 23 providers operated in Cairns with approximately 7,244 places offered to international students. The number of providers remained unchanged and places are down 0.5% on 2021 levels (Table 2).

**Table 2: CRICOS providers, courses and places, 2021-2022**

	2021	2022	YOY growth
Providers	23	23	0%
Courses	359	364	1%
Places	7,279	7,244	-0.5%

An estimated 364 courses were offered in Cairns, where HE and VET each accounted for approximately 40% of courses (Table 3).

**Table 3: Share of CRICOS courses by IET sector, 2022**

	Higher Education	VET	Schools	ELICOS	Non-award
Cairns	42%	40%	5%	11%	2%

Source: Australian Government Department of Education. Deloitte Access Economic estimates. Data current as of 1 December 2022.

<sup>^</sup>These are estimates based on assumptions. Providers can operate in multiple regions within Queensland and/or in multiple jurisdictions across Australia. As such the estimated number of providers, courses and places presented in this analysis may not equal provider records. Further, similar courses may be delivered by dual-sector institutions so the matching between course and sector may differ to the estimates.

# Economic contribution of the IET sector

## Direct economic contribution

The IET sector directly contributed **\$37.7 million** to the Cairns region and supported **262 full-time equivalent (FTE)** jobs in 2022 (Table 4). This represents the value of economic activity associated with businesses that directly supply goods and services to international students and their visitors.

**Table 4: Direct economic contribution of the IET sector, 2021-2022**

	2021 value-added (\$m)	2022 value-added (\$m)	Growth in value-added	2021 jobs (FTE)	2022 jobs (FTE)	Growth in jobs
Onshore students	\$31.4	\$33.3	6%	254	256	1%
Offshore students	\$5.5	\$4.4	-21%	6	5	-20%
VFRs	\$0.08	\$0.02	-71%	1	0	-74%
<b>IET sector</b>	<b>\$36.9</b>	<b>\$37.7</b>	<b>2%</b>	<b>261</b>	<b>262</b>	<b>0%</b>

Source: Deloitte Access Economics estimates.

Notes: (1) This table includes the most contemporary results from 2021 and 2022. Factsheets from previous years have been reissued such that they contain revised results. (2) Due to changes in VFR data availability, there has been a methodological change in the estimation of IET related VFR expenditure from 2021 to 2022. VFR data can be highly volatile from year-to-year, meaning that results should be treated with caution.

## Indirect economic contribution

The IET sector also indirectly contributed **\$19.7 million** and supported **111 jobs (FTE)** in the Cairns region in 2022 (Table 5). This represents the flow-on effects for industries that supply goods and services to the IET sector. This includes the maintenance services supplied to training providers, and the agricultural producers that restaurants source their food from.

**Table 5: Indirect economic contribution of the IET sector, 2021-2022**

	2021 value-added (\$m)	2022 value-added (\$m)	Growth in value-added	2021 jobs (FTE)	2022 jobs (FTE)	Growth in jobs
Onshore students	\$17.3	\$18.0	4%	99	103	4%
Offshore students	\$2.1	\$1.7	-19%	9	7	-19%
VFRs	\$0.05	\$0.02	-66%	0	0	-66%
<b>IET sector</b>	<b>\$19.4</b>	<b>\$19.7</b>	<b>1%</b>	<b>108</b>	<b>111</b>	<b>2%</b>

Source: Deloitte Access Economics estimates.

Notes: (1) This table includes the most contemporary results from 2021 and 2022. Factsheets from previous years have been reissued such that they contain revised results. (2) Due to changes in VFR data availability, there has been a methodological change in the estimation of IET related VFR expenditure from 2021 to 2022. VFR data can be highly volatile from year-to-year, meaning that results should be treated with caution.

Note: The totals and growth rates presented in each table may differ slightly from the sum or growth of each component part due to rounding.

## Total economic contribution

**\$57.4m**  
value added to the Cairns region by the IET sector in 2022

In total, the IET sector contributed **\$57.4 million** and supported **372 full-time equivalent (FTE) jobs** in the Cairns region in 2022. This represents an increase of **2%** in total value added contribution, and **1%** in employment from 2021 levels (Table 6)\*.

**Table 6: Growth in economic contribution of the IET sector, 2021 to 2022**

Value added	2%
Employment (FTE)	1%

Source: Australian Bureau of Statistics, Australian Government Department of Education. Tourism Research Australia. Deloitte Access Economics estimates.

\*This factsheet includes the most contemporary results from 2021 and 2022.

## Key industries

The most significant industries supporting the IET sector in Cairns are **accommodation** (49%), **cafes, restaurants and takeaway food services** (13%) and retail trade (9%) (Table 7). Together, they accounted for 70% of direct FTE employment supported by the IET sector in Cairns.

**Table 7: Direct employment breakdown by IET industry (economic contribution), 2022**

Industry	Direct employment (FTE)
Accommodation	127
Cafes, restaurants and takeaway food services	33
Retail trade	22
Education and training	20
Road transport and transport equipment rental	14
Clubs, pubs, taverns and bars	11
Air, water and other transport	7
Cultural services	6
Other sports and recreation services	5
Casinos and other gambling services	3
Rail transport	1
All other industries	12

Source: Australian Bureau of Statistics; Deloitte Access Economics estimates.

\*This factsheet includes the most contemporary results from 2021 and 2022.

# Economic contribution modelling FAQs

## Understanding economic contribution modelling

Economic contribution modelling is used to estimate how much economic activity an entity (e.g. sector, industry etc) contributes to an economy in a defined period of time. Two metrics are used to estimate contribution to an economy, including:

- **Value added:** A measure of a sector's return on capital and labour. It is the indication of the sector's value and contribution to an economy.
- **Employment:** The number of jobs supported by the sector in full-time equivalent (FTE) terms.

For both measures of economic contribution, a direct and indirect contribution component is estimated:

- **Direct contribution:** Represents the flow from labour and capital involved in direct economic activity.
- **Indirect contribution:** Measures the demand for goods and services produced in other sectors as a result of demand generated by the direct economic activity.
- **Total contribution:** Summation of direct and indirect contribution.

## Economic contribution modelling in the IET context

Export revenue captures where international students are based and spend their money. Economic contribution (GVA and employment) captures where the economic activity resultant from international student spending occurs. While a large proportion of economic activity occurs locally, some activity can occur in other regions, including through students travelling to the area and spending money on goods and services, or businesses in one region supplying goods and services being consumed by students in other regions. In smaller regional markets, a substantial portion of the economic contribution of the sector is driven by students from other regions in Queensland. As such, some regions will obtain indirect economic contribution from other regions, leading to gross value added (which is derived based on student export revenue across multiple regions) being greater than export revenue in some instances.

Economic contribution is driven by IET student expenditure on (1) Goods and services (2) Tuition fees and (3) The expenditure of student's visiting friends and relatives. The summation of student expenditure provides an estimate of export revenue, which is a key input into the economic contribution model. As economic contribution is a derivative of export revenue, **export revenue and value added should not be summed.**

## Economic contribution model

The economic contribution estimates in this report are produced using modelling assumptions consistent with Tourism Research Australia's Regional Tourism Satellite Account (RTSA) model. This model is the most contemporary and sophisticated of its kind in Australia, and been applied in a wide range of contexts to understand the economic contribution of tourism related industries. This is the second year in which this methodology has been available to use in the IET context, and hence represents a substantial methodological change to previous years.

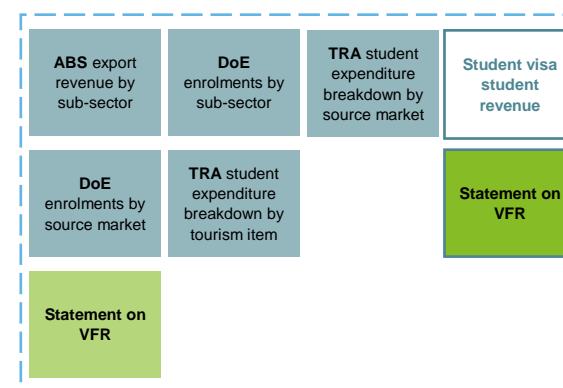
## Data sources

TIQ has worked with Deloitte Access Economics to produce consistent and comparable regional estimates of the contribution of IET to Queensland and its regions. The contribution analysis in this report has been informed by publicly available data including: enrolment and commencement data from the Australian Government Department of Education (DoE), student visa data from the Department of Home Affairs (DoHA), export revenue data from the Australian Bureau of Statistics (ABS) and expenditure item and visiting friends and relatives data from Tourism Research Australia (TRA). The frequency of data publication is dependent on data custodian where some data is published on a monthly basis (e.g. DoE enrolment and commencement data<sup>^</sup>) while others are published on an annual basis (e.g. ABS)

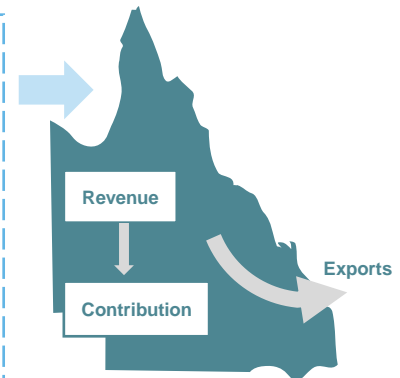
During COVID-19 there was an increase in the number of international students studying offshore. The ABS accounts for the impact of COVID-19 on IET export revenue by: (1) capturing the course fee of students studying offshore through 'correspondence courses' rather than 'education-related personal travel', (2) reflecting lower expenditure resultant from any students that have deferred their enrolments, and (3) reflecting any potential changes in students' expenditure on goods and services by using the latest TRA data on student expenditure. Offshore export revenue (i.e. offshore tuition fees) is estimated using the ABS correspondence course data.

During COVID-19, there were changes in the availability of TRA data (i.e. limited International Visitor Survey (IVS) data was collected). Due to changes in data availability, there has been methodological changes in the estimation of VFR expenditure over time. In 2021, VFR expenditure was estimated using national level data as Queensland observed insufficient sample sizes across key IVS variables. In 2022, Queensland observed sufficient sample sizes across key IVS variables meaning Queensland data was used in estimations.

### State level IET revenue estimate



### State level contribution



## Using economic contribution results

For consistency in reporting, value added and employment (rather than export revenue) are the appropriate metrics to use in measuring the significance of the IET sector to a region. While it is appropriate to refer to the *total* value added and employment when referring to the overall size or contribution of the IET sector in a particular region, only the *direct* value added and employment figures should be used when comparing the IET sector against other industries within the same region.

## Disclaimer

These are Deloitte Access Economics' estimates for international student enrolments and contribution based on the best available data. The results do not include the contribution to Queensland from international students studying elsewhere in Australia (e.g. through tourism). The information presented in this factsheet is distributed by the Queensland Government as an information source only. The Queensland Government makes no statements, representations, or warranties about the accuracy or completeness of, and you should not rely on, any information contained in this publication.

<sup>^</sup> Enrolment and commencement data is updated in each data release, meaning that historical counts may change over time.