



**MEDIA RELEASE  
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## **Students willing to pivot destination to keep their study dreams alive, amid unstable policy landscape**

**International students consider more destinations as policy changes and cost of living pressures intensify, new research reveals**

This week, IDP Education released its latest *Emerging Futures* research report, showing a rise in the number of international students considering alternative destinations as their first choice, with the US seeing significant year-on-year growth.

Given policy uncertainty in many popular study destinations, the report also examined why students are choosing not to pursue their study goals this year.

Encouragingly, of those students who are putting their plans on hold, almost half (47 per cent) would reconsider their global study plans in the next two years, demonstrating that their desire to study globally remains, even if their plans need to adjust to achieve it.

IDP's sixth edition of *Emerging Futures*, which collates the views of over 6,000 prospective, applied, and current international students, revealed students would change their preferred destination if they could apply for a post-study visa (62 per cent), needed less savings to be eligible for a student visa (58 per cent), or could access cheaper visa fees (57 per cent).

Simon Emmett, IDP Connect Chief Executive Officer, said these results are indicative of the impact policy changes are having on prospective international students, who are reconsidering their options in pursuit of their global study goals.

"In an environment of unstable policy settings, we are seeing 66 per cent of students consider more than one destination, indicating they are widening their options as they strive for certainty," said Mr Emmett.

"The long-term drivers in international education remain strong, but we can see the impact policy changes are having on Australia, Canada and the UK, who are now behind the US for perceptions of quality, value for money and graduate employment opportunities.

"Now is the time for governments in major destinations to provide clarity, a path forward and a more stable policy environment in order to entice students back. Failure to do so could give alternative markets an advantage."

For the first time, *Emerging Futures* has included data on students who have decided not to pursue their studies. Canada recorded the highest rate of 'decliners,' who originally intended to study there, followed by Australia. When asked about their reasons for discontinuing their international education, nearly half (49 per cent) cited the high cost of tuition, while 35 per cent pointed to the rising cost of living as a significant factor.

Tennealle O'Shannessy, IDP Education Chief Executive Officer and Managing Director, said IDP will continue to lead the sector with transparency, ensuring international students receive authentic, trusted advice during this period of instability.

"Current challenges are creating hurdles, but they have not extinguished the spark our students possess to transform their lives through international education," said Ms O'Shannessy.

"As international policy continues to shift, and cost of living pressures remain prevalent, maintaining a close connection with students is critical. Together with our trusted counsellors in more than 30



countries and through our leading research, we will continue our work to protect and improve the international student experience and ensure their voices are heard.”

For more information about the latest edition of IDP’s *Emerging Futures* research, click [here](#).

## **ENDS**

### **About IDP Education**

IDP is a global leader in international student placement and a proud co-owner of the world’s most popular high-stakes English language test (IELTS).

We specialise in combining human expertise with digital technology to help people get accepted into their ideal course, take an English language test or learn English in their schools. Our teams work side-by-side with our customers at every step, from course search through to starting their dream course or career.

We partner with more than 800 quality universities and institutions across Australia, Canada, Ireland, New Zealand, the United Kingdom and the United States. Our data insights are relied upon by organisations around the world to help ensure policies are informed by the diverse needs, challenges and motivations of students.

Most of all, we are proud of our people, who are trusted by our customers to help them realise their global study or career goals.

IDP is listed on the Australian securities exchange (ASX:IEL) and has 6,500 employees across more than 60 countries. Its websites attract 100 million visits a year.

### **Media contacts:**

Annie Collison – Porter Novelli  
[acollison@porternovelli.com.au](mailto:acollison@porternovelli.com.au)  
+61 406 080 356