Employer Portal
Connecting International Students to Industry in South Australia

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South Australian Exports, 2016

Top 10 South Australian merchandise and services exports 2016-17

- Alcoholic beverages (98% wine): 1,502
- Education-related exports: 1,468
- Wheat: 1,250
- Meat: 1,178
- Refined Copper: 1,157
- Other travel (tourism): 802
- Copper ores & concentrates: 729
- Lead: 578
- Vegetables: 558
- Iron ores & concentrates: 485

Millions ($)

Alcoholic beverages (98% wine)  Education-related exports  Wheat  Meat  Refined Copper  Other travel (tourism)  Copper ores & concentrates  Lead  Vegetables  Iron ores & concentrates
4 international students = 1 job in SA
Currently supporting 8,000 jobs
Who are we and what do we do?
Why are we talking to businesses about international students?
Employer Portal

Offering a winter wrap, short-term placement or ongoing employment to an international student or graduate can boost your export potential and make trade jobs much more attractive to you and your staff.

Never been to a country that is eligible for the incentive? We can help you move the process along.

Learn More

Register Now
EMPLOYER REGISTRATION FORM

First Name

Last Name

Company Name

Company ABN

Email

Phone

TYPE OF BUSINESS

Does your business trade internationally or are you export ready?

Choose one of the following options
Benefits to business

Driving sales growth in new areas
These student graduates can leverage their unique range of talents to forge global connections for your business.

- Consumer insights
- Foreign language skills
- The ability to connect to offshore networks
- An understanding of social media platforms relevant to the market
Case Study
Hahndorf Inn

“In the last two to three years, sales have grown by $2 million. In this time, we have also increased staff numbers from 48 to 86 to cope with the increase in business.” he says. “I attribute a lot of that growth to Cheng Cheng as more than 50% of our clientele are now Chinese.”
Case Study

Wines by Geoff Hardy

“Five years ago, sales into China were less than 1% of our entire business. Three years later they account for 41% of our revenue stream so the business is nearly double the size. We are selling high value wines – $20/bottle and have grown profitability by three times.”
Industry Engagement & Marketing

MEETINGS
✓ Industry Associations
✓ Government
✓ Business SA

PRESENTATIONS
✓ Brand SA
✓ LGA Shangdong working group
✓ RDA CEO’s group

MARKETING
✓ Digital marketing
✓ Regional Press
Placement Ideas

COMPETITOR OR INDUSTRY GAP ANALYSIS

Targeted research by a graduate gives you the ability to assess market attractiveness and build an effective market entry strategy.
Placement Ideas

TRADE MISSION PREPARATION

Your product needs to be ready at a global level considering cultural and technical challenges, plus a graduate can secure off-shore appointments and co-ordinate international travel arrangements.
Charlotte, ICEWaRM
Meg, Calypso Star Charters
Shark Cage Diving
Kang and Itzel, Earth Adventures (Wilderness Australia)
What have we learnt to date?

Challenges

➢ Long-term project
➢ Small businesses can take significant convincing to increase staff/salary expenditure
➢ Explaining ‘rules’ around internships/work integrated learning as an alternative ‘first step’
What have we learnt to date?

Learnings

➢ Virtually no awareness of 485 visa amongst SME/Industry Associations
➢ Many SME’s do not think of approaching Universities as a source of graduates/employees
➢ International students need to be encouraged to engage with career services (not perceived as a failure to not secure a role or not only for domestic positions)
➢ International students are top performing graduates
➢ Internships lead to ongoing paid work
➢ WOM with in industry leads to more referrals
➢ 50% of internships have lead to ongoing paid employment
Next steps

➢ Pilot program with tourism sector
➢ Digital Marketing Campaign
➢ Continue engagement with SA businesses
➢ Develop new case studies
➢ Secure more roles for more students!!
➢ Australia China Business Council
Preparing the students

- Annual Employment Workshop
- Get Work Help Desk
- Industry events
- G’Day SA workshops
- Kikkstart workshops
- Real Day Out

- Future plans
Any questions?
Thank You!

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