Celebrating Generation IDP

Company Overview
Pioneers in connecting students to global success

IDP is a pioneer in education services. We use technology and human empathy to connect customers to international aspirations.

Our success comes from matching the right student to the right institution.

We are on a mission to build the world’s leading platform and connected community to guide students along their journey to achieve their lifelong learning and career aspirations.

As a co-owner of IELTS, we deliver the English test that is trusted by more governments, universities and organisations than any other.

We are courageous with our strategy and united by our global vision.

We are innovators, driven by the needs of our customers.

And, we are becoming a leader in education-technology.

Our teams understand that our services change lives - not only of our customers, but of their wider communities.

By combining empathy and professional expertise with digital excellence, we create launch pads for our customers to achieve global success.
“IDP helped me when I was a student. Now I use digital channels to share stories of our customers and connect them to opportunities.”

McKen
From alumni to content specialist with IDP in Singapore
The IDP of today, a global enterprise stretching across 58 countries, is a different organisation to the Australian aid organisation established in the late 1960s. While our structure and services have evolved, our commitment to the transformative power of education remains steadfast.

Following our 50 year anniversary, we look back on the key milestones that defined our company and the wider international education sector.

1969

Establishes the Australian Centre for Education, an English language teaching school in Cambodia, that would go on to become the market leader.

1981

IDP opens in Singapore, its first office specifically to support student placement activities.

1986

Brand IDP introduced
As AAUSC opens its first offshore office in Jakarta, Indonesia, we rebrand to International Development Program, later shortened to IDP.2

1987

IELTS redefines English language testing
IDP partners with Cambridge Assessment English and the British Council to develop and introduce the International English Language Testing System (IELTS). Over the last 30 years, IELTS has become the most trusted high-stakes English Language test in the world, relied upon by governments, educators and employers.

1989

SEEK acquires 50% shareholding and IDP converts from ‘not-for-profit’ to ‘for-profit’ status.

1992

Australia opens its doors to international students, and IDP leads the way
A new policy by the Australian Government is introduced that allowed universities to accept full fee-paying international students. This was the catalyst for unprecedented growth in students coming to Australia.1 As interest in destination Australia grew, IDP’s business model evolved to become an offshore representative for Australia’s highly regarded public universities.

1996

Becomes wholly owned by 38 Australian Universities.

2006

Introducing the American Dream – more choices for students
IDP, already the industry leader for students considering studying in Australia, welcomes universities and institutions based in the United States to our list of client partners. This milestone marks the start of our multi-destination strategy, which now supports students wishing to study in six major English-speaking countries: Australia, Canada, Ireland, New Zealand, United Kingdom and United States.

2010

The early days... An aid organisation
IDP is formally established as the Australian Asian Universities Cooperation Scheme (AAUCS), to help develop universities in South-East Asia. While our original focus centred on building our regional neighbours’ skills, it marked the start of an Australian consortium which would grow to become a world leader in its sector, helping more than half a million people change their lives through international education.

2. Alec Lazenby and Denis Blight, Thirty years in international education and development, 1999, IDP.
The global platform build begins
With the world’s leading physical office network now in place, IDP shifts focus to building digital capability. We announced a bold vision to build the world’s leading platform and connected community to guide students along their journey to achieve their lifelong learning and career aspirations.

IDP acquires Hotcourses Group
This vision takes a significant step forward when we acquire the Hotcourses Group, a world leader in online student engagement and marketing. The Hotcourses Group is now integrated into our global team as IDP Connect.

Launches computer-delivered IELTS
IDP launches its first computer-delivered IELTS computer labs in Australia in preparation for a global rollout. This was a significant innovation in IELTS’ history, as test-takers now have more choice, and faster results.

Foundations for future growth
Having built the platform which connects our global community to their goals, we are shifting our focus from analogue services, to delivering an omni-channel experience, driven by smart insights.

With solid foundations for future growth, we are excited to support more students unlock their potential through education.

Celebrates 30 years of bringing the industry together
In collaboration with the International Education Association of Australia, IDP celebrates 30 years of hosting the Australian International Education Conference.

Lists on the Australian Securities Exchange
IDP becomes a publicly listed company on the Australian Securities Exchange (ASX).

Extends multi-destination strategy into New Zealand.

Extends multi-destination strategy into the United Kingdom and Canada.

Launches Digital Campus in Chennai
Situated in one of Chennai’s leading technology hubs, the new campus brings together 400 digital and tech experts to drive IDP’s digital transformation vision, servicing IDP’s global IELTS network and student placement services across 58 countries.

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Extends multi-destination strategy into Ireland.
The work we do changes the lives of individuals and communities around the world. This is a snapshot of our global team who make this happen.

Empowering our communities

Continuous education
A culture of innovation and curiosity is supported by a Massive Open Online Learning platform provided to teams.

Celebrating diversity
IDP’s workforce is made up of 60% women, 40% men. We speak more than 35 languages, and live across 108 cities.

Nurturing leadership
Talent programs have been introduced to foster the next generation of leaders.
IDP is committed to building sustainable futures and improving the lives of our customers and our people. We have in place a range of partnerships, which contribute to the growth and prosperity of our communities and the environments where we operate.

Nyumbani

Demonstrating the power of education to change people’s lives, in 2004 IDP Connect (formerly the Hotcourses Group) teamed up with an organisation called Nyumbani in Nairobi, Kenya. Nyumbani supports orphaned children affected with the HIV virus who are unable to go to school and provides them with lifelong care.

IDP Connect invested in setting up a primary school to provide much-needed education for these children, in what has become the Nyumbani Village. Today, our support allows Nyumbani UK and The Hotcourses Foundation to fund first class education to over 1,000 children with teachers from across Kenya. The most recent initiative has been to establish these schools as Beacons of Excellence in education.

As a result of the education in the Nyumbani Village schools and outreach programmes, we are seeing hundreds of students get into polytechnics and universities in Kenya. These students, typically studying vocational subjects, are gaining employability skills which will assist them to break free of the cycle of poverty through education.

Strategic impact

We have several investment initiatives underway to ensure we continue to support our communities, build greener futures and address critical social inequalities. Our aim is to create both value for our business and deliver long-term global impact.

Nyumbani students