

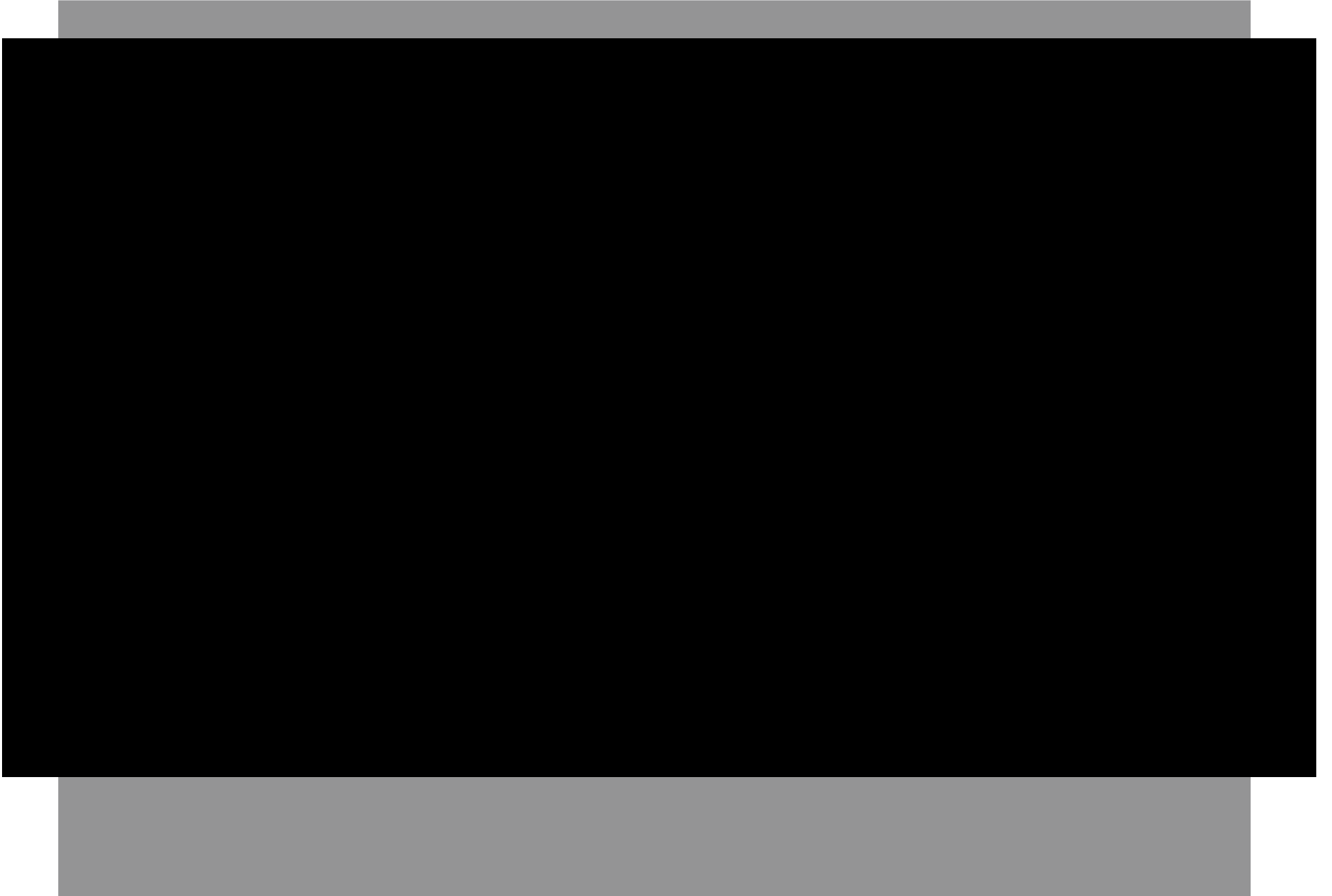


# Study Melbourne Student Centre

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## The evolution of Study Melbourne Student Centre



- 2009-2010 Centre opens as the International Student Care Service (ISCS)
- 2011-2013 ISCS supports 830 individual cases (average services provided from 1 to 6 months) and 1760 enquiries about safety, health, immigration, financial, education and social difficulties
- 2014 Centre re-locates to central CBD location  
Rebranded Study Melbourne Student Centre  
Engage more proactively with students and the sector  
Building online engagement  
Early prevention campaigns, focus on housing, student rights, health & well being
- 2015 Engages 6448 students in first 6 months  
Digital 'Welcome to Melbourne' Campaign  
Creation of the SMSC Advisory Network  
Onsite and offsite events  
Monthly data reports inform policy

**Sustained  
investment  
within a  
changing and  
dynamic  
context**



## How we work



## The Study Melbourne Student Centre is guided by these principles:

- **Student-centred:** Open, accessible support available which places students needs at the centre of the support
- **Culturally responsive:** A space and service that is best practice for the needs of all students
- **Complementary:** Supporting and enhancing services and resources available to students through partnerships
- **Strengthening reputation:** Of the international education sector and Victoria



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## What we offer students



- A welcoming 'drop-in' place in Melbourne's CBD
- Free, confidential and face to face information and assistance
- Access to services in the community through our network of well-established relationship with community, health and other service providers
- Case work support students experiencing crisis or emergency (e.g. victims of crime, homelessness, mental illness, risk of breaching visa conditions)
- Crisis support in emergency situations, including the provision of material aid
- Information and access to other programs available from Study Melbourne including:
  - The Study Melbourne Internship Program
  - The public transport discount ticket for international students
  - The Study Melbourne experience



**Why  
individualised  
support?**

**Why  
connectedness?**

**Why early  
information?**

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## Events & Activities



### AT GLANCE

Since the launch of the SMSC in July 2014...

we have engaged

Over **10,100**

international  
students

we have engaged

**470**

stakeholders

we have organised &  
participated in

191 activities  
& events

we have attended

**98** outreach  
activities



# Events & Activities



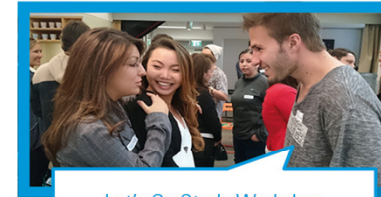
Financial Management



Meditation



Let's Go Study Workshop



Partner Event with the Australian Federation of International Students



Hospitality Skills

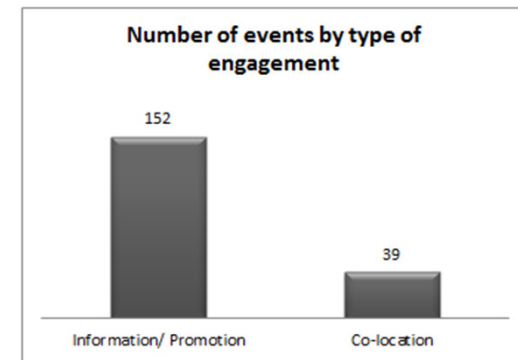
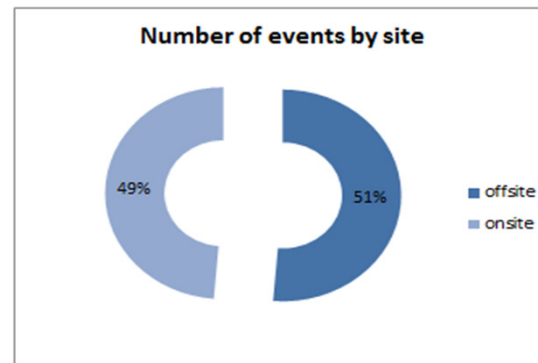


# Events & Activities

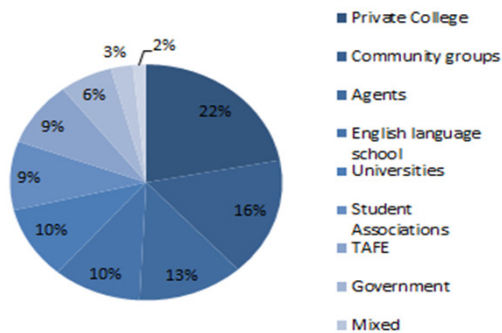
## July 2014 to August 2015



Total number of students engaged	<b>7140</b>
Total number of stakeholders engaged	<b>470</b>
Total number of events SMSC conducted	<b>191</b>

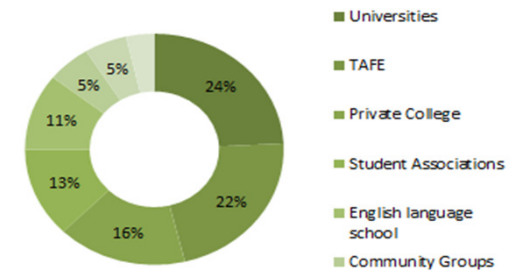


**Number of events SMSC conducted by type of stake holder**



Stakeholder	Students
University	1,720
TAFE	1,565
Private College	1,153
Student Assoc.	893
English School	760
Community Groups	390
Agents	379

**Number of students engaged by stakeholder type**



# Student drop ins

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## AT GLANCE

Since the launch of the SMSC in July 2014...

we have been visited  
by

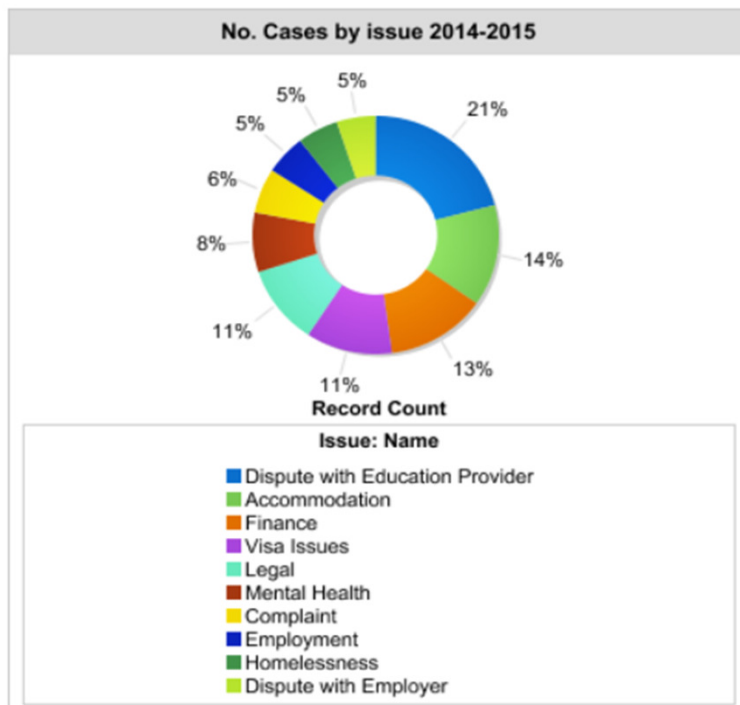
**3,498**

international  
students from

**55** different  
countries

# Casework

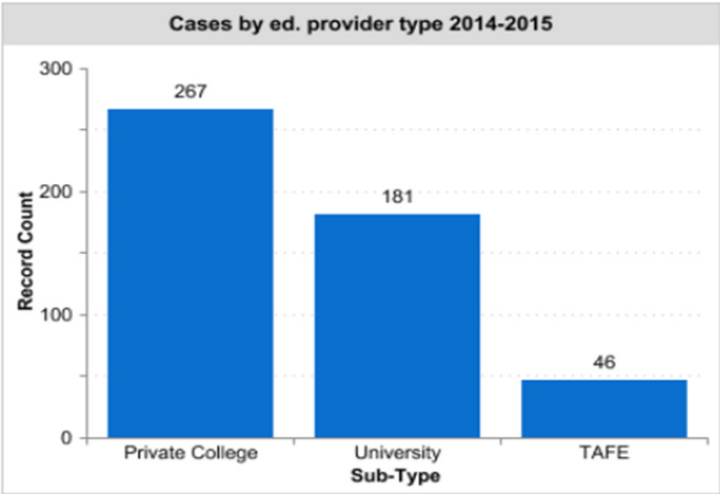
## January 2014 to September 2015



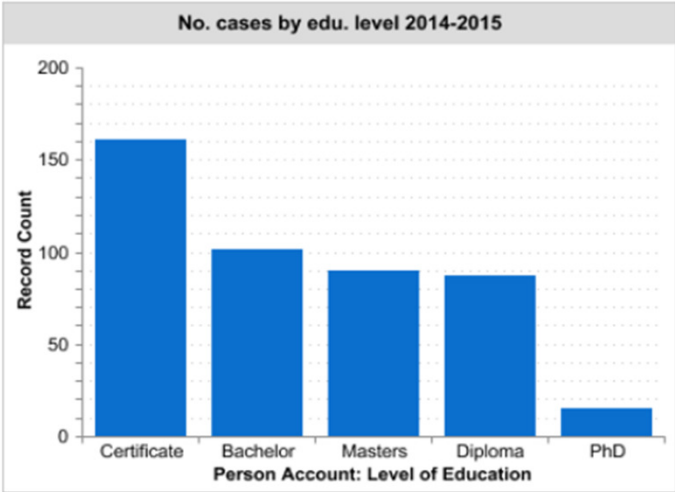
Graph only showing top 10 issues

Issue: Name	Record Count
Dispute with Education Provider	148
Accommodation	97
Finance	93
Visa Issues	80
Legal	76
Mental Health	57
Complaint	43
Homelessness	38
Employment	38
Dispute with Employer	36
Domestic Violence	33
Dispute with Landlord	28
Social Isolation	27
Health	27
Assault	26
Pregnancy	17
Relationship Breakdown	14
Gambling	2
Death of a Family Member	2
Sexual Assault	1
College Closure	1

# Casework



Increase in English language students accessing the Centre (26%)



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## Capacity building



- A free space to host events and activities
- Professional development for student groups and allied services
- Peer to peer support and social engagement for student groups





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## Embracing social media



**STUDY  
MELBOURNE  
SPOTLIGHT**

**501,000  
ON FACEBOOK**

**BIGGEST  
INTERNATIONAL  
STUDENT ONLINE  
COMMUNITY  
IN AUSTRALIA**

**1** **MEETUP  
EVENT  
EVERY  
MONTH**

**255 ON INSTAGRAM**

**6,105  
ON TWITTER**



**12,409  
NEWSLETTER  
SUBSCRIBERS**



# Welcome to Melbourne Digital Campaign



ARRIVALS  
3000 MELBOURNE LANDED  
NEW TO MELBOURNE, VICTORIA?

ARRIVALS  
JOIN OUR INTERNATIONAL  
STUDENT COMMUNITY

ARRIVALS  
CHECK IN ONLINE TODAY WITH  
STUDYMELBOURNE

- 2.71 million impressions
- Targeted mobile advertising
- Campaign engagement double the industry average

**You Tube**  
Broadcast Yourself™

**VN EXPRESS**  
TIN NHANH VIETNAM



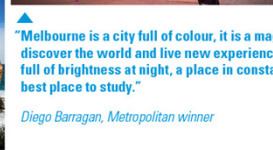
Integration  
between our  
early  
information,  
support and  
social media  
(as well as  
marketing)

# Leave your Print Photography Competition



"We dedicate this photo to the friendships and learning experiences Monash University Foundation College has given us. The M represents Monash and was produced by camera light painting at Apollo Bay, Victoria."

*Yu Long Hei, Regional winner*



"Melbourne is a city full of colour, it is a magical place to discover the world and live new experiences. This is a city full of brightness at night, a place in constant motion; the best place to study."

*Diego Barragan, Metropolitan winner*



- 100 entries
- 3010 votes via Facebook
- Winning images showcased at Study Melbourne Student Centre



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## What we offer partners



- Community education and professional development activities and events
- Outreach to events and activities at education providers and in the community (i.e. the Couch)
- A tailored approach to secondary consultation for education providers

# Student & Partner Feedback



## Students

Surveys undertaken with students in the last 12 months have found:

- 87% reported that they were satisfied with staff willingness to provide support
- 86% reported that they were satisfied with staff's responsiveness
- 97% reported that the information received was relevant to their needs
- 98% reported that information was easy to understand
- 98% reported that they were satisfied with SMSC's overall service



**It's a good system for helping overseas students.**

**Great people and they know what students are going through.**

**They were available to start the process of getting help when University services were closed.**

**I am very thankful with them for the support I had received.**

**Friendly and helpful staff who care about helping students.**

**They are always there whenever you need them and they do almost everything possible they could to help you.**



## Partners

**"This information is very useful – thanks very much!"**

*Anita, Impact*

**"Thank you for your time today to give us an understanding of Study Melbourne's role in the international student sector."**

*Shin, Red Hill Education*

**"It was very beneficial for our students and they really enjoyed and appreciated your presentation."**

*Megan, Southern Cross University*

**"It was a great opportunity to know about your organisation, as this would help our students to feel the support during their study."**

*Risa, MTSC*



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## A network of 400 agencies and growing...

- **Education providers**
- **Student associations**
- **Multicultural organisations**
- **Education agents**
- **Not for profits**

**SMSC Advisory  
Network**

**The  
international  
student voice**

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### Objectives

- Share activities at the Study Melbourne Student Centre
- Share intelligence on matters impacting international student experience and the support sector
- Discuss emerging issues in student experience and identify potential for collaborative action to improve student experience
- Facilitate a community of ‘best practice’ around ways of improving international student health and wellbeing

**Input from and engagement with the sector is critical**

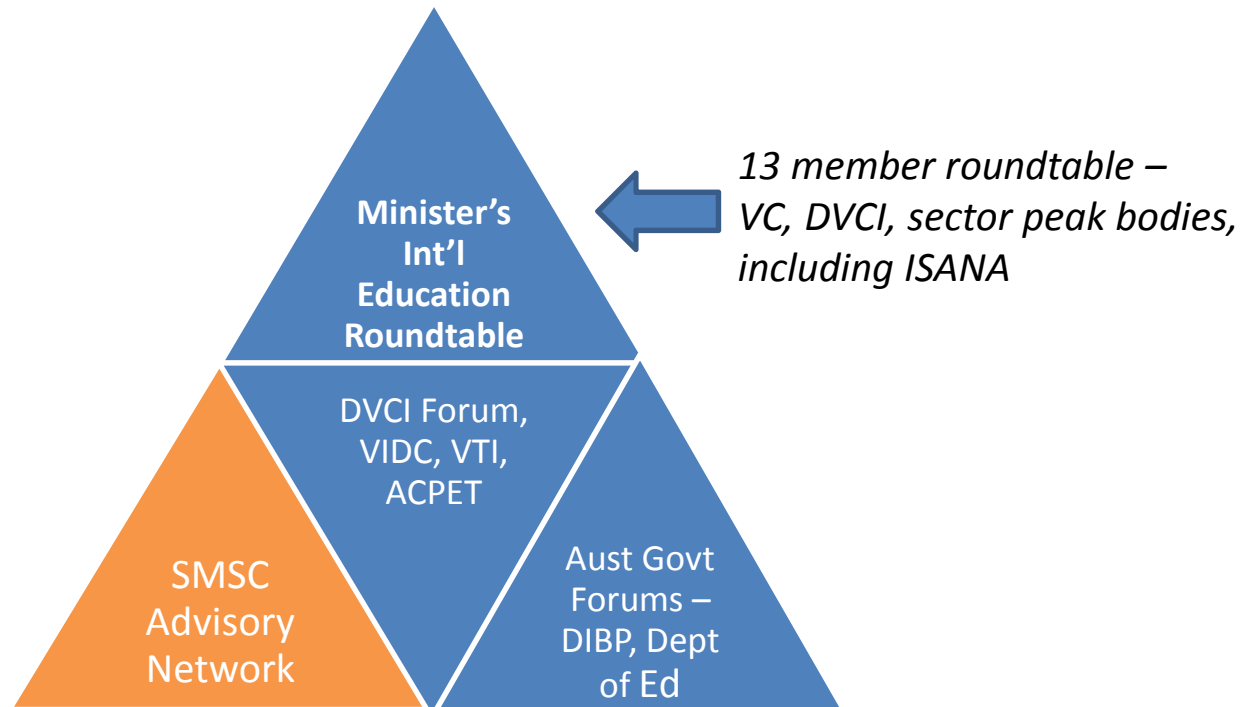


## Advisory Network members



- Peak associations
  - i.e. ACPET, ISANA
- Ombudsman
  - i.e. OSO, FWO
- Education providers
  - English Language colleges, RTOs, TAFEs, Universities
- Student Associations
  - AFIS, CISA
- Victorian Government Agencies
  - Department of Health, Consumer Affairs Victoria
- Allied Services
  - Victoria Police, researches, not for profits

## Where does this network fit?





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# POLICY CONTRIBUTION

- **Regular data reports and analysis**
  - trend analysis
  - contributes to policy development
  - advocacy
- **Promotion or 'sales' mechanism for student experience programs**
  - International Student Welfare Grants
  - Access point for programs directly delivered or sponsored



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## Our experience

- Collaboration is key
- Student engagement in design, development and delivery of our activities
- A continuum between marketing and student experience
- No state or city stands alone

# Questions?

## Thank you

**Come and talk to us** at the  
Study Melbourne Business  
Corner

or email

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