Study Melbourne Student Centre

Diana Crvenkovic
Manager, Student Initiatives

Alex Prentice
Manager, Study Melbourne Student Centre

Department of Economic Development, Jobs, Transport and Resources
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
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.
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
Our practice

Why individualised support?

Why connectedness?

Why early information?
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

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Events & Activities

- Financial Management
- Meditation
- Partner Event with the Australian Federation of International Students
- Let's Go Study Workshop
- Hospitality Skills
Events & Activities
July 2014 to August 2015

Total number of students engaged: 7,140
Total number of stakeholders engaged: 470
Total number of events SMSC conducted: 191

Number of events by site:
- Offsite: 49%
- Onsite: 51%

Number of events by type of engagement:
- Information/Promotion: 152
- Co-location: 39

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

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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

<table>
<thead>
<tr>
<th>Issue: Name</th>
<th>Record Count</th>
</tr>
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<tbody>
<tr>
<td>Dispute with Education Provider</td>
<td>148</td>
</tr>
<tr>
<td>Accommodation</td>
<td>97</td>
</tr>
<tr>
<td>Finance</td>
<td>93</td>
</tr>
<tr>
<td>Visa Issues</td>
<td>80</td>
</tr>
<tr>
<td>Legal</td>
<td>76</td>
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<tr>
<td>Mental Health</td>
<td>57</td>
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<tr>
<td>Complaint</td>
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<td>Homelessness</td>
<td>38</td>
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<tr>
<td>Employment</td>
<td>38</td>
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<tr>
<td>Dispute with Employer</td>
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<tr>
<td>Domestic Violence</td>
<td>33</td>
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<tr>
<td>Dispute with Landlord</td>
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<tr>
<td>Social isolation</td>
<td>27</td>
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<tr>
<td>Health</td>
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<tr>
<td>Assault</td>
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<tr>
<td>Pregnancy</td>
<td>17</td>
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<tr>
<td>Relationship Breakdown</td>
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<td>Gambling</td>
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<tr>
<td>Death of a Family Member</td>
<td>2</td>
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<tr>
<td>Sexual Assault</td>
<td>1</td>
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<tr>
<td>College Closure</td>
<td>1</td>
</tr>
</tbody>
</table>
Casework

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

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Welcome to Melbourne Digital Campaign

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

- 2.71 million impressions
- Targeted mobile advertising
- Campaign engagement double the industry average
Leave your Print
Photography Competition

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

"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 Benegas, Metropolitan winner

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

Yu Ling Hao, Regional winner

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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
- 88% 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

“This 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, MISC
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
Advisory Network

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?

Minister’s Int’l Education Roundtable

SMSC Advisory Network

DVCI Forum, VIDC, VTI, ACPET

Aust Govt Forums – DIBP, Dept of Ed

13 member roundtable – VC, DVCI, sector peak bodies, including ISANA

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Contribution to the International Education Unit
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
Our lessons
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
diana.crvenkovic@ecodev.vic.gov.au
alex.prentice@ecodev.vic.gov.au

@StudyMelbourne
StudyMelbourneVIC
@StudyMelbourne
StudyMelbourne