

Working with partners

How collaboration helped build one of the world's greatest international student cities

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STUDY MELBOURNE
Australia

In December 2015, Melbourne was named Australia's best city for international students, second only to Paris in the world.

Retaining Victoria's high quality education and business offering, along with its reputation as a liveable, safe and clean destination is critical for broader growth in education, business and leisure travel.

Underpinning this is our commitment to offering a premium student experience, created in partnership with government, industry, the community and students to address issues affecting the experience.

VICTORIA: THE EDUCATION STATE

**SUSTAINED
ENROLMENT
GROWTH
SINCE 2010**



+175,000
INTERNATIONAL STUDENTS
STUDYING
IN VICTORIA ANNUALLY

INTERNATIONAL
EDUCATION PROVIDES
>30,000
VICTORIAN JOBS

IN 2015 INTERNATIONAL
EDUCATION GENERATED
\$5.8 BILLION
IN EXPORT REVENUE

4 UNIVERSITIES
PROVIDING
TECHNICAL TRAINING

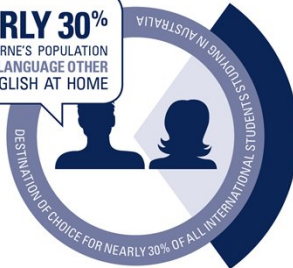


10
UNIVERSITIES

**PROGRAM BREADTH
AND DEPTH
IN HIGH-DEMAND
& SPECIALIST FIELDS**

**SEAMLESS AND
INTEGRATED
PATHWAYS INTO
HIGH-RANKED
INSTITUTIONS**

NEARLY 30%
OF MELBOURNE'S POPULATION
SPEAKS A LANGUAGE OTHER
THAN ENGLISH AT HOME



**>2.4
MILLION
ALUMNI**



**DIVERSE
POPULATION
STUDENTS FROM
180+
COUNTRIES
(80% FROM ASIA)**

**LARGEST
PROPORTION OF
INTERNATIONAL
HIGHER EDUCATION
STUDENTS
per capita in the world**

MELBOURNE,
VICTORIA IS AN ESTABLISHED
DESTINATION FOR
INTERNATIONAL EDUCATION,
WITH DECADES OF SUCCESS IN
EDUCATING STUDENTS AROUND
THE WORLD.

THE VICTORIAN GOVERNMENT IS COMMITTED
TO SUPPORTING INSTITUTIONS AS
INTERNATIONAL EDUCATION PROVIDERS
OF CHOICE & OFFERING STUDENTS AN
UNPARALLELED EXPERIENCE
IN VICTORIA.



**EXPERTS
AT DELIVERING
OVERSEAS
TRAINING,
DEVELOPMENT
+ PROJECTS**

**ESTABLISHED
GLOBAL
FOOTPRINT**
WITH RESEARCH
+ TRAINING SERVICES ACROSS EVERY
**INDUSTRY
+ FIELD**

**ACCESS TO
WORLD-LEADING
RESEARCH
INFRASTRUCTURE**

**PROVEN
CAPABILITY
TO LEAD
INTERNATIONAL
RESEARCH
PROJECTS**

**EXPANSIVE
INTERNATIONAL
REACH
THROUGH OVERSEAS
PARTNERSHIPS
+ COLLABORATION**

**1^{IN TOP 10}
FOR BEST
QUALITY
OF LIVING**

**2<sup>WORLD'S MOST
LIVEABLE
CITY</sup>**

**3<sup>RANKED 2ND
WORLD'S BEST
STUDENT
EXPERIENCE CITIES</sup>**

**4<sup>1 OF 7
UNESCO CITIES
OF LITERATURE</sup>**

**AUSTRALIA'S
SPORTING
CAPITAL**

**5<sup>WORLD'S MOST
ADMIRER
KNOWLEDGE
CITY</sup>**

VICTORIA
State Government
Australia

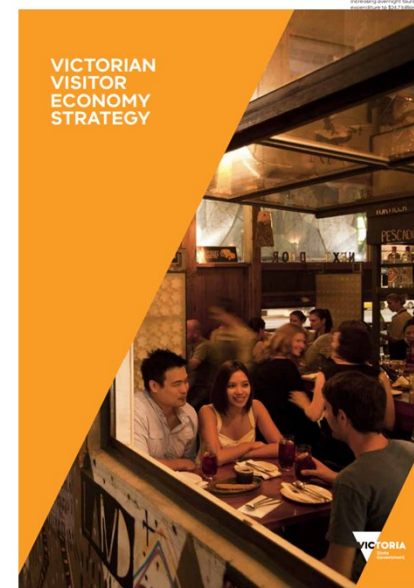
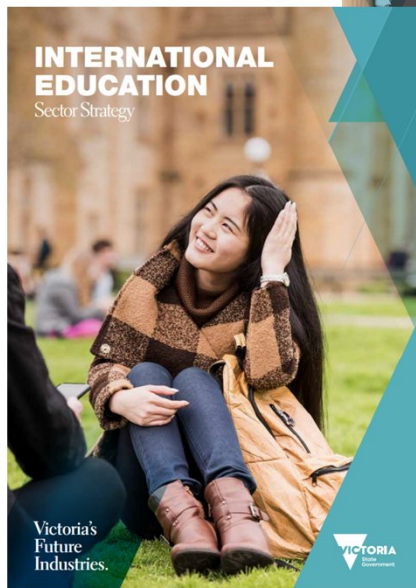
Celebrating what we have in common

The edutourism market presents an ideal opportunity to leverage work done by Study Melbourne and Visit Victoria to amplify the messages for the greater good of Victoria globally.



Victoria's authorising environment

A whole of government approach ensures Victoria can capitalise on its thriving international student community, a sound visitor economy, enviable lifestyle and world-class institutions and research facilities.



Nationally, Victoria is the second most visited destination.

Future growth is expected from a range of western and eastern markets, including China, India and South East Asia, correlating with a number of key growth markets for Victoria's international education sector.

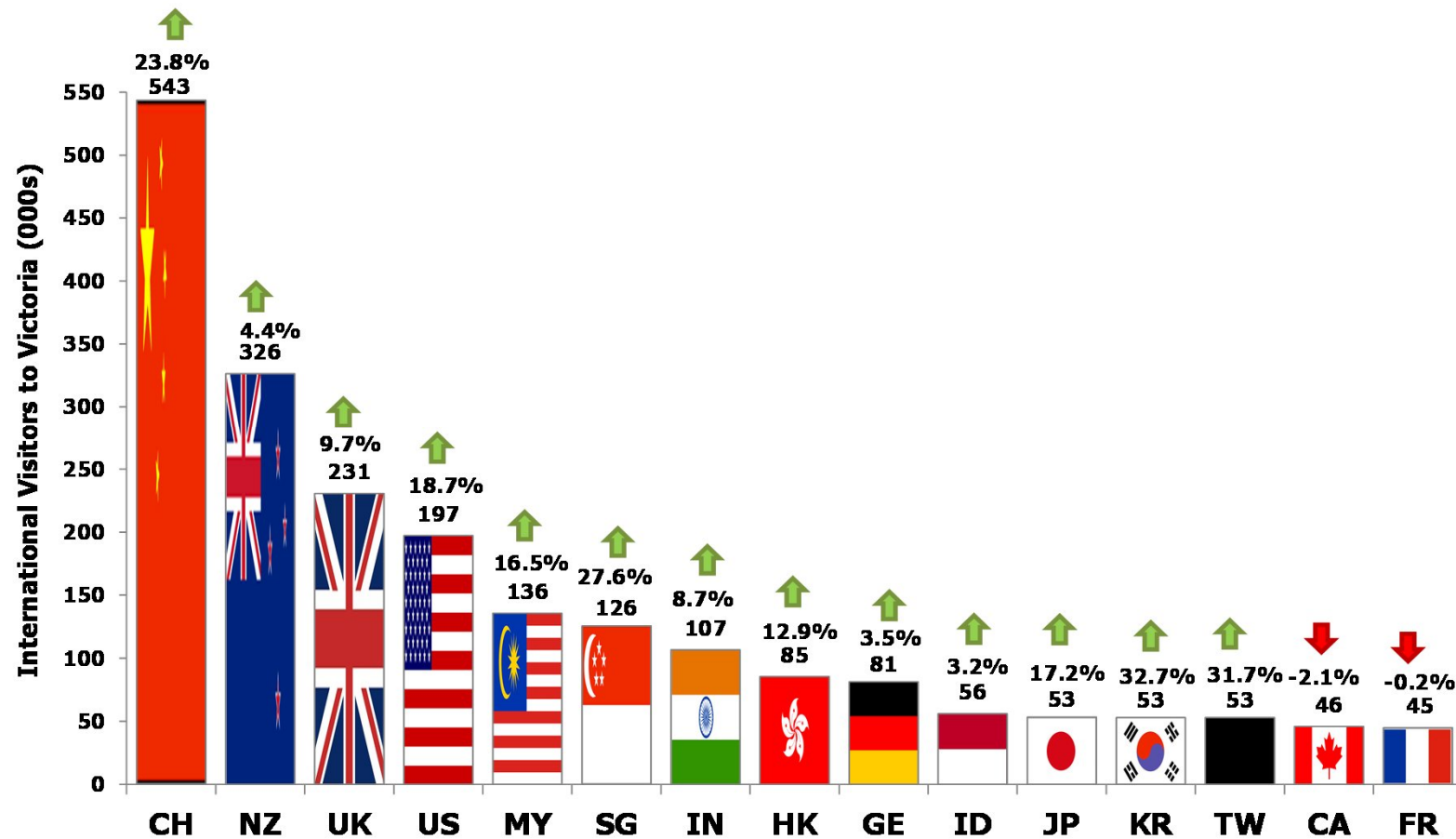
Victoria's brand attributes

Victoria is a stylish, contemporary city surrounded by nature.

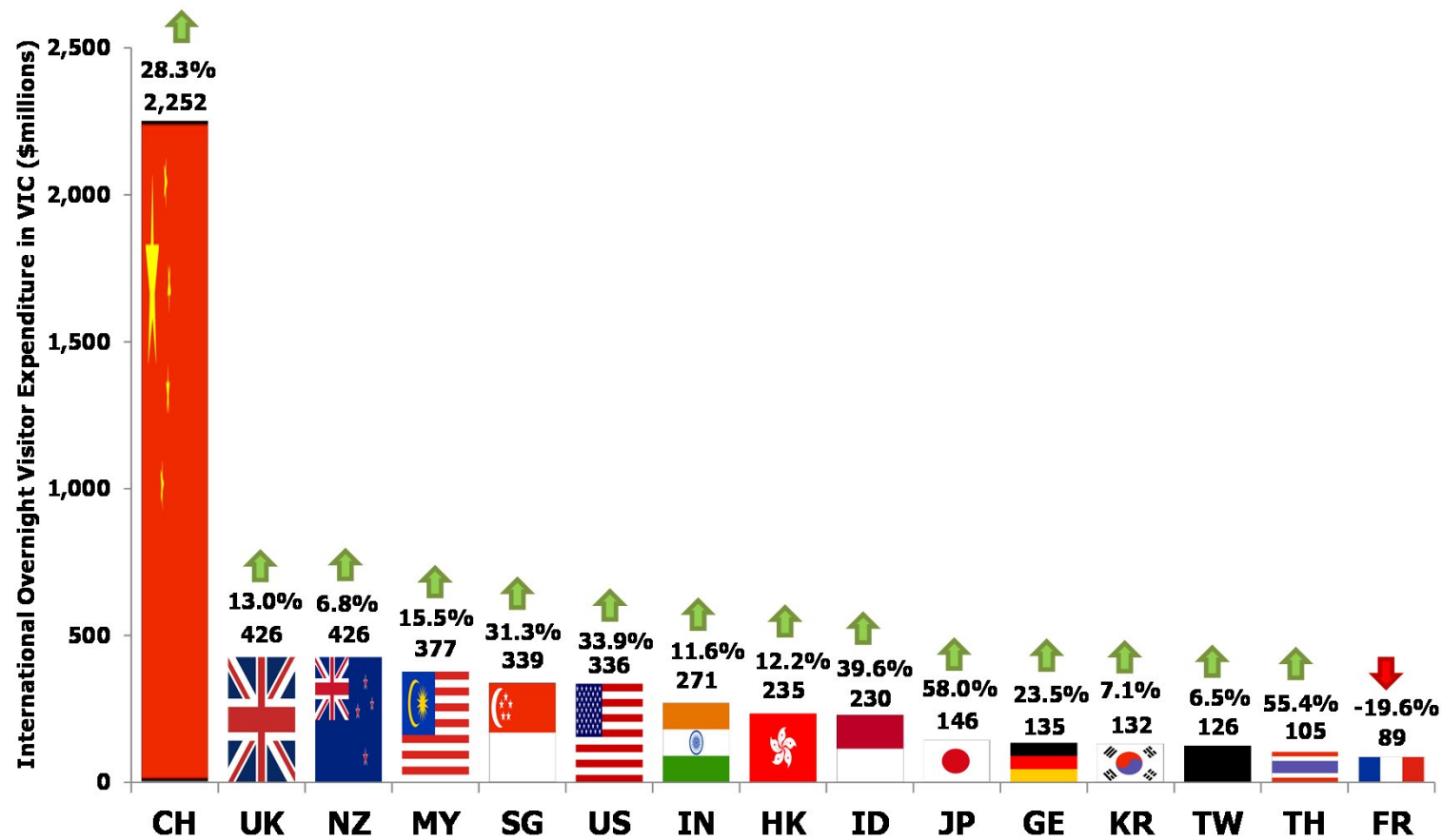
- Events
- Food and wine experiences
- Laneways and arcades
- Hidden bars, nightlife, live music
- Shopping
- Multicultural city
- Accessible nature based experiences
- Penguin Parade at Phillip Island
- Healesville Sanctuary
- Great Ocean Road and the 12 Apostles
- Victoria's snowfields
- Grampians
- Wilson's Promontory



Top 15 international visitor markets

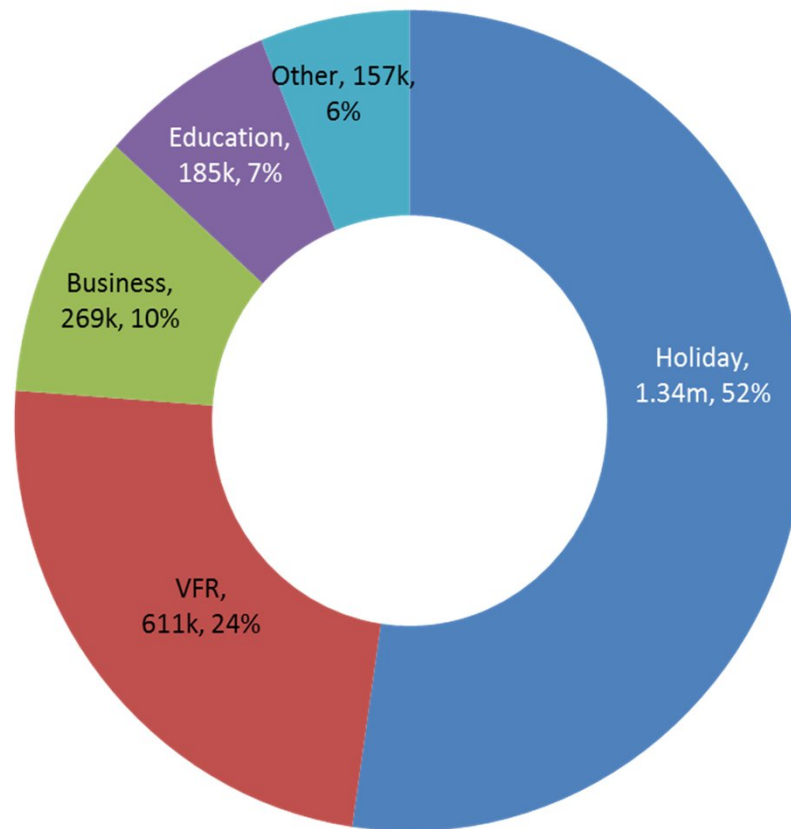


Top 15 international markets by spend



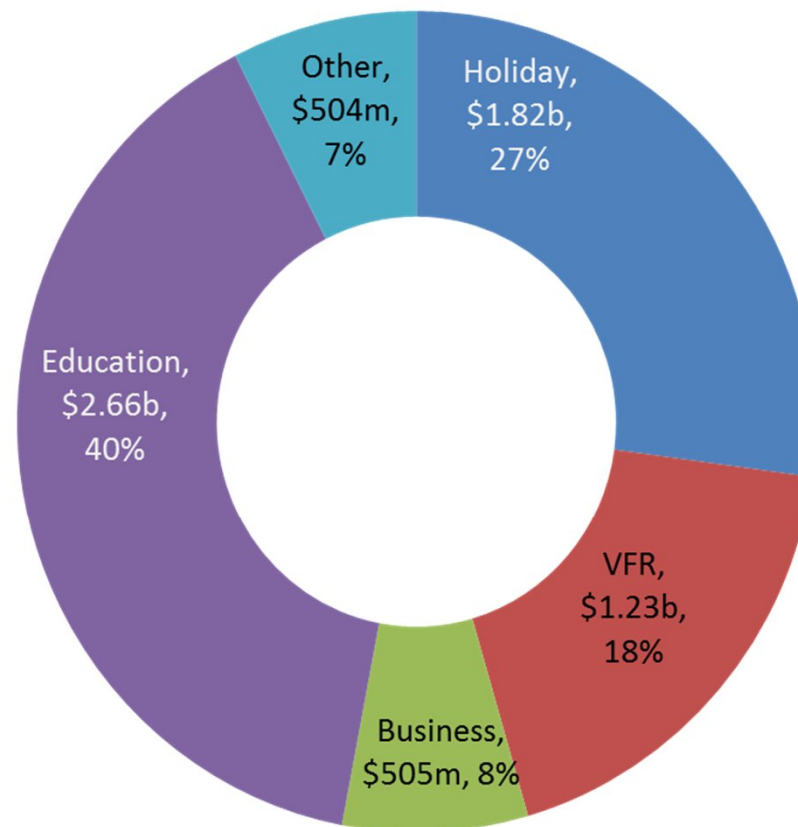
International visitors to Victoria by main purpose of visit

Year ending June 2016, 2.56 million visitors

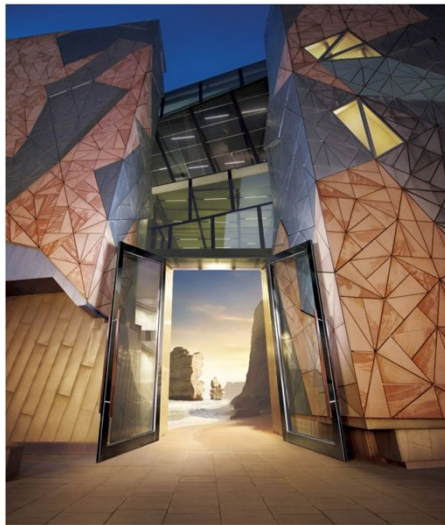


International visitors expenditure by main purpose of visit

Year Ending June 2016, \$6.73 billion



Brand campaign for China 'Open Up to More – Melbourne'



墨尔本 从联邦广场到十二门徒岩，无处不动心

在墨尔本，打开心门，层层叠叠这一座散一奇巧的联邦广场，鬼斧神工的十二门徒岩，是人和大自然不同的设计杰作；美景与美景交错的圣拉河谷，焰火中光芒璀璨的皇冠酒店都是水与火的相融；那晶剧院内经典的演出，意大利广场上浩浩荡荡的全水游行更是不可错过的观赏节目……让心游遍不一样的惊喜，墨尔本，现在出发吧！

心随境开



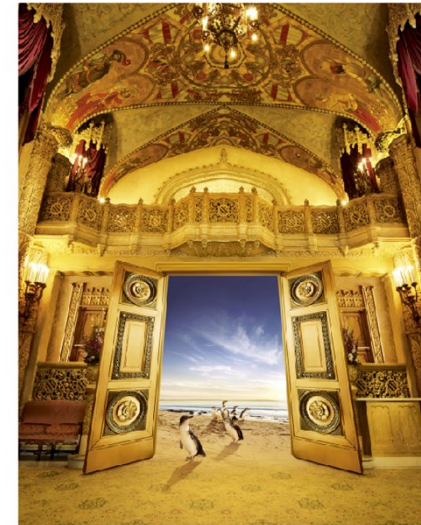
墨尔本 澳大利亚



墨尔本 从爱特河谷到叠岩通道的旅程，无处不动心

MELBOURNE

visit [www.elsevier.com/locate/locate](http://www.elsevier.com/locate/locate/locate)



从丽晶剧院到企鹅天堂，无处不动心

心随魄开在墨尔本，打开心门，层层景致逐一绽放——丽晶剧院内经典的演出，菲利普岛上浩浩荡荡的企鹅大游行都是不可错过的观赏节目；奇巧的联邦广场、鬼斧神工的十二门徒岩，是人和大自然不同的设计杰作；美景与美酒交织的拉巴拉歌，焰火中光芒璀璨的皇皇酒选之趣却是水与火的相融……让你心迷迥不一样的惊喜，墨尔本，现在就出发！

心随境开



墨尔本 澳大利亚

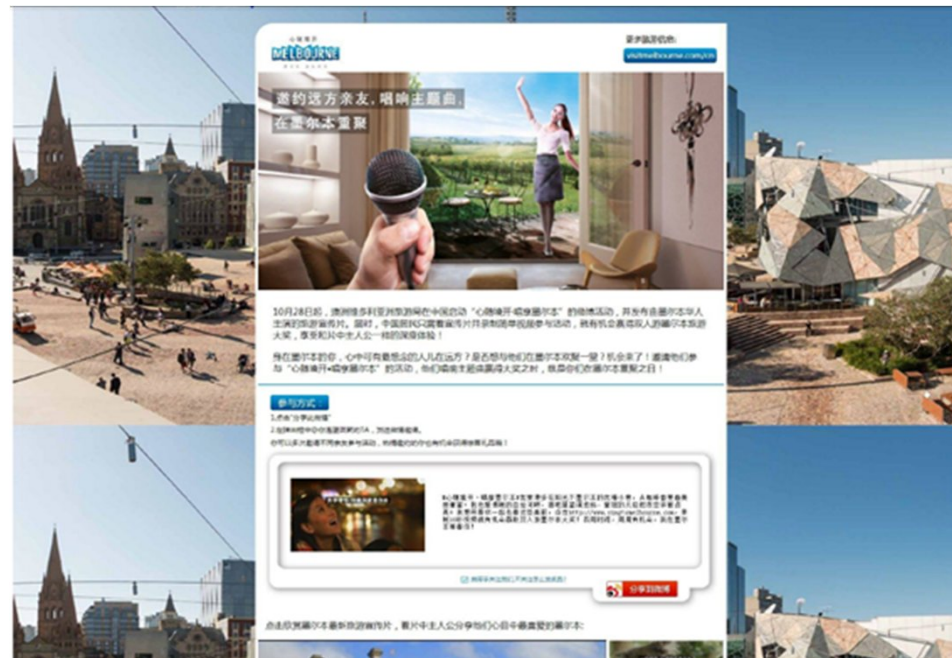
Visit Victoria's China Brand campaign - engaging with the local Chinese community

- Part of Phase 2 of Visit Victoria's 'Open Up To More – Melbourne' brand campaign.
- Leveraged fast growing social media platforms Weibo and WeChat.
- Aimed at local Chinese residents and students to encourage their friends and families to visit.



Visit Victoria's China Brand campaign - engaging with the local Chinese community

- Each week a featured video was uploaded to the dedicated Weibo page.
- Family and friends in China could win a trip to Melbourne by recording their own video rendition of the 'Oh What a Day' soundtrack from the 'Open Up to More – Melbourne' brand film.





Storytelling for all audiences

Offering a premium student experience is critical if we are to encourage visitors to 'tell their story' to the wider community, including:



Visitors

- Students
- Friends and relatives
- Academics and teachers
- Business tourists
- Working holiday makers
- Tourists



Commercial partners

- Research partners
- Business partners
- Transnational program partners
- Foreign governments



Students

- Parents
- Current students
- Prospective students
- Research graduates
- Schools
- Alumni



Stakeholders

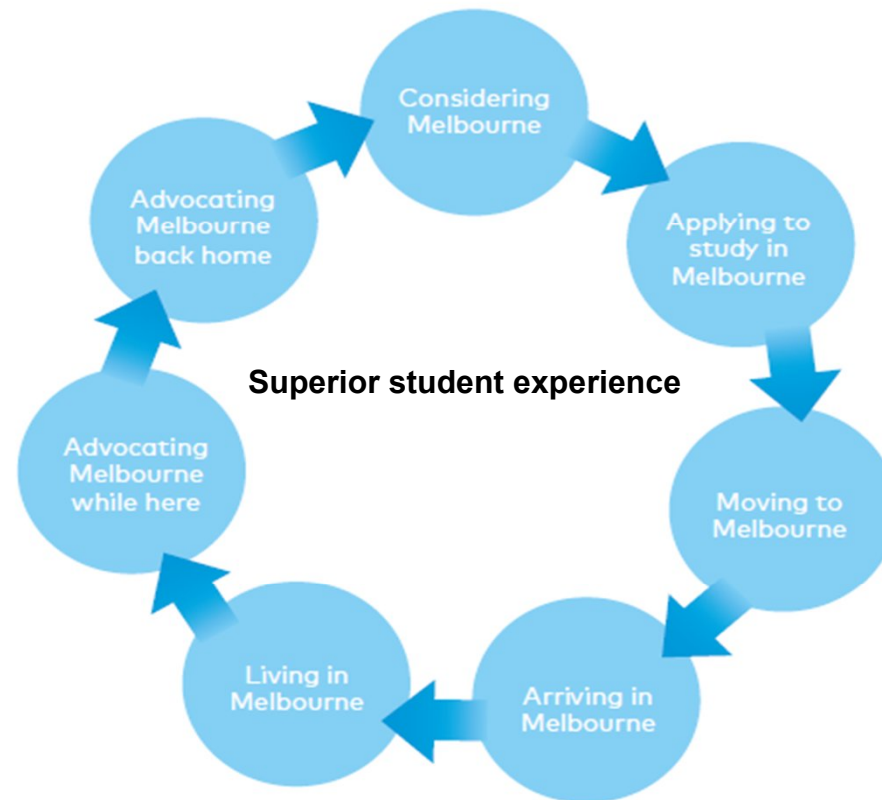
- Employees
- Education institutions
- Education agents
- Australian Government
- Local businesses
- Travel agents
- Inbound tour operators

AUTHENTICITY IS THE
NEW AUTHORITY



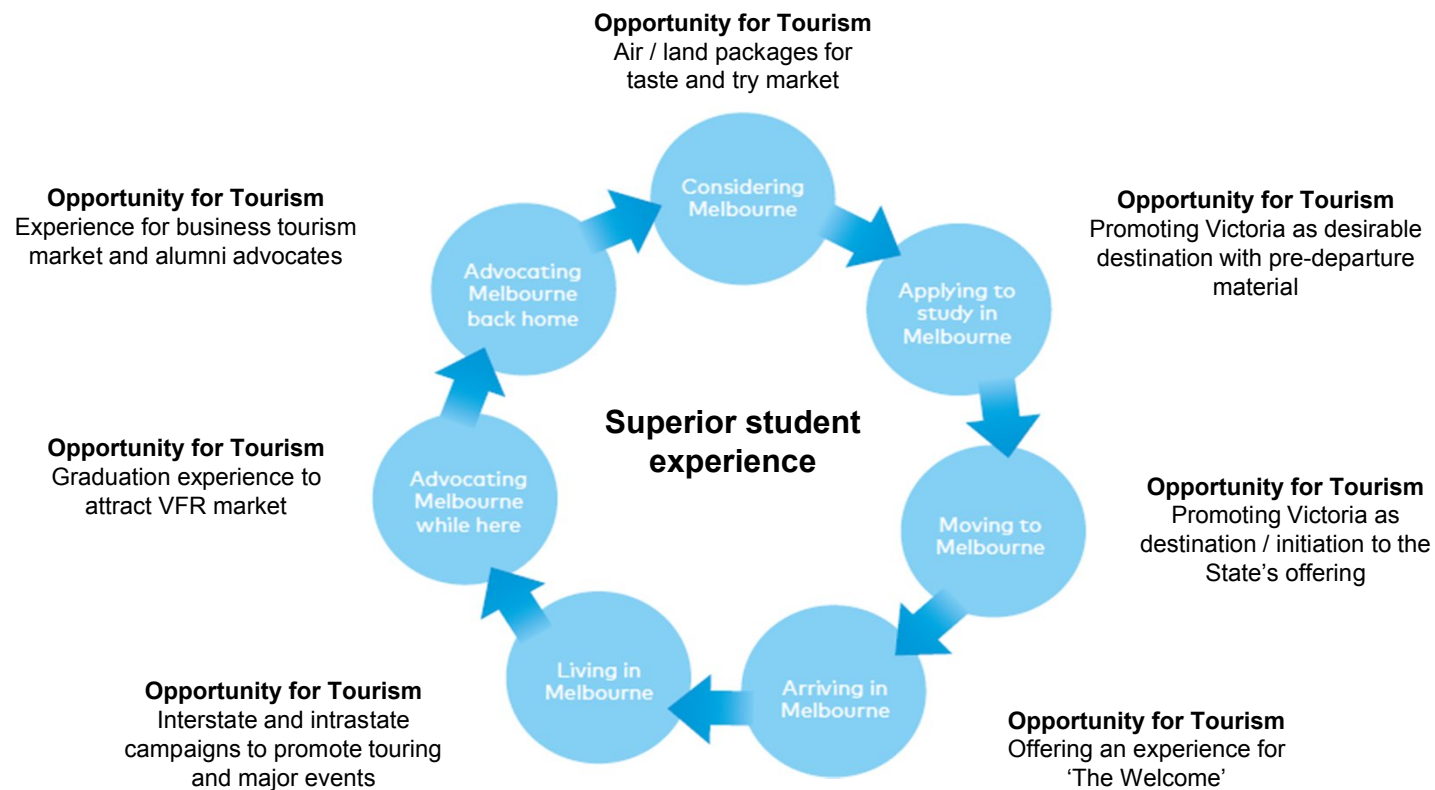
Study Melbourne and the student lifecycle

Authenticity is the new authority, and we need to recognise every student will have different needs at different points of their interaction with Victoria:



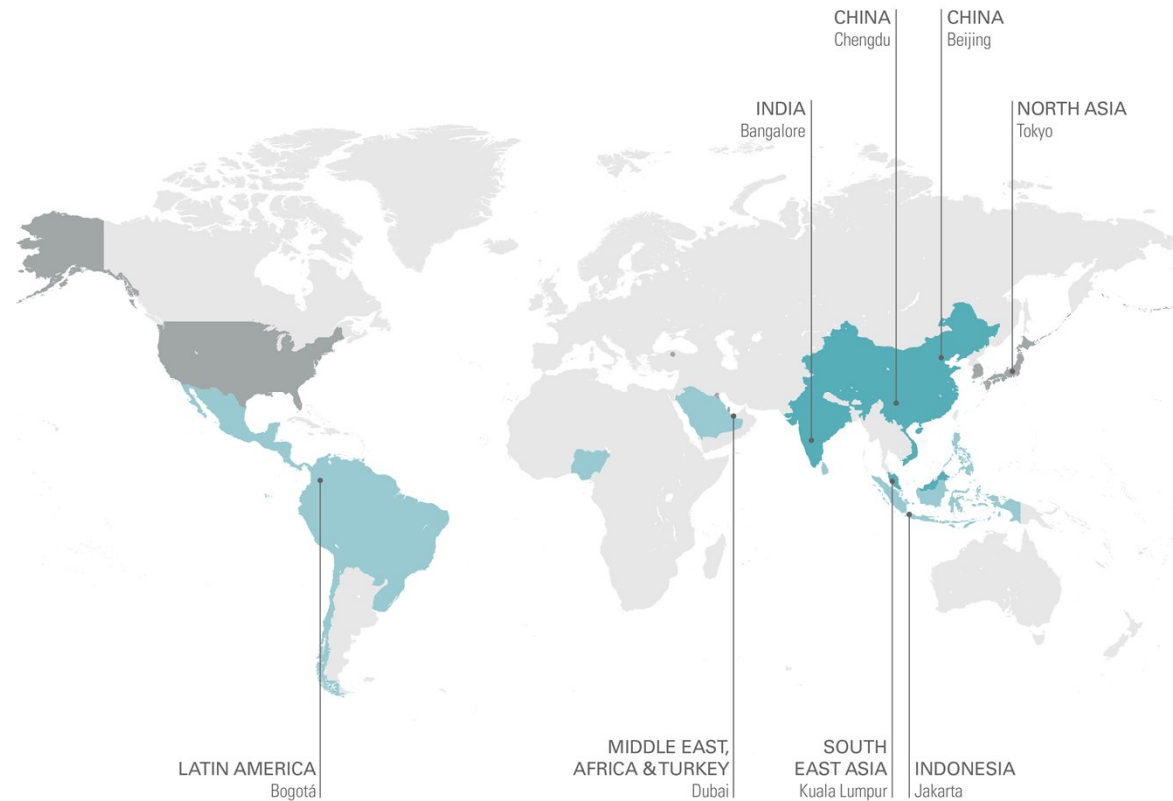
A deliberate relationship

There are a number of opportunities for tourism to leverage the student lifecycle to promote Victoria and its offering to an engaged, global community:



Victoria's global network

Now located in eight key market offices around the world, Victoria's education service managers promote onshore activity and facilitate partnerships between Victoria and priority offshore markets. This offering is unrivalled in Australia.



The Study Melbourne Student Centre

The Centre provides free information and support to all international students in Victoria and the wider sector. To date, the Centre has:

- Engaged more than 10,100 international students
- Organised and participated in more than 191 activities and events
- Attended more than 98 outreach activities
- Worked with more than 470 stakeholders
- Provided online support and early intervention campaigns

Five full time social workers aggregate data from visits into an integrated client system, to help the Victorian Government monitor trends affecting the community and develop the physical infrastructure to better support Victorian providers.



STUDY MELBOURNE

SOCIAL SPOTLIGHT

 **383 FOLLOWERS
ON LINKEDIN**

**505,700
ON FACEBOOK**

BIGGEST
INTERNATIONAL
STUDENT ONLINE
COMMUNITY
IN AUSTRALIA

1 **MEETUP
EVENT
EVERY
MONTH**

4,132 ON INSTAGRAM

6,203
ON TWITTER

**THOUSANDS OF
NEWSLETTER
SUBSCRIBERS**

UPDATED OCTOBER 2016



Victorian International Education Awards

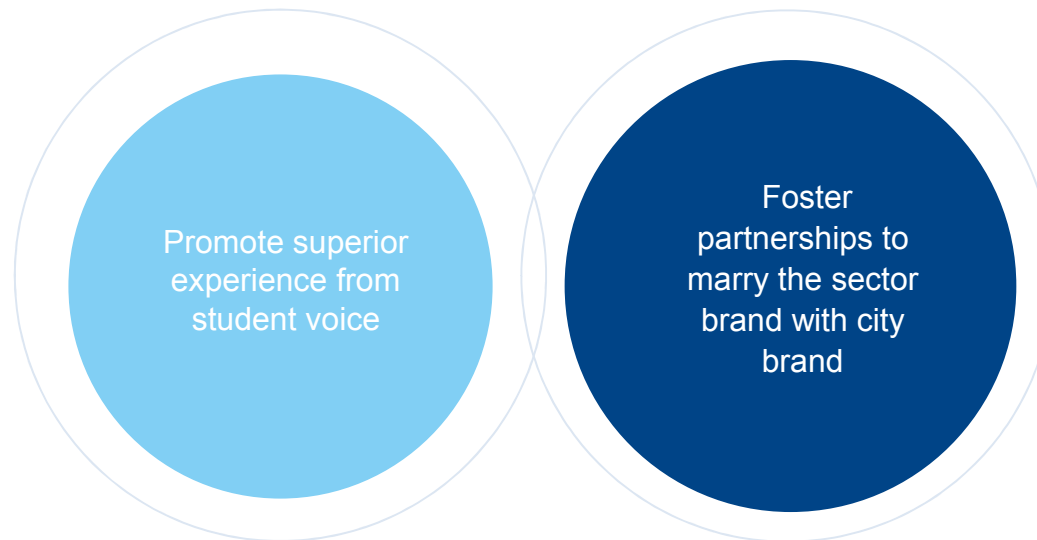
A prestigious Victorian Government initiative celebrating the accomplishments of international students, domestic students and international education providers. Hosted by the Governor of Victoria and Minister for International Education.





Partnership opportunities

All campaign activity needs to be student-centred, culturally responsive, complementary to existing resources and designed to strengthen the reputation of Victoria's education and lifestyle offering.



Ultimate Day Out

Promoting superior experience from student voice

The Ultimate Day Out is an all expenses paid day trip to regional Victoria that rewards lucky international students at the end of the academic year.

The experiences of five selected international students was captured to create a bilingual video series to share the student voice with the world:

- Content was released in partnership with each student's institution, and promoted in Brazil, Colombia, Mexico, Indonesia, India and Australia
- Shared by Study Melbourne's global education network and student personal networks
- Videos recorded an average reach per video of 83,702 with total reach at 418,512. Engagement on average was 990 users per video.

Student lifecycle

Considering Melbourne, Living in Melbourne, Advocating Melbourne while here



STUDY MELBOURNE



Four Seasons in One Night

Promoting superior experience from student voice

We created an exclusive runway show putting Victoria on the global stage via Virgin Australia's Melbourne Fashion Festival:

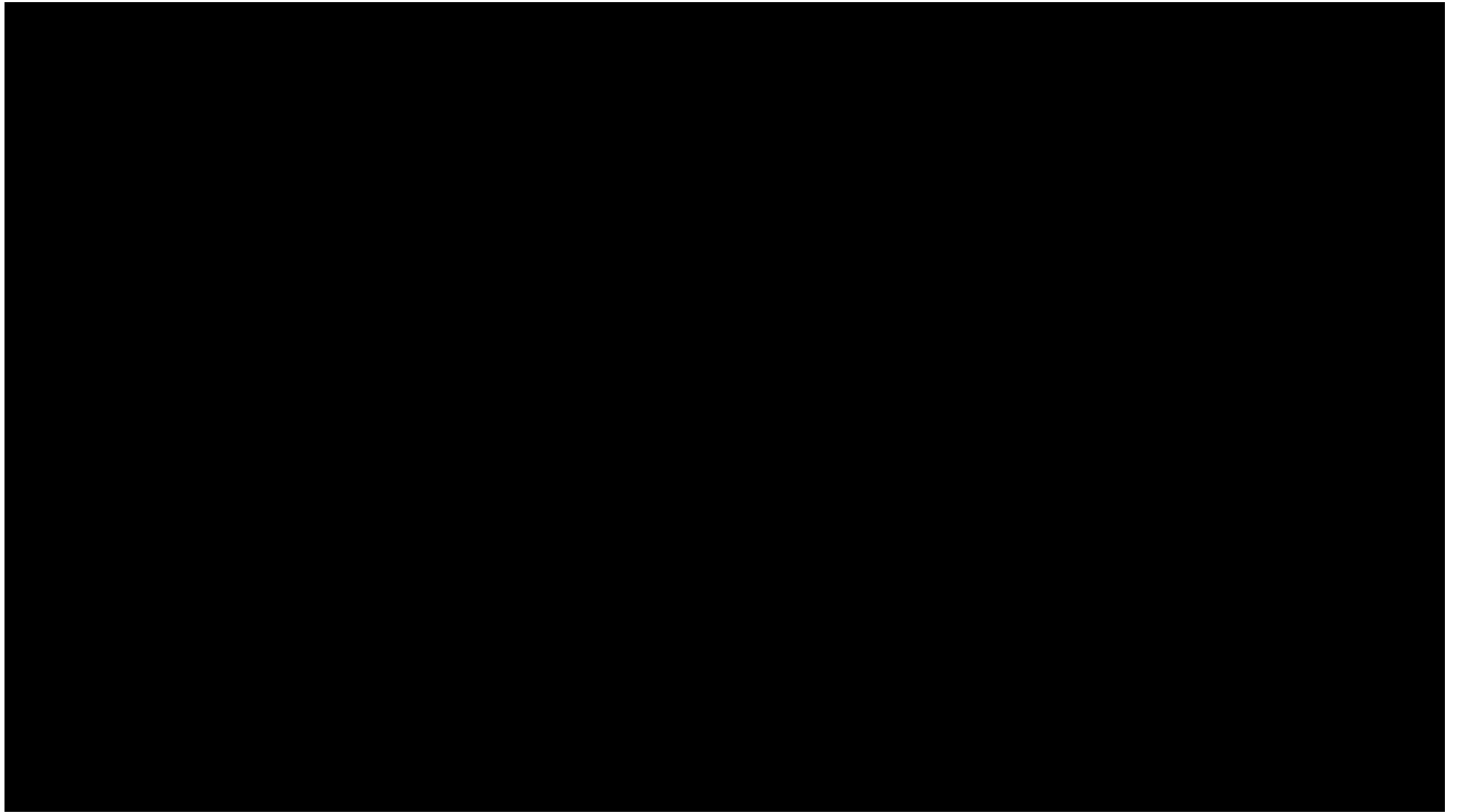
- Four designers from China, Malaysia, Thailand and Victoria shared their bespoke designs as part of the Cultural Program
- Six institutions worked with Study Melbourne to bring the event to life, and promote on campus to their student cohort
- Video content viewed by more than 20,000 people around the world, including Indonesia, China and Australia. Media coverage included Australia Plus, fashion bloggers and education trade

Student lifecycle

Considering Melbourne, Living in Melbourne, Advocating Melbourne while here



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Creating a win/win relationship

Different conditions will present themselves in every city. In Victoria, there is a deliberate relationship between the education and tourism sectors.



Thank you



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Australia