Working with partners
How collaboration helped build one of
the world’s greatest international
student cities

20 October 2016

Tim Ada
Deputy Secretary (A/g)
Department of Economic Development,
Jobs, Transport and Resources

Jane Favaloro
Manager
Study Melbourne

Joanna McEwan
General Manager (A/g)
International, Visit Victoria

Jirayut Prompen
International student
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.
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.

Speaks to similar audiences

Uses marketing and destination to attract and retain visitors

Celebrates awards and accolades to differentiate the State 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

International Visitors to Victoria (000s)

CH 543
NZ 326
UK 231
US 197
MY 136
SG 126
IN 107
HK 85
GE 81
ID 56
JP 53
KR 53
TW 46
CA 45
FR

Growth:
- Switzerland (23.8%)
- New Zealand (9.7%)
- United Kingdom (18.7%)
- United States (16.5%)
- Malaysia (27.6%)
- Singapore (8.7%)
- India (12.9%)
- Hong Kong (3.5%)
- Germany (3.2%)
- Indonesia (17.2%)
- Japan (32.7%)
- Korea (31.7%)
- Taiwan (31.7%)
- Canada (31.7%)
- France (31.7%)

Decline:
- Canada (-0.2%)
Top 15 international markets by spend
International visitors to Victoria by main purpose of visit

Year ending June 2016, 2.56 million visitors

- Holiday, 1.34m, 52%
- VFR, 611k, 24%
- Business, 269k, 10%
- Education, 185k, 7%
- Other, 157k, 6%
International visitors expenditure by main purpose of visit

Year Ending June 2016, $6.73 billion

- Education, $2.66b, 40%
- Holiday, $1.82b, 27%
- VFR, $1.23b, 18%
- Business, $505m, 8%
- Other, $504m, 7%
Brand campaign for China
‘Open Up to More – Melbourne’
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.
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.
Social Spotlight

383 followers on LinkedIn

505,700 on Facebook

4,132 on Instagram

6,203 on Twitter

Biggest International Student Online Community in Australia

1 Meetup Event Every Month

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.
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.

Promoting superior experience from student voice

Ultimate Day Out

Student lifecycle
Considering Melbourne, Living in Melbourne, Advocating Melbourne while here
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
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.

Destinations need to identify key attributes and how they can be best leveraged.

Engagement needs to happen at every level, and strategic alignment will ensure best fit for both parties.

There has to be something in it for everyone – for the state, the student and the sector – to create a win/win relationship.
Thank you