International Education Strategy

Main Highlights

• Attract more students to regions
• Grow visitation
• Encourage community led solutions
• Grow capacity in schools
Regional Marketing Framework

- 13 institutions
- Destination marketing
- Education tourism partnership
- Brand leverage
- Digital assets
- Student stories
Community – Sense of Belonging

- Welcome event
- Meet other students
- Widening perspectives
- Activities
Knowledge Sharing

- Word of mouth
- Agent families
- Showcasing the region
- Branding
- Education pathways
- Building capacity
Enriching Student Experiences
Community Benefits

• Involvement in events
• $50m to local economy
• Graduation ceremonies
• Friendships
Industry Engagement

- “Town & Gown”
- Jobs for the future
- Research
- Collaboration
Alumni – Future Ambassadors

- Trade missions
- Jiangsu state relationship
- Engaging Geelong alumni
- Connections
Where To From Here?

Power of Partnerships

- Long term approach
- Student welfare grant
- Working with Study Melbourne
- Keep making connections
Our Future