



**THINK GEELONG**  
**STUDY GEELONG**



**THINK**  
**GEELONG**

**STUDY**  **MELBOURNE**

# International Education Strategy

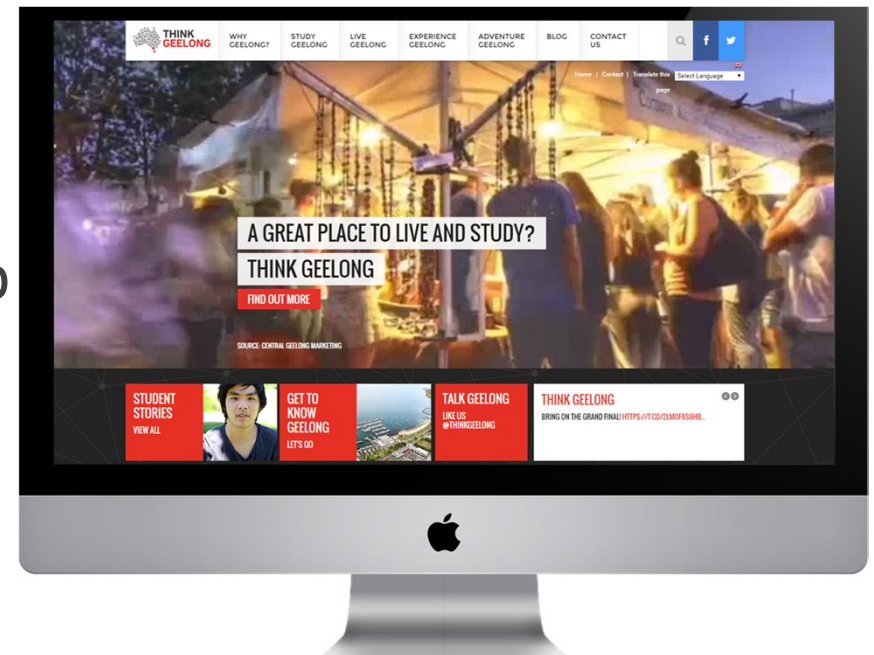
## Main Highlights

- 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

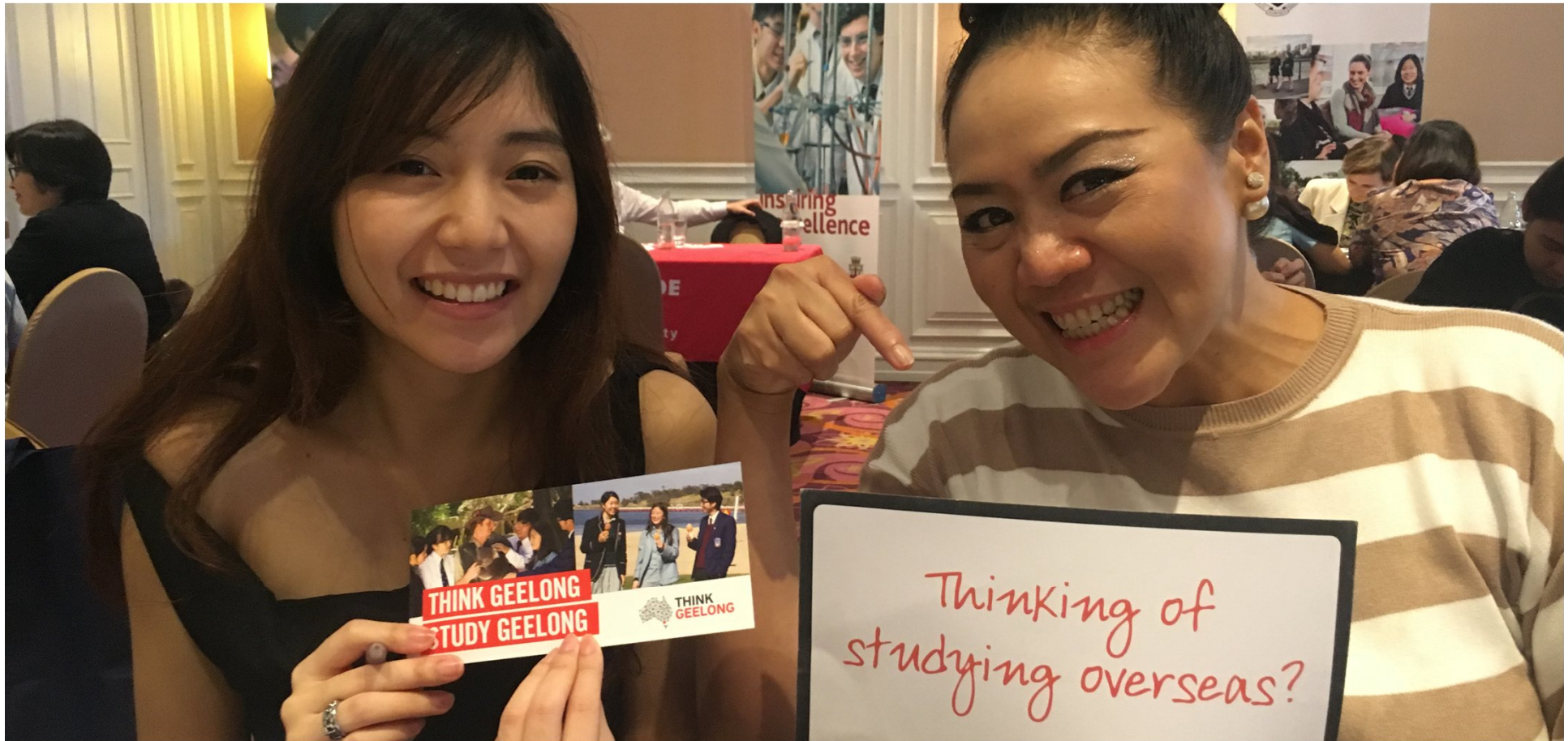
- Welcome event
- Meet other students
- Widening perspectives
- Activities













# Knowledge Sharing

- Word of mouth
- Agent famils
- Showcasing the region
- Branding
- Education pathways
- Building capacity





# Enriching Student Experiences



# Community Benefits

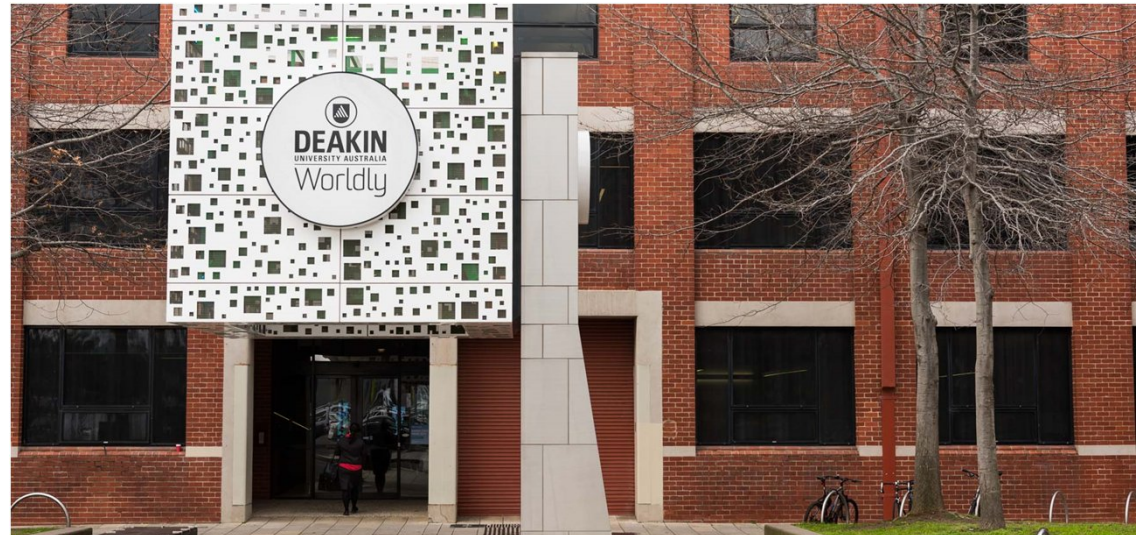
- Involvement in events
- \$50m to local economy
- Graduation ceremonies
- Friendships





# 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





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