EMBRACING DIVERSITY AND THE GC2018: HOW THE GOLD COAST EMPOWERED STUDENT DURING THE COMMONWEALTH GAMES

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INTERNATIONAL STUDENTS AND THE GOLD COAST COMMUNITY, EMBRACING DIVERSITY DURING THE COMMONWEALTH GAMES.

The student voice was heard through our:

- Student Hub and experience program
- International education destination campaign – embracing diversity and #JoinOurHumanRainbow
- Trade events – Diversity for Global Business Growth and offshore alumni panels

Key outcomes:

- Leverage the opportunity to accelerate international education destination brand awareness and reputation of the Gold Coast
- To support and amplify our members engagement with their key offshore stakeholders pre, during and post games
- Promote, facilitate and support opportunities for students and the sector surrounding the Games
- Support and facilitate new or deeper relationships with members the city, state and their partners
WE WANTED TO DO SOMETHING BOLD AND AUTHENTIC — SO WE ASKED OUR STUDENTS TO START A CONVERSATION ABOUT SOMETHING THAT MATTED TO THEM

VERBATIMS FROM OUR STUDENTS

'I would like to see more opportunities for foreign people to share their own culture in Australia. Having a global perspective is so important.'

'We should profile cultures and share stories of the communities who are here on the Gold Coast.'

'Create events that encourage people to open up about their cultures and share more about themselves.'

'International students are scared to open up about their culture because they are afraid they will be discriminated against and won’t fit in.'

'As international students, we know what it feels like to be outsiders.'

'We think The Gold Coast is welcoming but more of us still need to try.'
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GOLDCOAST.™
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STUDENT HUB AND EXPERIENCE PROGRAM
INTERNATIONAL EDUCATION DESTINATION CAMPAIGN — EMBRACING DIVERSITY AND #JOINOURHUMANRAINBOW
TRADE EVENTS – DIVERSITY FOR GLOBAL BUSINESS GROWTH AND OFFSHORE ALUMNI PANELS
QUESTIONS?

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