

Study Gold Coast The Way Forward: 2020 - 2021

2020 has been an incredibly demanding year, but with the recent announcements of the easing of restrictions and roadmaps showing the way forward we can now begin to see the light at the end of the tunnel. The indication from the Prime Minister that the Government is open to working with our sector with the possibility of international students returning to Australia as early as July has been most welcome news.

The Study Gold Coast team has been preparing for this opportunity and as we work towards achieving our goals, we wanted to share our roadmap for recovery with you. We've built our strategy in three stages, firstly by encouraging international students to commence their Gold Coast studies online, followed by a campaign targeting onshore international students, and finally staggered offshore campaigns that will focus on specific markets depending on their rate of recovery.

Stage One

An overarching campaign to assist in keeping the Gold Coast front of mind as a study destination while helping to convert students from applications and offers to enrolments. The main focus is to demonstrate that we're open for business, that we support our students and have done so innovating as an industry sector throughout the crisis. We are also looking at launching Virtual Study Tours to complement this strategy.

Stage Two

A targeted onshore marketing campaign in partnership with onshore agents focused on the quality of our education and training, priority visa processing and three year post-study work rights. The campaign will include an offer of free accommodation and meals to a select group of students who transition to studying on the Gold Coast.

Stage Three

Mobilising the education sector back into responding markets is our focus during this final stage. Once international flights and travel restrictions are lifted, we will resume delivering international marketing campaigns in-language to stay top of mind in our core markets while building awareness in new adjacent markets. This stage will also see the resumption of our full trade activity both online and face to face.

As we work through the remainder of 2020 and into 2021 sustainable long-term growth is our key. The comeback will be gradual as the pipeline for attracting international students to study on the Gold Coast grows over the next 12-18 months.

It will be vital that prospective students are aware of the supportive nature of our sector, for as international travel resumes many of those wanting to study overseas will be looking for a safe destination that cares for its students as a major priority, along with their education and employability outcomes.

A recent industry survey of prospective international students found that most do not intend to let the pandemic deter their goal of studying overseas. The speed at which we can respond to the reopening of our borders and our institutions will be crucial in meeting their expectations and with that time fast approaching Study Gold Coast is ready to go.