

25 August 2023

Study Gold Coast Members Vote in Favour of Experience Gold Coast

Study Gold Coast will become a cornerstone of Experience Gold Coast, following an overwhelmingly favourable vote by members last night.

In a watershed moment in the 30 year history of the city's peak education body Study Gold Coast will now operate as part of Experience Gold Coast, the newly formed organisation which will promote education, events, tourism, arts and culture on the Gold Coast.

At Study Gold Coast's Extraordinary General Meeting held at Kurrawa Surf Club last night Study Gold Coast members voted unanimously in favour of the proposal, which had been endorsed and put forward by the Study Gold Coast Board.

In addressing the organisation's members Study Gold Coast's Jennine Tax was enthusiastic in her support of the new entity.

"This alignment will bring new opportunities and deliver sustainable growth in visitation and investment, ultimately driving the benefits for the education sector, our visitor economy and the community through a unified strategy."

"I'm confident that the best is yet to come for our city and the bringing together of education, tourism, events and arts professionals with the support of the City of Gold Coast is a significant and exciting milestone that will underpin the future of the Gold Coast," the Acting Study Gold Coast CEO said.

From 4 September 2023 the activities of Study Gold Coast, Destination Gold Coast, Major Events Gold Coast, Placemakers* and the Home of the Arts will be delivered under the umbrella of Experience Gold Coast. Study Gold Coast will retain its brand and continue to operate under this name following the transition.

Media enquiries:

Trevor Jackson, Study Gold Coast - 0408 970 990 - trevor@studygoldcoast.org.au