MESSAGE FROM THE
STUDY GOLD
COAST CHAIR

Education is a vital economic and social pillar for the Gold Coast and is a key driver of growth and innovation for the region, today and into the future.

The board of Study Gold Coast is pleased to endorse this vision which will drive the growth of the education and training sector.

MESSAGE FROM THE
STUDY GOLD
COAST CEO

Study Gold Coast plays a leading role in promoting, growing and uniting the education sector.

This strategic plan outlines our vision for the sector. It demonstrates how we plan to implement a range of diverse initiatives that will build our workforces, attract talent and support the transformation of the city into an internationally recognised education hub.
Gold Coast Education City Strategy 2016-2020 Snapshot

**Education**

The Primary Catalyst for Economic Growth on the Gold Coast

The city’s education sector is the core driver of future economic growth on the Gold Coast.

By developing our domestic and international education sector, we help deliver growth to tourism, arts and culture as well as nurture knowledge industries including health, IT and professional services.

Education also encourages further innovation, becomes a channel to investment, drives the supply and demand of our goods and services and increases the average wage. In short, education brings employment and career growth opportunities to the Gold Coast.

**About Study Gold Coast**

Study Gold Coast is the peak education and training body for the Gold Coast. It promotes the city as an ideal destination for education on a domestic and international scale. Study Gold Coast is positioning the education and training industry as a fundamental economic pillar for the city.

As the industry marketing body, Study Gold Coast is actively promoting, growing and uniting the city’s education sector to increase student numbers domestically and internationally.

Study Gold Coast is educating the community on the value of growing the sector, providing meaningful student experiences and building the economic value of the industry to boost employment and add depth to the city’s social fabric.

Study Gold Coast is supported by the sector and government.
OBJECTIVES

EDUCATION AS THE PRIMARY CATALYST FOR GOLD COAST ECONOMIC GROWTH

TALENT ATTRACTION

TALENT RETENTION

TALENT GROWTH

GOLD COAST EDUCATION SECTOR GOALS BY 2024

INCREASE THE OVERALL CONTRIBUTION OF THE EDUCATION AND TRAINING SECTOR

15,000 NEW INTERNATIONAL STUDENTS CONTRIBUTING TO AN INJECTION OF $1.4 BILLION*

MORE BACHELOR AND ABOVE GRADUATES

INCREASE THE GOLD COAST’S REPUTATION AS AN EDUCATION DESTINATION

EDUCATION AND TRAINING SECTOR RANKED IN THE TOP 3 CITY EMPLOYERS

16,800 NEW EDUCATION AND TRAINING JOBS

* Note: Target spend on current dollars. Numbers have been rounded. Please note that the 2024 figure has been calculated on 2014 student numbers and values.
The Gold Coast education and training sector to form one dynamic industry voice.

Domestic, and international students with the wider Gold Coast community.

Unify government agencies, local business, Gold Coast Tourism and aligned brands to market the Gold Coast as a leading education city.

Study Gold Coast Strategic Pillars

**UNITE**

- The Gold Coast education and training sector to form one dynamic industry voice.
- Domestics, and international students with the wider Gold Coast community.
- Unify government agencies, local business, Gold Coast Tourism and aligned brands to market the Gold Coast as a leading education city.

**PROMOTE**

- The city as a destination where students can study, live and work under the Study Gold Coast brand.
- The city’s education, training and research sectors to position it as an innovation hub.
- The positive economic and social impact the education and training sector provides for the Gold Coast.

**GROW**

- The number of students who choose to study on the Gold Coast.
- Awareness about the Gold Coast as a quality education destination.
- Employability and employment opportunities for our students.
- The number of meaningful experiences students enjoy on the Gold Coast.

**EDUCATE**

- The Gold Coast community of the importance of education as an economic pillar.
- Our students to the highest standard of quality.
- Decision makers of the issues affecting the education and training sector on the Gold Coast.
PARTNERSHIPS & FRAMEWORK

CITY OF GOLD COAST
ECONOMIC DEVELOPMENT STRATEGY

WORKFORCE FRAMEWORK
DESTINATION TOURISM MANAGEMENT PLAN

COMPLEMENTS AND SUPPORTS CITYWIDE STRATEGIC GOALS

STUDY GOLD COAST STRATEGIC PLAN 2016-2020

WORKS IN PARTNERSHIP WITH LOCAL, STATE, NATIONAL AND INTERNATIONAL PARTNERS

CITY OF GOLD COAST
GOLD COAST TOURISM
LOCAL EDUCATION PROVIDERS
TRADE & INVESTMENT QUEENSLAND
AUSTRcade
OFFSHORE AGENTS & SISTER CITY GOVERNMENTS
GROWTH INITIATIVES

10 POINT PLAN

STRATEGY 1: STUDENT INCLUSION AND EXPERIENCE

Study Gold Coast will ensure that students who visit the Gold Coast for study have the best possible experience. This ties in with the Mayor’s Second Home Strategy. The Gold Coast will be the “most welcoming” student city in Australia.

STRATEGIC ACTIONS

a) **Student Ambassadors and Alumni Program:** Study Gold Coast will run a series of Ambassador Programs for international, domestic and alumni students. Onshore and offshore marketing initiatives will be supported by our Student Ambassadors through word-of-mouth advocacy, marketing and social media platforms.

b) **Student Experience Program:** Study Gold Coast will continue to provide student experience initiatives. All initiatives will focus on growing the city as an education destination by ensuring students receive a quality student experience. A student advisory group comprised of representatives from international student bodies will assist with these initiatives.

c) **Study Gold Coast Alumni Club (2017-2018):** The aim is to organise a network of Gold Coast graduates for Study Gold Coast member organisations and host events once a year to raise the profile of this “City Club”. This club will ensure that graduates and students continue to remain strong advocates of their education institutions and the city.

d) **Study Gold Coast Student Hub (2017-2018):** Study Gold Coast, in conjunction with City of Gold Coast, will establish a student hub. The branded physical student hub will be tailored to best suit the needs of Gold Coast students and will be expanded to the virtual realm through the Study Gold Coast website. It may form part of a dedicated student precinct.

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STRATEGY 2: STUDENT EMPLOYABILITY AND WORKFORCE DEVELOPMENT

Gold Coast education institutions will ensure that students who study on the Gold Coast are as “work ready” as possible. Study Gold Coast will run a series of initiatives which will endeavour to make our students employable with all the necessary leadership skills to allow them to grow and develop.

STRATEGIC ACTIONS

a) **Community Leadership and ‘Job Club’ Work Readiness Workshops:** These workshops will target current school students and early school leavers. The aims of the workshops are to provide professional development for students which include employability and presentation skills as well as etiquette and workplace readiness. They will also support students for early vocational pathways, provide career information and link them directly to businesses and the industry.

b) **Targeting Local Families:** Parent Workshops, seminars and professional development sessions will ensure that parents and families enhance their awareness of opportunities available for young people and confidently support their children’s career choice made through informed channels. A “Careers Resource Kit” will also be distributed to Year 11 and 12 students.
c) **Great Gold Coast Jobs Campaign:** This campaign will showcase profiles of successful graduates from Gold Coast education institutions and outline the benefits they have gained from further education.

d) **Further Expansion of Study Gold Coast Education Events:** The Gold Coast is well placed to take advantage of a new model of school and student engagement as the expanding industry base looks for more, younger workers in the building phase of the GC2018. Study Gold Coast, City of Gold Coast and key career and industry bodies can work together to address issues of student attainment, aspiration, transition, education and employment.

Gold Coast schools are aware of Study Gold Coast and some of the activities we provide. Many schools attend the Gold Coast Careers Expo but are looking for other inspirational ways to help students with career decision making. Information is readily available, yet inspiration and deeper understanding of occupations is lacking. Study Gold Coast can support school students in their transition to further study and employment by providing schools with career conversation events such as Career 7’s and career engagement.

e) **Student Internships and Mentor Program:** Working with education partners, Study Gold Coast is driving a citywide initiative to enhance the work experience opportunities for domestic and international students. Study Gold Coast facilitates internships amongst the city’s corporate community which will provide local employers with the opportunity to buy into the program. In addition to internships, Study Gold Coast provides a mentor program that will see the Gold Coast business community mentor students and graduates.

f) **Student Start-Up Award (2017-2019):** Annually, Study Gold Coast will award prizes to students who deliver the most innovative start up concept. This goes in line with City of Gold Coast’s goal to foster the innovative and entrepreneurialism spirit and highlight to students that there are alternative means to employment.

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**STRATEGY 3: 2018 GOLD COAST COMMONWEALTH GAMES™**

The 2018 Commonwealth Games presents a once-in-a-lifetime opportunity for the city to evolve its story. Education is key to the city’s maturing and is a positive story for the city to celebrate during this major event.

**STRATEGIC ACTIONS**

a) **Commonwealth Education and Youth Media:** Study Gold Coast will actively identify and target relevant media from Commonwealth Nations in the lead up to, and during the Gold Coast 2018 Commonwealth Games™ (GC2018). Media will be invited to participate in Study Gold Coast familiarisation tours which will provide inspirational stories with an education focus on the city.

b) **Experience 2018 – Student Retention Program:** This study and work program is aimed at inspiring local Year 11 students for the next three years to study on the Gold Coast and gain work experience during the GC2018. One thousand incentivised places in five areas (relevant to the GC2018) will be offered.

c) **Commonwealth Games Nations Ambassadors:** Study Gold Coast member institutions will be invited to offer “Honorary” Ambassador roles to students from selected Commonwealth Nations prior to the games. Successful applicants will study on the Gold Coast during the GC2018 and be appointed as a Study Gold Coast Commonwealth Games Student Ambassador.
**Strategy 4: Education City Positioning**

Study Gold Coast will continue to promote, with the support of the sector, the Gold Coast as Australia’s favourite classroom.

This will be achieved through different initiatives which will position the Gold Coast as a leading education destination of choice.

**Strategic Actions**

a) **Student Attraction and General Marketing:** To increase our marketing and communications across various channels to further promote and grow the Gold Coast as an education destination. This will be achieved through a growing media presence, social media, website and building collateral.

b) **Supporting Council-led Missions:** Study Gold Coast will continue to identify and support appropriate missions. Study Gold Coast will also continue to develop and attend off-shore education seminars/tradeshows and industry relevant exhibitions.

c) **Market Research:** Study Gold Coast will continue to conduct market research within the education and training sector. This research will allow Study Gold Coast to provide an up-to-date and accurate education and training snapshot.

d) **Domestic Marketing Campaign:** Study Gold Coast will target domestic and international students in Australia. Onshore education agents will be strategically approached to coordinate education briefings and Study Gold Coast will organise a “roadshow” with key members.

**Strategy 5: China to the Gold Coast — An Education Experience**

Study Gold Coast will continue to raise the profile of the Gold Coast as an education destination in China, with special focus on sister cities, as well as second tier cities.

**Strategic Actions**

a) **Sister City Partnership with Chengdu:** Build on our relationship with Chengdu in the Sichuan Province, utilising channels that we have established through an agreement signed with the Chengdu Education Bureau and Study Gold Coast.

b) **New City Opportunities:** Build the Gold Coast education brand in second and third tier Chinese cities offering relatively new and fertile marketing platforms. Potential airline partners have indicated that they are likely to support a campaign that targets some of the following cities: Wuhan, Qingdao, Tianjin, Shenyang, Hangzhou and Nanjing.

c) **Honorary Ambassadors from Partner Cities:** An increase in the number of students from these cities who will come to the Gold Coast and act as Honorary Ambassadors for Study Gold Coast.

d) **Social Media Marketing:** Increased expenditure on social media activity will be achievable given that our channels and website are now established and activated.

e) **Mayoral Trade Mission:** An education sector-specific Mayoral trade mission to China, covering target cities and developing linkages with key education agents and government education bureaus in each city.

f) **Familiarisation Tours (FAMILs):** Education media familiarisation tours from target cities in China into the Gold Coast.

g) **Alumni of China – Stories from our Graduates:** Develop a series of stories from students who have studied on the Gold Coast and have moved from success to success as a result of their education experience.
**STRATEGY 6: JAPAN AWAITS**

New Japanese policy and the establishment of a free trade negotiation platform between our countries is starting to lead to a resurgence in numbers. Study Gold Coast intends to see a conversion of the already strong numbers of students visiting on short term study tours to long term students.

**STRATEGIC ACTIONS**

a) **Japanese Alumni Coordinator:** Based in Japan, Study Gold Coast will employ a Japanese national Gold Coast Alumni to market the Gold Coast as an education destination of choice. The search for the candidate will be a campaign in itself. The successful candidate will work with the Trade Commissioner in Tokyo and regularly meet with agents.

b) **Australia Future Unlimited Education Exhibition (AFUEE) Trade Show and Exhibition:** Study Gold Coast will attend the major education trade show AFUEE in partnership with members and Austrade. AFUEE Japan is the only Australian education marketing event in Japan open to all Australian education institutions covering all sectors.

c) **Harnessing the Friendship Agreement – Kanagawa Prefecture:** The Gold Coast Friendship Agreement will be used as a point of entry and positioning within the prefecture as Study Gold Coast target education agents using government scholarship programs.

d) **Japanese Education Agents and Study Gold Coast sponsored events:** Students in Japan are heavily influenced by education agents. Study Gold Coast will coordinate destination awareness initiatives with agents in this market.

e) **“Try Before You Buy” Study Tours:** Capitalising off the strong study tour market from Japan, Study Gold Coast will arrange for students to have real life campus experiences while they are on the Gold Coast as part of their school tour. The aim is to influence the conversion rate from study tours to long-term education.
STRATEGY 7: MIDDLE EAST VISITORS

The Gold Coast is a well-known tourist destination in the Middle East. Study Gold Coast has an opportunity to showcase a different side to the Gold Coast in this market, with special focus on Qatar, Dubai and Saudi Arabia. There is opportunity to harness the increased tourism destination awareness from this region to the benefit of our education institution members. The following initiatives are planned:

STRATEGIC ACTIONS

a) **Study Gold Coast Middle East Education and Skills Partnership Program:** The program seeks to build on the existing strong ties between Gold Coast and the Gulf Cooperation Council Arab states. Working closely with our education and training sector, the city has built an “on-the-ground” work experience and educational program specifically for students from the Middle East to encourage knowledge and cultural exchanges between the two regions and further strengthen partnerships.

b) **Study Gold Coast Marketing Campaign – Middle East:** Social media networks in the Middle East are well used by students. Study Gold Coast will use social media to inform potential students about the education options on the Gold Coast.

c) **Education Agent Training:** Study Gold Coast will prepare specific agent collateral for the region, in both Arabic and English. Study Gold Coast will work with our members and Austrade to ensure that this collateral is distributed to all relevant education agents in the Middle East, ensure that agents join the Study Gold Coast social media feeds and register for our education agent portals on our website. Key target markets will include United Arab Emirates, Qatar and Saudi Arabia.

STRATEGY 8: SOUTH AMERICA MARKETS PROGRAM

Our focus in Latin America will be to harness existing awareness about the Gold Coast as a tourism destination, leading to greater ‘backpacker’ English language schools (ELICOS) enrolments and, in turn, pathway development for ELICOS leading to vocational and higher education studies. A related strategy will be to target the Latin American youth tourist market elsewhere in Australia.

STRATEGIC ACTIONS

a) **Stay’n’Study Program:** There is a large number of backpacking/short term youth segment visitors that come to Australia each year. Study Gold Coast will target South American students to study English while on the Gold Coast. Existing ELICOS students will be targeted with information outlining pathway opportunities for them to undertake further studies on the Gold Coast.

b) **Brazil:** Brazil has the greatest number of international student enrolments in Australia, outside of Asia – approximately 41 per cent. It remains a market in which the Gold Coast needs a presence. Study Gold Coast will work together with Tourism and Events Queensland and Gold Coast Tourism to attract the backpacking Brazilian youth leisure segment and promote the ELICOS and other pathway offerings on the Gold Coast.

c) **Colombia, Chile and Mexico:** Australia currently offers more favourable student visa conditions for Colombian students than Europe or America. Our marketing program must work together with tourism marketing in order to capture the Gold Coast brand awareness from this region. Study Gold Coast will seek to extend the stay of students by promoting and offering compelling pathway programs into vocational and higher education further studies and beyond English language courses. Collateral and FAMILS will be developed for this region.
STRAIGHT 9:
OTHER MARKET OPPORTUNITIES

Study Gold Coast members seek support in emerging and existing markets such as Indonesia, India, Malaysia, South Korea, Thailand, Africa, US, UK, Canada and Europe. Study Gold Coast will prepare social media activities and work with key agents in capital cities. Study Gold Coast feels the need to pursue a “well-rounded” approach to maintain the Gold Coast’s strong mix of students.

STRATEGIC ACTIONS

a) **Mission:** A City of Gold Coast Education Profiling Mission to the emerging market destinations.

b) **GC2018:** Identify the Commonwealth Nations and build these emerging markets into our Commonwealth Games programming.

c) **City Stories:** Marketing and advertising in the emerging and existing markets to build city profile and develop and showcase “new” city stories about the Gold Coast as an education destination.

d) **New Media:** Social media campaigns into the emerging and existing markets to build a city profile and develop and showcase “new” city stories about the Gold Coast as an education destination.

e) **Build Offshore Presence:** Developing off-shore agent relationships and the attendance at education fairs, trade missions and relevant events.
STRATEGY 10: VISITING FRIENDS AND RELATIVES

A significant number of parents and friends visit their children while studying abroad. By highlighting and promoting holidays to parents and friends of students, the Gold Coast is using education to build and support the tourism market. This also allows loved ones the opportunity to connect with students’ home away from home.

STRATEGIC ACTIONS

a) Graduation Experience: Leveraging off the Second Home Strategy, Study Gold Coast will develop “purpose built” graduation experiences for parents and friends of students to visit the Gold Coast over graduation time.

b) Visit Your Loved One: Study Gold Coast will develop a marketing campaign that appeals to parents and friends from target destinations to visit their loved ones while they are studying on the Gold Coast.