

# Outstanding Industry Support

Recognising the outstanding contribution of an affiliated industry organisation that works closely with a Queensland institution to deliver quality services in international education and training



Study Cairns members

## Study Cairns

Study Cairns is a collaborative marketing cluster and international education network in the Cairns region. It aims to develop innovative partnerships that raise profile, promote growth, foster collaboration, maintain sector integrity, increase funding, and establish greater connectivity in the region. One of Study Cairns' main achievements during the last 12 months was its International Strategic Marketing Plan. Study Cairns is already reaping benefits from key initiatives of the plan, such as an education agent familiarisation tour and the Study Cairns brochure.

The Study Cairns brand is now recognised by a greater number of agents in recently identified markets, particularly as a result of Study Cairns' presence at the 2009 Australia New Zealand Agent Workshop. Study Cairns successfully negotiated and coordinated an education agent familiarisation tour, which showcased the quality and range of study options available across the Cairns region and its world class natural attractions and facilities.

The organisation is delivering cost-effective capacity building for members through the new Study Cairns brochure, which leverages the effectiveness of individual marketing efforts through collective distribution of the brochure across markets.

