



## **NEWS RELEASE**

**For Immediate Use**

### **CAIRNS INTERNATIONAL EDUCATION PROVIDERS APPOINT INTERNATIONAL MARKETING PROFESSIONAL**

Export education marketing group Cairns International Education Providers (CIEP) have appointed Helen Simpson as their International Marketing Consultant.

Over the past three years the group has grown from a small dependant industry development cluster to an independent, industry driven body marketing the benefits of Cairns as a study destination throughout the world.

CIEP President, Ms Carmel Ross said over 6900 students came to Cairns to study in 2000 earning the region approximately \$30 million in export income.

“Analysis indicates student numbers will grow to approximately 19000 by 2010 and export earnings to \$140m”, she said.

“Export education will then be the 3<sup>rd</sup> largest export earner for the Cairns region”.

Students come from Japan, Southern Asia, UK, Europe and South America. New markets are opening in China, the Middle East and India.

“The students are involved in all levels of education”, Ms Ross said

“Primary and secondary study, vocational training, university, English language and study tours are offered by members”, she said.

“With around 18 institutions identified as providing international education services in and around Cairns, and 12 members in the organisation, it has become essential the industry present a united and consistent image to education buyers throughout the world”.

“These may be agents selling Cairns to the world or the students themselves”, she said.

Ms Ross explained this expansion would ensure the group has a marketing strategy to maximise benefit to the region and provide professional promotional tools for the members including CD ROMs, brochures, videos and web site.

“Helen Simpson will provide us with extensive strategy and brand development skills developed through her many years marketing Tropical North Queensland”, Ms Ross said.

“She has been very successful in gathering support from operators in the past, working together with them to achieve common goals”, she said.

“Helen will also assist our educators host buyer visits and inspections and manage enquiries from our very successful web site.”

Cairns Regional Economic Development Corporation and State Development have been integral in achieving funding for this new direction.

**ENDS.**

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