



NEWS RELEASE

**29 November 2001
FOR IMMEDIATE RELEASE**

NEW NAME FOR INTERNATIONAL EDUCATION MARKETERS

Cairns International Education Providers (CIEP), Cairns education export organisation, is now trading as Study Cairns.

President of Study Cairns Ms Carmel Ross said Study Cairns used simple language to better communicate to key customers.

“International students worldwide can identify what we offer immediately now”, she said.

“There is no confusion about whether the students are coming into or going out of Cairns or whether we’re offering student services or supplying products to the institutions themselves”.

“This name works well in web marketing, a strong source of students to Cairns due to the high comfort and usage levels of students”, Ms Ross said.

Study Cairns also links with the Australian national education export marketing effort, Study in Australia.

Just as tourism has a hierarchy of marketers from ATC to regional bodies, so does the education industry”, Ms Ross said.

“We understand how important the links are in our own industry as well as across to tourism”.

“This is a primary reason for the choice of colours and style in the new logo”.

The new Study Cairns logo uses the colour pallet of Tourism Tropical North Queensland, and the circle device reflected in the Australian Education International, TTNQ and ATC logos.

Ms Ross said international students were tested with the proposed name and logo to ensure it met their needs.

“The bold clean typeface was a direct result of student feedback for easy to read characters, particularly in Asian markets”, she explained.

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The new name and look was well received by members both at its first presentation at the AGM and at the subsequent members meeting.

Ms Ross explained this was the first publicly visible achievement for the group since the appointment of a marketing consultant in August.

“The members are excited to have the core brand finalised. We will be applying it to our current website review, new promotional materials and in individual members marketing activities”, she said.

Study Cairns has developed a style guide for members use in representing the organisation. It provides all the detail needed to use the new name and look in colour and black and white, on promotional and corporate materials, both in print and electronically.

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FOR FURTHER INFORMATION CONTACT

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