



Media Release

Mutual gains in Nature's Classroom

Local tourism and education-related businesses have an opportunity to add another dimension to their marketing efforts by becoming members of Study Cairns, according to the education group's marketing manager, Sue Grebenschikoff.

Study Cairns has launched a membership drive to expand its stakeholders beyond the 13 education providers currently represented in the group which operates under the motto of 'Serious study in paradise.' The members include English language colleges, schools, vocational colleges and James Cook University. The group aims to bring into an alliance of mutual benefit education providers, professional services, employment and training agencies and the region's renowned leisure attractions.

"There is already a link between the region's tourism attractions and education, with many students enjoying a wide range of leisure activities and learning to appreciate 'Nature's Classroom' during their time in Cairns. Many tourism operators have an educational aspect to their activities, expanding knowledge of the region's natural attractions and cultural heritage among visitors. Equally, organisations providing employment, training and other professional services are involved in varying degrees with education," Ms Grebenschikoff said today.

"So we are inviting people involved in any way with education to consider membership of Study Cairns, particularly at the Associate level.

"New members can tap a significant pool of marketing experience by attending Study Cairns meetings and industry briefings. As Associate members, firms will also be entitled to incorporate Study Cairns' logo into their marketing material and gain from being associated with the standing and goodwill that Study Cairns enjoys," she said.

Ms Grebenschikoff said an education-tourism-business alliance would also align with the Federal Government's recently released tourism policy paper, a key element of which was a move away from attraction or destination-specific marketing towards the promotion of broader travel 'experiences,' particularly in regional Australia.

“An education experience in Tropical North Queensland, incorporating language, vocational or tertiary training and engagement with the region’s natural and cultural heritage, is a very marketable package,” she said.

Associate membership of Study Cairns will be available for the “relatively modest” outlay of \$385 (including GST) a year. The benefits of membership are coupled with certain responsibilities including the maintenance of ‘quality assurance’ procedures and ‘responsible and accurate’ marketing.

Study Cairns was formed five years ago with the support of the Cairns Region Economic Development Corporation to promote the region’s education services in Australia and overseas. More than 6,900 international students now visit Cairns annually, generating about \$30 million a year in export earnings. Student numbers are forecast to grow to around 19,000 by 2010 with education revenues topping \$140 million.

* * *

Further information: Sue Grebenschikoff
Study Cairns marketing manager
Mobile: 0407 531 245

Released by: Front Page Media and Publishing
Phone: (07) 4054 7471