

# Strategic plan aims at global students

CAIRNS' reputation as the state's leading international study destination will be enhanced with the release of a strategic marketing plan by Study Cairns.

The State Government-funded plan, while aiming to ensure traditional key source markets Japan and Korea remain strong, will turn attention to China, Vietnam, the Middle East and South America in a bid to attract students to the city's education institutions and programs.

Study Cairns is the central contact organisation for the city's strong network of education providers.

The organisation's president Janine Bowmaker said 20 projects had been identified in the marketing plan which had taken 18 months to put together.

The first project was the completion of a 16-page brochure promoting Cairns as an international education destination.

The brochure will be distributed worldwide, highlighting not only the education opportunities but Cairns as a tourist destination.

Ms Bowmaker said the number of students had grown by 40 per cent in some sectors, particularly international students studying at JCU and at English language colleges.

It has been estimated there are about 10,000 international students every year with a further 20,000 spending time here on study tours.

Study Cairns will also take part in an education agents' workshop in New Zealand which has drawn delegates from 59 countries.

Ten agents attending the New Zealand workshop will be invited to Cairns for a four-day familiarisation tour.