

STUDY CAIRNS

MEMBERSHIP PROSPECTUS 2020/2021

Our Aim: To position Cairns as a premier international education destination and maximize economic opportunities for the Cairns region.



MESSAGE FROM THE MINISTER

Cairns is one of Queensland's most vibrant study destinations.

In the heart of the Great Barrier Reef, Cairns offers students opportunity to discover and learn in one of our favourite places.

Where natural wonders become classrooms, Cairns is truly a one of a kind study destination.

I am pleased to support Study Cairns in its efforts to grow the student experience in Far North Queensland. Through the Cairns Student Hub and Study Cairns CONNECTS, we are providing students the support and encouragement they need to successfully complete their studies and launch them into successful, life-long careers.

Cairns is also excited to welcome international students from around the world and recognises the talent and global experience that each one brings enriches our community.

The Queensland Government is working with Study Cairns to attract and nurture talented international students to Queensland. Our international education and training strategy positions Queensland as one of the world's most attractive study destinations.

Thousands of students from around the world are choosing Cairns and discovering the endless possibilities a quality education and training can bring; where you can start here and go anywhere.



Minister for Innovation and Tourism
Industry Development and Minister for the
Commonwealth Games

A handwritten signature in blue ink, appearing to read 'Kate Jones'.

The Honourable
Kate Jones MP

MESSAGE FROM THE MAYOR

Cairns Regional Council is proud to partner with Study Cairns – the city's peak education and training industry body – to position Cairns as an innovative, leading destination for international students. Together, we are serious about growing the sector and targeting new export opportunities in international education.

Cairns offers many world-class, affordable international study options and we are already one of Australia's most popular choices for study tourism.

Each year, more than 25,000 overseas learners seek out Cairns as their preferred study location. We have a solid and trusted reputation in the global education marketplace for our premier educational standards, stunning climate, pristine environment, and our vibrant and secure community.

The international education and training sector in Cairns directly employs over 400 people and contributes over \$160 million to our local economy annually.

I am confident that Cairns is on track to surpass this rate of growth. Our private and public schools, language colleges, vocational education institutions and universities already attract more than half of all international students in regional Queensland, and we are an increasingly popular choice for students on short-term study tours. With our proximity to Asia-Pacific, we are perfectly positioned to become a premium destination for students from these fast-growing economies. Study Cairns' member institutions deliver some of the world's best education and training services, and international education is well placed to become a leading economic driver for Cairns.



Cairns Regional Council and Study Cairns are committed to bringing the industry together and creating opportunities for growth between members. As a Study Cairns member, you too can be part of this exciting future.

A handwritten signature in black ink, which appears to read 'Bob Manning'.

Cr Bob Manning
Mayor of Cairns

CAPABILITY STATEMENT

WHO WE ARE

Study Cairns is a not-for-profit organisation established in 1997 and headquartered in Cairns, Queensland. It is a collaborative network and marketing cluster which is dedicated to supporting its members grow international education and training opportunities for the Cairns region.

Study Cairns is identified in the Cairns Regional Council's Economic Snapshot as the lead representative organisation in the Cairns region actively working to promote international education and training as well as to maximise export dollars into the regional economy.

OUR TEAM

Study Cairns is governed by an Executive Committee made up of senior representatives from the Cairns higher education, VET and secondary school sector; English language providers, study tour and accommodation services. Study Cairns members include local government agencies, private enterprise providers of tourism and hospitality, accommodation and international student service organisations.

OUR STRENGTHS

Promoting Cairns

- Globally to increase the international awareness of Cairns as the leading regional international education and training destination in Australia.

Supporting Members

- By facilitating business development opportunities through networking, resource sharing and advocacy.

Supporting Students

- Advocate and support best practises to promote positive student experiences in a friendly, multicultural living environment.



OUR SERVICES

Cairns Student Hub

To make settling into Cairns easier the Cairns Student Hub, located in the Cairns CBD, offers a wide range of support services for international students including:

- Orientation to Cairns
- Individual assistance relating to mental health and wellbeing
- Employability programs
- Accommodation advice
- Cultural and religious support
- Employment advice
- English language support
- Activities to meet other students and build a social network

 cairnsstudenthub.com.au

 /cairnsstudenthub  @cairnsstudenthub

Trade missions and educational exhibitions

Members have first choice to attend and participate in high-level onshore and offshore missions to key markets.

Industry briefings

Members attend industry briefings by Austrade, Department of Home Affairs, Advance Cairns and other strategic partners about opportunities for Cairns.

Agent familiarisation programs

Members are invited to meet with visiting onshore and offshore education agents as an opportunity to showcase their services and facilities first-hand.

Study tours and professional visitor programs

Members are given first option to quote and host high-volume study tours for international university and secondary school students as well as provide accommodation, transport and sightseeing tours.



Marketing and promotional services

Members are showcased on the Study Cairns website, collateral and at major industry and educational events.

International student ambassador program

Study Cairns recruits around 10 International Students each year in an honorary, volunteer capacity to help tell the world about their life in Cairns.

Monthly networking functions

These monthly B2B networking events attract high profile speakers and industry professionals and offer members an opportunity to showcase their services and facilities.

Market intelligence updates

Members receive regular updates on new developments, commercial opportunities, trade missions and trends in international education via email bulletins.



WHY

... DO STUDENTS CHOOSE TO STUDY IN CAIRNS?

- Cairns has over 18 institutes catering to international students
- Cairns boasts two universities; James Cook University which is in the top 4% of universities and the second oldest university in QLD; and Central Queensland University, Queensland's only dual sector university and Australia's fastest growing university by footprint with 25 study locations across Australia
- The Cairns International Airport welcomes five million passengers from 15 major airlines, with nonstop flights to eight countries
- Cairns is the gateway to Australia's World Heritage Great Barrier Reef and Daintree Rainforest
- Cairns is in the Top 10 fastest growing cities in Queensland and is reputed as safe, affordable and friendly



... IS INTERNATIONAL EDUCATION IMPORTANT TO CAIRNS?

- Over 34% of international students that visit Queensland annually for a short study tour or EduTourism, study in Cairns
- Over 25,000 international students from 34 countries choose Cairns as a study destination every year
- The average international student injects over \$44,000 / year into the economy
- There are over 400 people directly employed by the Education and Training Sector in Cairns
- The top three employment sectors in Cairns are Retail Trade; Health Care and Social Assistance; Education and Training
- International Education is worth over \$166 million in direct benefits to Cairns annually!

As a member of Study Cairns, you will be supported and represented by one of the most progressive study cluster organisations in regional Australia.

MEMBERSHIP OPPORTUNITIES

★ PLATINUM MEMBERSHIP

Eligibility: Must be a CRICOS or equivalent level education provider

Annual Fee: \$5500 + GST / annum

Membership benefits list following

★ GOLD MEMBERSHIP

Eligibility: Must be a CRICOS or equivalent level education provider or an integral business partner of the study market in Cairns with all appropriate licences. This level enables multiple ABN's within one company to be listed under this membership.

Annual Fee: \$1100 + GST / annum

Membership benefits list following

★ SILVER MEMBERSHIP

Eligibility: Affiliated suppliers of products or businesses that relate to the international student market in Cairns

Annual Fee: \$550 + GST / annum

Membership benefits list following

★ BRONZE MEMBERSHIP


Eligibility: Any sole person may be a member to show support and be involved with this vibrant industry. This level does not apply to businesses.

Annual Fee: \$110 + GST / annum

Membership benefits list following



MEMBERSHIP BENEFITS

 \$5500+
  \$1100+
  \$550+
  \$110+

NETWORKING OPPORTUNITIES

- Invitations to monthly networking events at member locations for business growth and lead opportunities
- Opportunity to host a networking event and showcase your institution / business directly to members
- Event sponsorship opportunities
- Institution representation at all Study Cairns marketing meetings/workshops - display of banners and logos on resources
- Priority invitation to exclusive dinners/functions for agents for high level stakeholders visiting the region
- Opportunity to attend overseas sales missions organised by Study Cairns
- Opportunity to attend education conferences with Study Cairns
- Preference for opportunity to co-exhibit at trade shows and join sales missions
- Assistance with organisation of trade delegation visits to member institutions
- Priority access to international famils and hosted dinners
- Priority invitations to member events and workshops
- The opportunity to promote your business at one members meeting each year
- The opportunity to promote your business at two members meetings each year

CAIRNS STUDENT HUB

MEMBER 'BUSINESS' BENEFITS

- Referrals and distribution of collateral to walk-in traffic (inc students and working holiday/tourist visa holders)
- Priority access and preferred status for CONNECTS employability projects and Successful Intern applicants
- Promotion of product/services on social media & via e-newsletters
- Inclusion in activities calendar with product/services showcase
- Group and FIT bookings for leisure activities + no commissions

MEMBER-INSTITUTION 'STUDENT' BENEFITS

- Access to CONNECTS employability program – real-world global experience to enhance learning and future prospects
- Access to Study Cairns Ambassador Program – additional personal and professional development opportunities
- Specialised student workshops and confidential support services
- Activities and events to further strengthen social networks

ON YOUR BEHALF

- Member introduction to potential global partners
- Representation and opportunities with other QLD cluster groups
- Facilitate the articulation and pathway opportunities between member institutions
- Advocacy by Study Cairns Executive on behalf of your business
- Representation at high-level industry meetings

MARKET INTELLIGENCE

- Access to Study Cairns e-newsletters
- Access to Study Cairns membership and agent databases
- Member assistance with statistical data relevant to education industry

VOTING RIGHTS

- Opportunity to nominate for the Study Cairns Executive Committee
- Two votes at member meetings
- One vote at member meetings

MARKETING

- Access to digital media to promote your organisation:

ED-NEWSLETTER

- ^ Inclusion in member and agents ed-newsletters (content to be provided, subject to edits by SC)
- ^ Priority inclusion in each member and agents ed-newsletter and inclusion of logo in footer (content to be provided, no wording limits)

WEBSITE LISTING

- ^ Full page, no limit to content, logos, backlinks or media inclusions
- ^ Full page, no limit to content, logos, backlinks or media inclusions. Logo also featured in 'our partners' section on Study Cairns' home page

YOU TUBE

- ^ Unlimited promotional videos linked to SC channel

FACEBOOK/WEBSITE BLOGS

- ^ One post and one blog per month to be shared (content to be provided, subject to edits by SC)
- ^ Unlimited posts and blogs to be shared (content to be provided, subject to edits by SC)
- Access to destination marketing material and resources
- Use of the Study Cairns logo on any promotional material (must be approved for legal purposes)
- Brochure representation at any trade shows or expos Study Cairns attends (costs apply for Gold and Silver levels)

Members are committed to:

- Providing quality services specific to the needs of international students in the Cairns region (as an example: student accommodation providers are expected to provide residential support, holistic living and learning environments, and development opportunities for academic and personal enrichment)
- Regular involvement with Study Cairns meetings and other initiatives
- Promotion and preservation of the reputation of Study Cairns
- Ensuring that all Study Cairns members have students' interests at heart, particularly in regards to quality assurance and financial standards
- Complying with relevant government and industry regulations
- Responsibly and accurately marketing their products
- Recommending other Study Cairns members and/or associate members for business and quotation opportunities

Meeting protocols and obligations:

- Networking meetings encourage members to network, develop their knowledge and participate in the decision-making of Study Cairns
- Member meetings will be held on a monthly basis as either a networking opportunity or industry information session
- Study Cairns will share industry information via the Study Cairns ed-newsletter or regular email
- Meeting notifications and agendas are sent out via e-mail
- Members may submit agenda items one week prior to the general meeting via info@studycairns.com.au
- Decisions taken at general and executive meetings are binding
- Initiatives minuted at meetings must be actioned by the due date and the responsible member is to provide an update at the next general meeting

MEMBERSHIP GUIDELINES



STRATEGIC PLAN

OUR MISSION STATEMENT

To act as the leading representative organisation for international education and training in the Cairns region

OUR GOAL

To work collaboratively with our key stakeholders to continue to increase the international awareness of Cairns as a destination for a diverse and broad range of quality study choices and positive student experiences in a friendly, multicultural living environment.

OUR ROLE

Established in 1997 as an International Study Cluster, Study Cairns has thrived as a representative organisation for the international education and training sector. We facilitate business development opportunities for our members through networking, resource sharing and advocacy

OUR FOCUS

Brand Awareness

To promote the Cairns region globally as the leading regional international education and training destination in Australia

Sustainable Growth

To build relationships with local and international stakeholders in regards to capacity, resources and infrastructure to support and develop education and training in the region

Student Experience

To advocate and support best practises to promote positive student experiences

OUR VALUES

Customer Service

Our members and their students are at the centre of all that we do. We value and promote excellent customer service in an age where word-of-mouth, peer review and social media can enhance reputation

Leadership

We lead through advocacy and business development for the benefit of all our members in a positive, responsive and constructive manner

Diversity

We value diversity recognising the benefits that come with exposure to different cultures, peoples and ideas

Accountability

We provide transparent and accountable service to our members and stakeholders



OUR STRATEGIES & OUTCOMES

Objective 1

PROMOTION OF CAIRNS AS AN INTERNATIONAL EDUCATION AND TRAINING DESTINATION

To promote the Cairns region globally as the leading regional international education and training destination in Australia

Outcome: Cairns achieves brand recognition and consistent, sustainable growth as a study destination for international students

Strategies:

- 1.1 Work with local, regional and national partners for destination branding
- 1.2 Support member business development efforts with social media and marketing collateral
- 1.3 Conduct annual international activities to support member engagement in established and emerging markets

Objective 2

STUDENT EXPERIENCE AND ENGAGEMENT

To encourage and support a positive and fulfilling student experience

Outcome: Increased positive and successful international student experiences

Strategies:

- 2.1 Supportive initiatives for effective student engagement through the Cairns Student Hub
 - Ambassador program - representation opportunities / 'welcome' roles
 - Alumni program
 - Employability project
- 2.2 Support student-directed grassroots initiatives
- 2.3 Promote student stories and positive reviews throughout social media

Objective 3

MEMBER ENGAGEMENT

To provide partners/members with market intelligence, networking opportunities, support and strategic direction to assist with business development

Outcome: An engaged and sustainable membership that overtly contributes to a positive student experience and strong education pathways

Strategies:

- 3.1 Provide targeted communications to ensure members are kept up to date with;
 - Challenges and opportunities that may affect their business success
 - Decisions by the Management Committee
 - Market intelligence
- 3.2 Encourage and support the development of innovative products and ideas by facilitating networking opportunities

Objective 4

ADVOCACY

To provide effective advocacy and representation on matters pertaining to regional international education and training

Outcome: Study Cairns is recognised as the industry voice regarding regional challenges and opportunities for international education and training

Strategies:

- 4.1 Leverage member and board member affiliations with other stakeholder organisations/ key industry boards to expand opportunities
- 4.2 Work with other study clusters to create 'one voice' to raise awareness and address the challenges and opportunities facing the sector

Objective 5

SECTOR GROWTH

Develop and maintain relationships to build capacity and contribute to the growth of international education and training in the region

Outcome: Study Cairns has effective relationships to advocate for sufficient resources and infrastructure to service the growth demands of the sector

Strategies:

- 5.1 To explore business leads and funding opportunities that can increase capacity and infrastructure in the region
- 5.2 To interact and communicate with all levels of government and peak industry bodies to align with current strategies and policies to;
 - Ensure the challenges and demands of the sector in the Cairns region are realised
 - Lobby around government policy as required

STUDY CAIRNS APPLICATION FORM

PLEASE INDICATE WHICH CATEGORY YOU ARE APPLYING FOR:

MEMBERSHIP

☐ Level 1 (Platinum)

☐ Level 2 (Gold)

☐ Level 3 (Silver)

☐ Level 4 (Bronze)

Company Name:

Trading Name:

Business Address:

Postal Address:

Telephone:

Facsimile:

Website:

Email:

Principal Business Activity:

ABN No:

Years of Operation:

CRICOS Provider (if applicable):

INSURANCE:

Public Liability Insurance Company & Policy Number

New accommodation members only - please attach current Queensland Fire Department Inspection Report

Trade References
(new members only)

Referee #1 name, business and phone:

Referee #2 name, business and phone:

PLEASE DEMONSTRATE HOW YOUR BUSINESS CATERS FOR THE SPECIFIC NEEDS OF STUDENTS:

I / WE HEREBY CERTIFY THAT I / WE AND OUR NOMINATED REPRESENTATIVES WILL ABIDE BY THE STUDY CAIRNS BEST PRACTICE GUIDELINES, PROTOCOLS AND OBLIGATIONS.

Name:

Signed:

Title:

Dated:

Nominate representative/s to receive Study Cairns correspondence

Please forward completed application form, copies of documents and your organisational profile to **Study Cairns - info@studycairns.com.au**

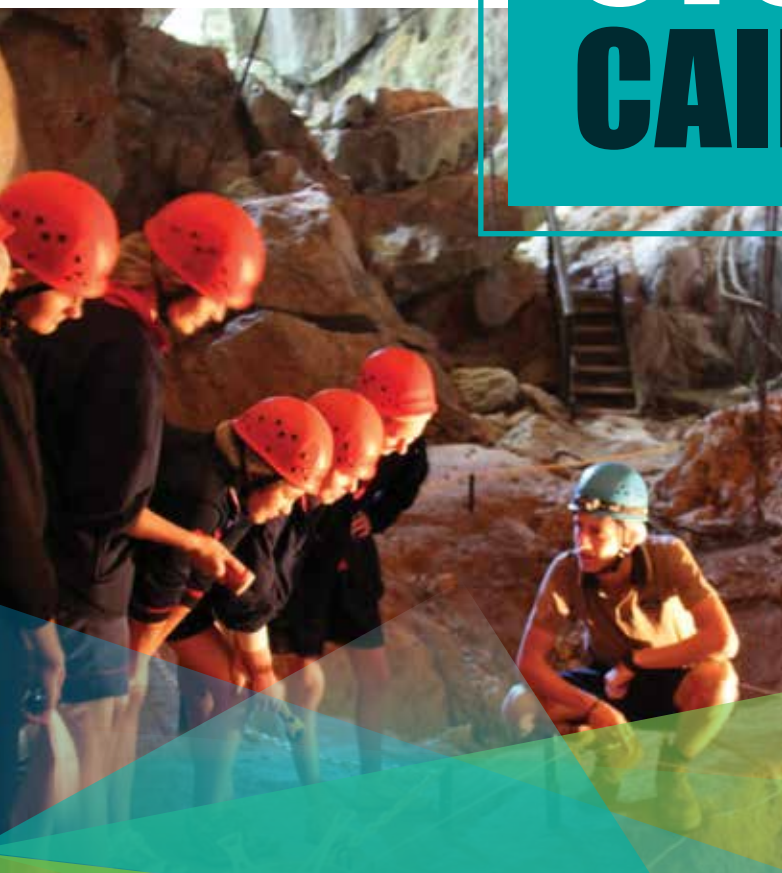
- An invoice for membership fee will be forwarded once membership is confirmed
- Once payment has been processed, please forward your logo, copy, images and hyperlinks to info@studycairns.com.au for website upload.

BUSINESS USE ONLY	
Confirmation of membership of Study Cairns Incorporated:	
Approved:	
Signature of Proposing Member:	
Name of Organisation:	
Signature of Seconding Member:	
Name of Organisation:	
<input type="checkbox"/> Level 1	<input type="checkbox"/> Level 2
<input type="checkbox"/> Level 3	<input type="checkbox"/> Level 4
<input type="checkbox"/> Not approved	
Invoice issued on:	Payment received on:





STUDY CAIRNS



STUDY CAIRNS

PO Box 1575 Cairns, Queensland, 4870, Australia | Email: info@studycairns.com.au
Website: www.studycairns.com.au | Facebook: www.facebook.com/studycairns

STUDY QUEENSLAND
START HERE. GO ANYWHERE.

