

STUDY

GOLDCOAST.[™]

Part of EXPERIENCE **GOLDCOAST.**[™]

Education Membership
PROSPECTUS
2024/2025

AUSTRALIA'S FAVOURITE CLASSROOM





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A MESSAGE FROM THE EXPERIENCE GOLD COAST CEO AND EXECUTIVE DIRECTOR FOR EDUCATION

Education is a key pillar of the Gold Coast economy. By developing and promoting the Gold Coast as an education destination we attract domestic and international students. Maturing into a city renowned as a leading education destination, we are also driving career opportunities for the benefit of all.

As a sector we grow and retain talent, facilitating career pathways to provide opportunities for real world experience as part of our wider curriculum to deliver better graduate career outcomes, which in turn increases the economic prosperity of our city.

Students bring fresh ideas, new perspectives and cultural influences that enhance our city's social fabric. They are the drivers of innovation advancing our industries and ensuring our economic relevance, sustainability and reputation.

International education is the bedrock of social, cultural and intellectual diplomacy, providing closer connections and better relationships

throughout the global community while opening up many trade opportunities. Positioning the city as a premier education and training destination will increase talent retention, with more local students choosing the Gold Coast as their preferred place to graduate and build careers. We will build city pride and enhance our reputation, leading to positive economic and social outcomes.

We look forward to meeting with your organisation and welcoming you on board as a member.

John Warn
CEO, Experience Gold Coast

Jennine Tax
Executive Director, Education

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“THE EXPERIENCE GOLD COAST EDUCATION TEAM PROVIDE VALUABLE NETWORKING EVENTS SHOWCASING DIFFERENT OPPORTUNITIES ON THE GOLD COAST. THIS YEAR’S EVENTS HAVE BEEN INVALUABLE TO GROWING OUR PARTNERSHIPS WITH LOCAL REGISTERED TRAINING ORGANISATIONS AND OTHER EDUCATION SERVICE PROVIDERS.”

”

STUDY GOLD COAST MEMBER
TESTIMONIAL



2023

Gold Coast
Student Excellence Awards



A MESSAGE FROM THE MAYOR

It is my pleasure to support Study Gold Coast, a part of Experience Gold Coast as the city’s peak education and training industry body.

As Mayor of the Gold Coast, I am honoured to introduce you to our great city. It’s a place where the ‘have-a-go’ spirit is strong and people are proud to live, work, study, and visit.

The Gold Coast is one of Australia’s fastest growing cities, with an enviable work-life balance and an exciting future. As the host city of the 2018 Commonwealth Games, we embraced the opportunity to transform and diversify our economy to become a world class global centre in sport, health, and education. Now, as co-host and key Games Delivery Partner of the Olympic and Paralympic Games Brisbane 2032, the Gold Coast will truly come of age.

Long recognised as Australia’s small business capital, the Gold Coast is an entrepreneurial city where a new generation of innovators and collaborators are reimagining the way we live, work and play. As a global city we proudly offer incredible opportunities in medical research, film production, advanced manufacturing, health, education,

and the space industry – all providing career launch pads for our graduate talent.

Above all, we are a diverse multicultural city that welcomes students from all around the world. We pride ourselves in providing world-class education options, positive employment outcomes and are committed to investing in our future.

I encourage you to make the most of your visit to the Gold Coast and discover all that our beautiful city has to offer.

Yours sincerely,
Tom Tate
Mayor

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“WITHOUT A DOUBT, AFTER EXPERIENCING THE GOLD COAST’S APPEAL IN TERMS OF SCHOOLS, JOBS, TRANSPORTATION, AND QUALITY OF LIFE, I WILL STRONGLY RECOMMEND AND PROMOTE THIS CITY TO OUR CLIENTS. I HAVE RETURNED WITH A COMPLETELY DIFFERENT PERCEPTION. IT’S NOT JUST A BEACH CITY. IT HAS LOTS OF HIGH QUALITY INSTITUTIONS. IT’S NOT A SMALL CITY AS I PREVIOUSLY THOUGHT, AND I WOULD HIGHLY RECOMMEND THE GOLD COAST TO STUDENTS.”

”

INTERNATIONAL EDUCATION AGENT
TESTIMONIAL



OUR EDUCATION ADVISORY COMMITTEE

The Experience Gold Coast Education Advisory Committee (EDAC) brings together representatives with significant expertise right across the education sector, including schooling; vocational education and training (VET); higher education; and english language intensive courses for overseas students (ELICOS), with the express purpose of providing input and feedback on matters pertaining to education. The EDAC will be chaired by The Hon. Kate Jones, with the following representatives confirmed as members of the committee for an initial term of two years:

THE HONORABLE KATE JONES EDUCATION LEAD EXPERIENCE GOLD COAST BOARD

With extensive experience in senior government and leadership roles, the Hon Kate Jones is a prominent figure in the technology landscape. As the Executive Director of the Tech Council of Australia and an independent director on the Paralympics Australia Board, Kate plays a crucial role in shaping the future of tech and sporting industries.

Previously, as a minister in the Queensland Government, Kate held diverse portfolios including State Development, Education, Innovation, Tourism, and Major Events. Through her multifaceted roles, Kate Jones continues to leave an indelible mark on technology, sports, and beyond.

PROFESSOR SARAH TODD VICE PRESIDENT (GLOBAL) GRIFFITH UNIVERSITY

Professor Sarah Todd is responsible for the University's internationalisation strategy and activities. She also serves on a number of other boards and committees related to international education, with current memberships including APAIE (Asia Pacific Association of International Education), of which she is immediate past president, as well as IEAA (International Education Association of Australia), and the global advisory boards for Studyportals, MSM, When in Culture, and the UAE University's College of Business and Economics.

Professor Todd is also a member of Common Purposes' Global Students Strategy Group, as well as the Universities' Australia and the Innovative Research Universities' International Committees.

CHERYL JOLLIFFE VICE PRESIDENT, FUTURE STUDENTS BOND UNIVERSITY

Cheryl Jolliffe is the Vice President, Future Students at Bond university where she has strategic responsibility for the university's international office, domestic student recruitment, strategic partnerships, brand and marketing, and admissions.

Cheryl has more than 20 years' experience in higher education and has held senior leadership positions in international education across a number of Australian institutions, leading international market development and strategic partnerships. Cheryl is a graduate of the Australian Institute of Company Directors and is the current chair of the Universities Australia Deputy Vice-Chancellor International Executive Committee.

KAREN DICKINSON GENERAL MANAGER TAFE QUEENSLAND GOLD COAST

Karen Dickinson is the General Manager for TAFE Queensland on the Gold Coast, a position she has held for 7 years.

She is passionate about sustainability and strongly believes that as a vocational education provider, we need to build holistic knowledge and skills that equips students to manage in a new sustainability focused world.

Karen has a Masters in Health Services Management, a Graduate Diploma in Occupational Health and Safety and Bachelor of Health Science (Nursing), and is a graduate of the Australian Institute of Company Directors.

BILL ADLER CEO / OWNER IMAGINE EDUCATION

Over a 20 year career in secondary education, Bill has held positions of responsibility including Head of Department, Director of International Programs and Head of School. In 2003 Bill started his own school, Imagine Education Australia. Imagine Education offers a variety of ESL, high school and post-secondary courses to some 1,700 students from all over the world.

Imagine Education also owns and operates two fully licensed early learning centres on the same campus, which cater for local children and their parents. Mr Adler represented ordinary members (vocational education) while sitting as a former committee member with Study Gold Coast.

SIMON CRAFT **MANAGING DIRECTOR** **INFORUM EDUCATION**

Simon Craft is the owner and managing director of Inforum Education Australia, a boutique ELICOS college that delivers English language tuition. Prior to establishing Inforum, Simon held the roles of Deputy Director at Griffith University's English Language Institute and the Director of Studies, ELICOS at Southbank Institute of Technology.

Simon is highly versed in the international education sector, with over 30 years in the sector, and a skillset that covers teaching, adult education, curriculum design and student recruitment.

PAUL SALTER **BUSINESS MANAGER** **ST HILDA'S SCHOOL**

Paul Salter is currently Business Manager at St Hilda's School on the Gold Coast, as well as Executive/Secretary of the St Hilda's Foundation, managing the operational and financial aspects of the school and foundation.

Paul is a senior executive with extensive experience in managing medium to large, multifaceted organisations in a range of industries including education, sport, local government and private sector utilities.

VANESSA REBGETZ **PRINCIPAL** **QUEENSLAND ACADEMIES HEALTH SCIENCES**

Vanessa is an educational leader with 26 years of experience in state schooling, as Principal since 2019 of Queensland Academy for Health Science, a state high school uniquely co-located in the Gold Coast Health and Knowledge Precinct - an emerging innovation hub for the Asia-Pacific region.

Vanessa leads a multicultural school community which recognises 48 different language and cultural groups, with year-on-year growth in student enrolments of 12% since 2018. She has also presented at national and international conferences on student wellbeing.

BEN WEEKS **PRINCIPAL** **ROBINA STATE HIGH SCHOOL**

Ben Weeks was appointed Principal of Robina State High School in September of 2020. Prior to this, Ben has held various executive level positions at both Southport State High School and Robina State High School. Ben has a passion for quality public education and ensuring all students and staff achieve their potential.

He is also a member of the Queensland Secondary Principal's Association. Ben is the Vice-President of the Gold Coast Secondary Principal's Alliance and the Chair of the Department of Education International, Gold Coast School's Alliance.

Ben has been acknowledged for his contributions to education, being awarded a Griffith University, Sir Samuel Griffith Scholarship, several Education Queensland Showcase Awards and was a finalist in the Principal of The Year Category at the 2023 Australian Education Awards.



“

“THE PROGRAM ENHANCED MY PROFESSIONAL AND PERSONAL STUDENT LIFE BY OFFERING VALUABLE INSIGHTS INTO THE CITY OF GOLD COAST, ITS PROCESSES AND PROCEDURES. INTERACTIONS WITH THE MAYOR DEEPENED MY UNDERSTANDING OF LEADERSHIP, AND CONNECTING WITH FELLOW STUDENTS FROM DIVERSE BACKGROUNDS ENRICHED THE OVERALL EXPERIENCE. IT WAS A THOROUGHLY WORTHWHILE AND ENRICHING EXPERIENCE!”

”

MAYOR'S STUDENT AMBASSADOR PROGRAM
STUDENT TESTIMONIAL

OUR ROLE

Our vision is to be recognised globally as Australia's Favourite Classroom, providing quality education and training, innovation, employability, and opportunity. Our mission is to promote, grow and unite the Gold Coast's education and training sector.

As part of Experience Gold Coast working with the education and training sector, City of Gold Coast, and the State Government, Experience Gold Coast has an ambitious target of international and domestic student growth. As the peak city marketing body for the education and training sector, our role is to build the city's reputation as an education and training destination of choice.

We have a targeted student attraction strategy which, working in collaboration with the sector, focuses on the key source markets which are best to achieve strong growth. Using compelling and engaging content and word-of-mouth advocacy, the organisation value-adds to the efforts of the sector. Experience Gold Coast acts as a valued and independent source of information which

potential students, parents and influencers can draw upon, and its city brand positioning complements the product and institutional promotion of the sector, widening the pool of prospective students.

We continue to improve the student experience in an effort to nurture and build positive Gold Coast alumni champions to help drive further growth. We invest in supporting students through our employability programs and provide opportunities to help enhance graduate outcomes. Working closely with all levels of government, as well as offshore governments, Experience Gold Coast will continue to advocate and build brand for the \$2.2 billion sector as the city advances into its next phase of maturity.

EDUCATION IN THE CITY

International education plays a significant role in the Gold Coast's economy, contributing to its overall economic growth and development. International education attracts students from around the world who contribute to the local economy through tuition fees, accommodation expenses, and daily spending. This influx of international students generates significant revenue for the Gold Coast, benefiting various sectors such as education, hospitality, retail, and transportation.

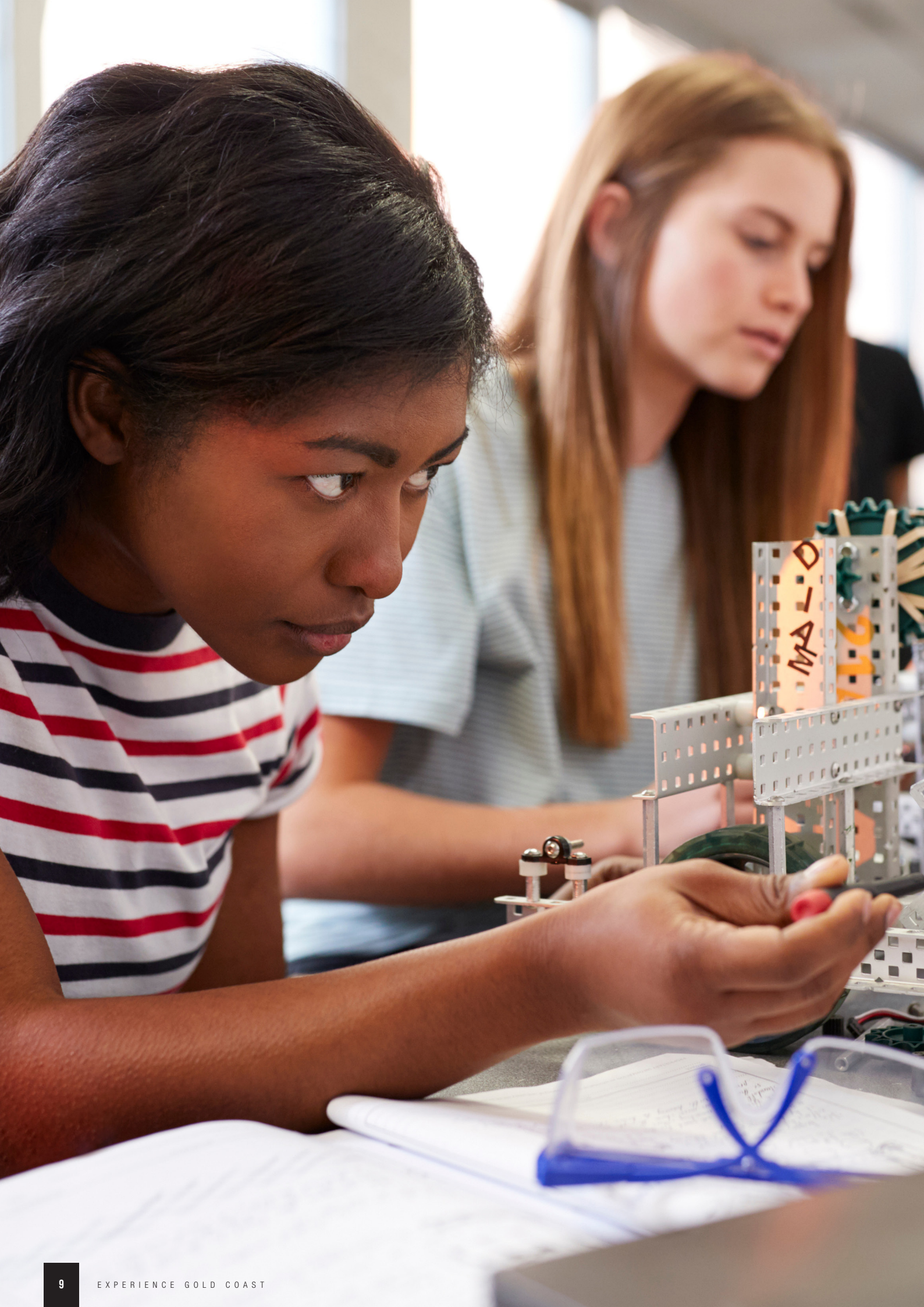
RESULTS FOR THE EDUCATION SECTOR OVERALL

- For the year ending June 2023, the Gold Coast education and training industry generated approximately \$2.2 billion in GVA, contributing approximately 5.3% to Gold Coast's Gross Regional Product (overall economy).
- Total employment in the industry was 27,953 people, approximately 8.7% of total Gold Coast employment.

- The education and training industry has experienced steady growth in the past five years. The total GVA added has increased by \$218.2 million (+11.2%), with an average growth rate of 2.2%. Total employment has increased by 4,214 jobs (+17.8%), with an average annual growth rate of 3.6%.
- International students were found to have a significant impact on the Gold Coast economy, contributing approximately \$1.7 billion in GVA for the year ending June 2022.
- It is estimated to support 10,019 direct local jobs per annum on an ongoing basis.

The economic impact of an international student to the Gold Coast economy is \$33,019 per student per year (this is a weighted average as at June 2022 using December 2019 enrolment figures).





INTERNATIONAL EDUCATION INDUSTRY SNAPSHOT



\$2.2B

ECONOMIC CONTRIBUTION
TO THE SECTOR (2022)



625,083

PEOPLE ENGAGED IN
EDUCATION ON THE
GOLD COAST (2021)



27,953

PEOPLE EMPLOYED IN THE
SECTOR (2022)



26%

OF VISITOR ECONOMY
EXPENDITURE IS
ATTRIBUTED TO
EDUCATION (2023)



93RD

BEST STUDENT CITY IN
THE WORLD BASED ON
QS WORLD RANKINGS



TOP MARKETS

BRAZIL

INDIA

COLOMBIA

PHILIPPINES

JAPAN



TOP AND EMERGING INDUSTRIES

HEALTHCARE

CONSTRUCTION

ENGINEERING & MANUFACTURING

EDUCATION

HOSPITALITY & TOURISM

SPORT

FILM & TV



80% YOUTH 15-19 ENGAGED IN WORK OR STUDY (2021)



MORE THAN 80,000 VISITS TO THE GOLD COAST STUDENT HUB
SINCE OPENING.

DELIVERING VALUE

ADVOCACY AND SUPPORT

- Peak education and training body promoting, growing, advocating and uniting the sector.
- Funded by City of Gold Coast and member organisations made up of three Universities, TAFE Queensland, RTOs, schools, businesses, and state government.
- Passionate about the education sector with extensive experience in education, international trade and industry engagement.

MEMBERSHIP

- Member profile currently includes 4 core members (3 universities and TAFE Queensland), Education Provider members (Secondary Schools, English Language Schools and RTOs) and associate members (Tourism and Service providers).
- Mix of CRICOS and non-CRICOS registered schools.
- Benefits are multi-layered included at the overall organisation level, students and staff.

OUR PILLARS

ATTRACTION: Promoting the city as an education destination and growing international and domestic enrolments.

EXPERIENCE: Providing independent support, exclusive opportunities and tailored initiatives to engage domestic and international students.

EMPLOYABILITY: Supporting students to acquire new skillsets, practical knowledge, meaningful work experience and employment pathways for career success.

RETENTION: Implementing strategies and programs to retain student talent through study and employment opportunities.

OUR INITIATIVES

CAREERS OUTREACH PROGRAM

Led by qualified Career Development professionals, this mobile service supports your students and organisation by highlighting the multiple occupations and pathways available on the Gold Coast.

INTERNATIONAL TRADE AND PARTNERSHIPS

Opportunity to participate in organised trade missions and onshore familiarisation tours to key source markets and access to international partnerships which support student exchange, knowledge sharing and city awareness.

PRACTICAL TOOLKITS

Access to a Members' Toolkit with resources to support your marketing efforts, and a toolkit dedicated to information for your agents with assets relating to current Experience Gold Coast initiatives and promotional destination collateral.

SOCIAL MEDIA MARKETING

Cross-promotion of content via Experience Gold Coast's various social media platforms and the Gold Coast Student Hub channels where applicable.



STUDENT BENEFITS

MAYOR'S STUDENT AMBASSADOR PROGRAM

A VIP program designed to develop personal and professional skills while enhancing their study journey through exclusive and unique experiences.

GOLD COAST STUDENT HUB

An engaging space for all students providing opportunities to connect, learn, explore, socialise and access free support services.

MAYOR'S TECHNOLOGY AND INNOVATION AWARDS

An initiative for high school students that fosters innovation and entrepreneurship to solve real world problems while being mentored by some of the city's best minds.

GOLD COAST STUDENT JOBS

Connecting students and graduates directly with local employers for career opportunities, internships, volunteering, and work placements, as well as part time and casual jobs.

CAREERS EXPLORER AND COURSE FINDER

Online digital platforms supporting students to identify study options and the city's many varied career pathways.

KICKSTART GRADUATE PROGRAM

A program designed specifically to provide graduates with professional development and practical skills to build their effectiveness in the workplace.

EVENTS

MEMBERS' EVENTS AND WORKSHOPS

Networking events held each quarter for all members providing essential updates and information regarding the education sector.

CAREERS ALLIANCE NETWORK

A platform for career professionals and industry to connect, learn, share and gain insights on relevant career and employability initiatives.

GOLD COAST CAREERS FESTIVAL

The most comprehensive careers event on the Gold Coast, bringing together educators, high school students, parents, careers advisors, prospective students and job seekers.

GOLD COAST STUDENT EXCELLENCE AWARDS

The student event of the year, the awards showcase students for their outstanding achievements across the city.

EMPLOYABILITY RECRUITMENT EVENTS

Connecting Gold Coast students to employment opportunities through speed meetings with industry contacts and fostering new career prospects for student outcomes.



SUMMARY OF BENEFITS

MEMBER BENEFIT DESCRIPTION	CORE AND EDUCATION PROVIDER MEMBERS	ASSOCIATE MEMBER
CONNECTIONS AND EVENTS		
Exclusive invitations to member events and workshops (approximately 4-6 p/a) with discounted tickets	•	•
Facilitated introductions to other Experience Gold Coast members and access to industry networks	•	•
Connections to City of Gold Coast, Experience Gold Coast and Trade and Investment Queensland contacts	•	
Access to Experience Gold Coast staff for market advice	•	•
Access to special exhibitor rates for Careers Festival and other SGC events	•	•
Opportunities to participate in Agent/Media familiarisations – Onshore/Offshore	•	
Opportunity to co-exhibit at trade shows	•	
Opportunity to participate in trade missions	•	
Education sector support and recommendations with informed updates about the sector	•	•
Annual HOTA Membership for primary contact to enjoy priority access, discounts, and exclusive benefits (worth up to \$38)	X 1	X 1
MARKETING AND MEDIA OPPORTUNITIES		
Profile on Experience Gold Coast website - logo, image, testimonial video and social links, institution overview, course list and link to your institution website	•	•
Content sharing through digital media channels. Opportunity to promote unique achievements and student stories	•	•
Access to Members' Toolkit – destination marketing materials, resources, images, videos, industry research and data, and collateral	•	•
Opportunity to provide content and articles for fortnightly newsletter	•	•
STUDENT EXPERIENCE		
Unique member specific marketing campaigns to support members in attracting students to the city	•	
Premium listing on the Course Finder tool	•	
Student participation in events such as student employability and leadership workshops	•	
Opportunity to book Careers Outreach service for visits to your institution or an activation of the Gold coast Student Mobile Hub	Core & School: 8 visits p/a VET/RTOs: 4 visits p/a	

MEMBERSHIP CATEGORIES & FEES



CORE EDUCATION PROVIDER MEMBERSHIP

**\$12,500 INCL. GST
PER FINANCIAL YEAR**



EDUCATION PROVIDER MEMBERSHIP

**\$1,700 INCL. GST
PER FINANCIAL YEAR**



ASSOCIATE MEMBERSHIP

**\$550 INCL. GST
PER FINANCIAL YEAR**

Membership fees are based on a financial year July–June, with new Education Provider Members charged on a pro-rata basis for the first year. Membership fees entitle education institutions to access Experience Gold Coast initiatives. Specific service requests, member events and tailored activities may attract additional fees on a per case basis.

DEFINITION OF EDUCATION PROVIDER MEMBER

TO BE ELIGIBLE AS AN EDUCATION PROVIDER MEMBER OF THE NETWORK ONE MUST BE:

- I. a self-accrediting institution with University status recognised by the Tertiary Education Quality and Standard Agency (TEQSA); or
- II. a registered provider of education (being a registered school, registered training organisation or an English Language School which meets National English Language Intensive Course for Overseas Students ELICOS) standards and is CRICOS registered (if offering courses to international students) with a physical campus in the City of Gold Coast local government area which is operational; or
- III. an organisation that provides education programs, courses or certificates to students or provides bridging pathways for further education.

Definition of an Associate Member

TO BE ELIGIBLE AS AN ASSOCIATE MEMBER OF THE NETWORK ONE MUST BE:

- I. a business within the education industry in the City of Gold Coast local government area.

NOTE: Memberships do not extend to education agents, fundraising organisations, or similar entities.

APPLICATION PROCESS

Visit the website and apply online

<https://www.studygoldcoast.org.au/membership-form>

For any questions please contact:

partnerships@studygoldcoast.org.au

TERMS AND CONDITIONS

EXPERIENCE GOLD COAST RESERVES THE RIGHT TO:

- I. accept or decline any application for membership at its discretion;
- II. cancel benefits to any member who does not demonstrate a commitment to the objectives, strategies, role and functions of Experience Gold Coast;
- III. allocate at its discretion, a category of membership;
- IV. alter any terms, conditions, and rates of membership at any time during the period of membership. Membership benefits are effective from the date of membership payment.

Membership does not guarantee your inclusion in marketing material.

All potential members are subject to approval and must not be under investigation from a statutory authority or government department as a membership requirement.

All applications will be referred to relevant bodies for advice and endorsement, such as the Department of Education and Training, Trade Investment Queensland International Education and Training Unit and the Australian Council for Private Education and Training.

All applicants will be required to submit two references from two separate Education Providers along with their application.

EXPERIENCE
GOLDCOAST™

CONTACT US

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partnerships@studygoldcoast.org.au

