

# STUDY BRISBANE

**brisbane**  
australia's new world city



## ABOUT STUDY BRISBANE

[Brisbane Marketing's Study Brisbane](#) initiative is dedicated to advancing the development of Brisbane's international student market – the City's largest export industry.

Established in 2009, Study Brisbane is a city-wide strategy responsible for applying a consistent approach to marketing and promoting Brisbane as a destination of choice for international students in core source markets and throughout the local education sector.

At Study Brisbane we focus our expertise on two main objectives:

- Improve the experience of international students currently studying in Brisbane to ensure the long-term sustainability of the sector and their advocacy of Brisbane.
- Drive the growth of international student enrolments to Brisbane institutions from a diverse range of source markets.

## ABOUT STUDYBRISBANE.COM

As the official touch-point for existing and potential students, the Study Brisbane website – [www.studybrisbane.com](http://www.studybrisbane.com) – provides detailed information about Brisbane's world-class education offering and lifestyle experiences for international students. The website covers essential services such as accommodation and employment, health and safety, public transport and what to do and see in Brisbane.

The site is also a marketing tool for Brisbane's educational institutions to profile their international course offerings and to feature news relevant to international students.

for more information:

tel: +61 7 3006 6200

[www.studybrisbane.com](http://www.studybrisbane.com)

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We also stay connected with thousands of international students around the world through:

- Facebook: [www.facebook.com/studybrisbane](http://www.facebook.com/studybrisbane)
- Youtube: [www.youtube.com/studyinbrisbane](http://www.youtube.com/studyinbrisbane)
- Twitter: [www.twitter.com/studybrisbane](http://www.twitter.com/studybrisbane)

And a variety of other social networks in priority student source markets including Beidu, Ren Ren, Youku, Café Naver and Orkut.

## HOW WE WORK?

Our city-wide programs and activities help to enhance the experience of international students in Brisbane and to promote the City in key international markets. To achieve this purpose, we manage the following programs:

- *Study Brisbane Membership Program*

Through our growing membership base of Brisbane's leading education providers, we are able to reach out to the Brisbane education sector to continually learn about the key issues affecting the industry and to use these insights to develop a consolidated approach to strengthening the sector.

We also work with our members to ensure our current and prospective students are well informed about Brisbane's education and lifestyle offering. Through our collaborative approach, we are able to promote Brisbane as one clearly-branded destination – **Australia's new world city**.

Not only do our international students benefit from the membership program that our member institutions join – being able to access critical information before and during their stay in Brisbane – our local communities also benefit by learning more about the economic, social and cultural benefits international students bring into the City.

- *Brisbane International Student Ambassador Program*

Now in its third year, the 2011 Brisbane International Student Ambassador Program has proudly adopted 29 ambassadors from 24 different countries.

Lord Mayor Campbell Newman officially welcomed the ambassadors 05 March, who are now spreading the word about their personal experiences in Brisbane to family and friends back at home. We also give them a hand to broaden their experience by involving them in familiarisation activities

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around Brisbane, introducing them to visiting high profile delegations and international media.

We know that word-of-mouth, especially through social media, is a very powerful tool to promote Brisbane as a world-class education destination – it's real, honest, practical and relevant – and we will continue to leverage from our program to connect to target markets around the world.

- *Brisbane Welcomes International Students event*

This annual and inclusive event is about welcoming all new international students to Brisbane. It's also about giving them an opportunity to mingle with the local community, learn about the important facts when settling into Brisbane and meeting other international students.

In 2011, the event was opened by the Lord Mayor. It showcased Brisbane's key attractions including live music and entertainment and attracted key services and businesses that assist in key areas (accommodation providers, banks, health funds, etc.).

We understand that first impressions count and fortunately Brisbane's characteristics are friendly, welcoming, and youthful which is why the event was a huge success, attracting around 3000 international students. The next event will be held in March 2012, and we welcome all international students to join us.

- *Foreign Language Guide*

We recognise that for many international students and their parents, English is not their first language and there is a lot of information they need to canvas in order to choose a study destination. To be able to speak and connect with these audiences, Study Brisbane developed the Brisbane Foreign Language Guide. This timeless guide is available in 12 different languages, available to download at [www.studybrisbane.com](http://www.studybrisbane.com) and covers a number of key areas such as the education system, student visas, health and safety, some tips and useful links.

- *Brisbane Insider Guide for International Students 2010/11*

New international students arriving in the city now receive assistance with discovering the unique events and attractions in Brisbane in the form of the Brisbane Insider Guide. Study Brisbane has harnessed the knowledge of existing international students in the City who have prepared the guide with their fellow students in mind. Study Brisbane has accessed the knowledge, experience and networks of Brisbane Marketing's leisure tourism, major events and CBD retail teams and provided this to the student writers who have developed the Brisbane Insider Guide.

This free handbook is a comprehensive student guide for international students currently studying in Brisbane. We developed this guide in

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conjunction with Insider Publishing, and it was launched on 19 August 2010. Free copies of the guide are available through Brisbane City Council libraries, the Brisbane Visitor Information Centre in the Queen Street Mall, the Visitor Information Centre at the Brisbane International Airport, all Study Brisbane member institutions, and online at [www.studybrisbane.com](http://www.studybrisbane.com).

- *"A Student's Day in Brisbane" DVD*

The Student's Day in Brisbane DVD is another tool that helps us to connect with international students and their parents around the world. Launched in January 2010, the DVD is translated in 11 different languages and available on our [website](#) and various social networks. The film encapsulates the life of a Brisbane student, highlighting the positive aspects of living and studying in Australia's new world city.

- *Brisbane Airport Welcome*

To strengthen Brisbane's welcome to international students as they arrive on our shores, we manage a Brisbane International Airport Welcome service in partnership with the Brisbane Airport Corporation. This enthusiastic and fresh approach provides students with essential information upon arrival, helping them to adjust to Brisbane life. The service provides the Brisbane Insider Guide as well as information about public transport, maps, accommodation, events, safety and can handle more specific enquiries from the students.

We take advantage of peak student arrival periods by providing the International Airport Welcome service for two consecutive weeks in mid-February and mid-July each year.

- *Market Research project*

To help Study Brisbane prepare strategies that will make Brisbane more competitive as an international student destination, we conduct an annual city-wide research project about international students. The study is specifically focused on the aspirations and experiences of international students living and studying in Brisbane. The research covers a survey of over 1,000 international students in Brisbane and has included workshops with our member institutions and allied organisations.

- *Brisbane Marketing Brand Toolkit*

All Study Brisbane members have access to the [Brisbane brand toolkit](#) available on our website for use in their marketing collateral. The toolkit not only contains the *"Brisbane - Australia's new world city"* brand, but also houses an extensive image portfolio of fresh and relevant photos and videos. We encourage all members, agents, allies and institutions to freely

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use these resources when creating their own marketing and communication pieces.

- *Study Brisbane quarterly newsletters for agents*

Connecting with education agents around the world is important to Study Brisbane. And to help us keep globally connected with the people who assist students decide upon their study destination, we produce a quarterly e-newsletter that contains updates on Study Brisbane initiatives and other critical information. **Sign up to receive these e-newsletters by emailing [studybrisbane@brisbanemarketing.com.au](mailto:studybrisbane@brisbanemarketing.com.au).**

- *Brisbane in China project*

The Federal Minister for Energy and Resources and Minister for Tourism, Hon. Martin Ferguson has launched our exciting new project in China. The Brisbane Ambassadors for Life project is a business to business strategy, aimed at raising the awareness of Brisbane as a destination for agents and channels to students, tourists and conventions. Our Chinese student ambassadors' experiences are captured and shared on the "Ambassadors for Life" website – [www.brisbane.com.cn](http://www.brisbane.com.cn), a wholly Chinese language website encouraging visitors to come to Brisbane.

These key initiatives are aimed at promoting Brisbane as the preferred study destination in Australia. Study Brisbane is currently researching several other opportunities to broaden the scope of information and services we can provide to the international student community.

## CONTACT:

Gordon Scott, Director – Export

T: 07 3006 6200 E: [gscott@brisbanemarketing.com.au](mailto:gscott@brisbanemarketing.com.au)

Danielle Carey, Project Manager – Study Brisbane

T: 07 3006 6200 E: [dcarey@brisbanemarketing.com.au](mailto:dcarey@brisbanemarketing.com.au)

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