

payment details

Membership Category

Gross Annual Turnover of Greater Brisbane campuses (international revenue)	Membership Fee (incl.GST)
<input type="checkbox"/> Less than \$100,000 per annum	\$605*
<input type="checkbox"/> \$100,000 to \$500,000 per annum	\$2,200*
<input type="checkbox"/> \$500,000 to \$1.5 million per annum	\$5,500*
<input type="checkbox"/> \$1.5 million to \$4 million per annum	\$7,700*
<input type="checkbox"/> \$4 million to \$9 million per annum	\$8,800*
<input type="checkbox"/> More than \$9 million per annum	\$11,000*

Additional Opportunities

Brochure display/distribution at Visitor Information & Booking Centre, Queen Street Mall \$895\*

TOTAL \$ \_\_\_\_\_

Payment Details

**PAYMENT MUST ACCOMPANY WRITTEN APPLICATION** (ONLINE PAYMENT FOR ONLINE APPLICATION)

TOTAL AMOUNT DUE \$ \_\_\_\_\_

- EFT payment – **BSB No:** 064 000  
**Account No:** 104 596 86  
**Account Name:** Brisbane Marketing Pty Ltd  
(please use your company name as a reference).
- Cheque/money order payable to Brisbane Marketing Pty Ltd include with this application form
- Credit card

Credit card details

Type of card  
 Visa  Mastercard  Diners  AMEX (3.5% surcharge)

Cardholder name \_\_\_\_\_

Expiry date \_\_\_\_\_

Card number     |     |  
    |

CCV Number

Signature \_\_\_\_\_

Date \_\_\_\_\_

\*All membership fees GST inclusive  
 This form/application is a tax invoice on payment  
 Brisbane Marketing ABN 86 094 633 262  
 Level 12, 15 Adelaide Street Brisbane QLD 4000  
 PO Box 12260, George Street Brisbane QLD 4006  
 T 07 3006 6200 / F 07 3006 6250  
 W [brisbanemarketing.com.au](http://brisbanemarketing.com.au)  
 E [studybrisbane@brisbanemarketing.com.au](mailto:studybrisbane@brisbanemarketing.com.au)

**brisbane**  
 australia's new world city

*Brisbane Marketing*  
 BRISBANE'S ECONOMIC DEVELOPMENT AGENCY



**study brisbane**  
 M E M B E R S H I P

Become a Member and join us in promoting Brisbane, Australia's new world city.

## study brisbane membership

Study Brisbane is an initiative driven by Brisbane Marketing, in partnership with government and industry, for the economic, social and multicultural benefits of Brisbane's international education sector.

We promote the greater city of Brisbane as one clearly-branded destination - Australia's new world city, in a way that will help attract international students and enhance the experiences of those who live here.

“AS AN EDUCATION AND TRAINING PROVIDER THAT DELIVERS TO INTERNATIONAL STUDENTS, WE HAVE FOUND THEIR WEBSITE, PROMOTIONAL MATERIALS, EVENTS AND CUSTOMER SERVICE TO BE HIGHLY VALUABLE.”

John Breit  
Manager, International Business  
Brisbane North Institute of TAFE

“BRISBANE MARKETING PROVIDES EXPERT SERVICE, PRODUCTS AND ASSISTANCE TO INSTITUTIONS IN ACHIEVING QUALITY STUDENT OUTCOMES.”

Christopher Madden  
Pro Vice Chancellor (International)  
Griffith University

### Outcomes for Brisbane's education institutions

Study Brisbane co-ordinates a consistent destination marketing approach for its members. To access this initiative, join Brisbane's only city-focused international-education provider network and be involved in projects that will benefit the industry.

Study Brisbane will enable you to broaden your reach through association with the collective industry voice for international education in Brisbane and opportunities for involvement in Study Brisbane activities.

“THE TEAM AT BRISBANE MARKETING HAVE BEEN RESPONSIBLE FOR SEVERAL HIGH QUALITY AND INNOVATIVE INTERNATIONAL STUDENT SUPPORT INITIATIVES.”

Scott Sheppard  
Deputy Vice-Chancellor (International and Development)Queensland University of Technology

You must be a CRICOS registered institution with a campus in the Greater Brisbane region to be eligible for Study Brisbane membership.

## membership benefits

### Promotion for your institution

- Dedicated profile page for your institution on the Study Brisbane website (studybrisbane.com)
- Priority listing as a Study Brisbane member in the course search finder tool on the website
- Opportunity to include key news and stories on Study Brisbane and Brisbane Marketing corporate websites
- Opportunity to contribute content in Study Brisbane e-newsletters targeted to education agents worldwide
- Opportunity to feature your marketing collateral in our Visitors Information Centre located at Queen Street Mall (additional costs incurred for this benefit)
- Opportunity to display banner ads on the Study Brisbane website
- Opportunity to host familiarisation visits for the Brisbane International Student Ambassadors to showcase your institution's offerings, campuses, etc.
- Opportunity to place an advertisement in the Brisbane Insider Guide for International Students at a discounted rate

### Branding and Marketing

Access to “Brisbane – Australia's new world city” brand toolkit including, but not limited to :

- Access to an extensive image library
- Study Brisbane promotional films translated in 11 languages
- Access to video library and original footage
- Study Brisbane Guides translated in 11 languages
- Destination copy

### Social integration for students

- Priority inclusion in Brisbane International Student Ambassador program
- Priority inclusion in the annual Brisbane Welcomes International Students event (additional participation costs apply)
- Information about student specific discounts and offers on the Study Brisbane website
- Access to copies of the Brisbane Insider Guide for International Students – comprehensive student guide for Brisbane
- Access to a calendar of social, community and sporting activities for international students to participate in
- Welcome activity at the Brisbane International Airport at peak student intake periods
- Access to copies of the Brisbane Visitors' Guide for distribution to students

### Corporate benefits

- Access to the top line standard report following the market research on international students in Brisbane at no cost to Study Brisbane members. Detailed and tailored reports will be available at discounted rates for member institutions
- Invitation to Brisbane Marketing's business networking events (3 per year)
- Access to Brisbane Sister City relationships in key source markets: Shenzhen and Chongqing – People's Republic of China; Kaohsiung – Taiwan; Abu Dhabi – UAE; Daejeon – Korea; Kobe – Japan; Semarang – Indonesia; Auckland – New Zealand; Hyderabad – India
- Priority inclusion in official education delegations which Study Brisbane is hosting, co-hosting or supporting
- Assistance with conventions bidding, delegate boosting, venue search by our Convention Bureau
- Students from your institution included in the next Brisbane International Student Ambassador recruitment process (only students from member institutions will be considered)
- PR advocacy on behalf of your industry through media activities in Australia and target overseas markets

## application form

### JOIN ONLINE NOW

[brisbanemarketing.com.au](http://brisbanemarketing.com.au)

Click Membership

Or complete this form and return to:

Study Brisbane

Fax: (07) 3006 6250

Post: PO Box 12260 George Street,  
Brisbane QLD 4003

### Please select category/ies most representative of your institution:

- Higher education
- Vocational and technical education
- ELICOS
- Schools

### Company Details\*

Company name

CRICOS Registration Number

ABN

Street address

Postcode

Postal address

Postcode

Telephone

Fax

Email (general)

Website

### Key Contacts\*

#### Principal Contact

Name

Position

Telephone

Mobile

Fax

Email

Authorised by (name):

Position:

Signature:

\* Mandatory fields

Membership to Study Brisbane is currently limited to registered providers of education courses to international students, based in southeast Queensland. Membership categories are calculated based upon gross annual turnover of your southeast Queensland campuses (international revenue).

Brisbane Marketing will arrange contract and invoicing for Study Brisbane membership. Brisbane Marketing reserves the right to:

- Accept or decline any application for membership at its discretion;
- Cancel benefits to any member who does not demonstrate a commitment to the objectives, strategies, role and functions of Brisbane Marketing;
- Alter any terms, conditions and rates of membership at any time during the membership year.

Membership benefits are effective from the date of membership payment.

Please contact the Study Brisbane team on 07 3006 6272 if you have any queries about membership.