



Industry Membership Prospectus 2019/20



YOUR FUTURE IS HERE



MINISTER'S MESSAGE

As Ministerial Champion for International Education and Training, I am pleased to support Study Sunshine Coast in its efforts to promote and position the Sunshine Coast as a high performing education destination to encourage visitation to the region, from both domestic and international markets. Study Sunshine Coast plays a key role in destination promotion, delivering initiatives to enhance the student experience and fostering collaboration between the education, training and tourism sectors in promoting the region.

The Sunshine Coast region is one of Queensland's most desirable locations, offering students a naturally inspiring environment to live, learn and kickstart their future. The Sunshine Coast boasts top ranking universities, over 80 public and private schools, vocational training and English language providers, offering students outstanding study options and exciting career opportunities. There are also world-class training facilities in the region such as the Sunshine Coast Health Institute and Sunshine Coast University Hospital. The International Education and Training sector directly contributed \$67 million to the Sunshine Coast economy and supported 587 full time equivalent jobs in 2017. With a progressive local government that is focused on economic growth, and with the delivery of game changer projects including the Sunshine Coast international airport expansion, international broadband submarine cable and the new Maroochydore central business district, now is the time for students to consider studying on the Sunshine Coast.

The Queensland Government is committed to continuing to work with Study Sunshine Coast to promote the region and the study and career opportunities that the Sunshine Coast has to offer to both domestic and international students.

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

THE HONOURABLE KATE JONES MP

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



STUDY SUNSHINE COAST – INSPIRING TODAY THE LEADERS OF TOMORROW

Our Sunshine Coast offers students world-leading opportunities - with a strong, growing economy, outstanding global connectivity and cutting-edge facilities that inspire learning today and create leaders for tomorrow. Our region is increasingly a magnet for big thinkers, emerging leaders and inspiring global talent.

The Sunshine Coast has become a place where students from within the region and around the world come to study, collaborate and connect. Our region is also home to some of Queensland's highest performing schools, two nationally awarded universities, highly regarded English language colleges and more than 150 registered training organisations.

The Sunshine Coast is well on the way to being a new \$33 billion economy based on a clear 20-year economic plan that supports transformational capital investment and encourages growth in seven high-value industries that will provide a platform for enduring employment opportunities. Central to this vision is strengthening the ongoing investment and focus on talent and skills to provide the workforce pipeline that the region's new economy will require. The education and training industry alone, contributes more than \$1 billion to our local economy each year and employs over 13,000 people.

Study Sunshine Coast plays an important role in positioning the region as a leading Australian study destination. Sunshine Coast Council is proud to have been involved from the outset, working closely with education providers and institutions to ensure the initiative remains relevant, exciting, informative and adds value to the industry.

The Study Sunshine Coast Industry Membership Program enables Study Sunshine Coast and its partners to showcase our region to the world, by strengthening the promotion of the local education offer nationally and internationally; facilitating partnership and collaboration opportunities; enhancing the student experience; and leveraging additional funding opportunities through Study Queensland and other agencies.

I encourage you to seriously consider becoming a member of the Study Sunshine Coast Industry Membership Program and look forward to working collaboratively to showcase the region as a naturally inspiring environment for students to live, learn and kick start their futures!

MAYOR MARK JAMIESON



Study Sunshine Coast

Study Sunshine Coast (SSC) is the official study cluster for the Sunshine Coast region and is supported by foundation partners, Education Sunshine Coast and Sunshine Coast Council. SSC plays an important role in marketing and positioning the Sunshine Coast as a leading Australian study destination for both domestic and international students and the visitation they contribute to and support. Study Sunshine Coast works closely with education providers, industry and tourism operators to promote the region.

KEY FOCUS AREAS:

- Destination promotion
- Enhancing the student experience
- Industry engagement and collaboration

A naturally inspiring environment to live, learn, and kick start your future

LEADING EDGE FACILITIES TO INSPIRE LEARNING TODAY AND LEADING TOMORROW

From high ranking universities, English language schools, over 80 primary and secondary schools and a huge range of vocational education and training organisations, the Sunshine Coast offers a range of excellent education options. There are also leading edge training facilities in the region such as the Sunshine Coast Health Institute and Sunshine Coast University Hospital.

THE PLACE TO BE FULLY CONNECTED

With a reputation for innovation, entrepreneurship and venture capital, the region is a magnet for world class talent and big thinkers wishing to fully realise their vision. Educators and industry work hand-in-glove, providing excellent opportunities for students to progress their careers.

DISCOVER YOUR BEST SELF IN A NATURAL WONDERLAND

Situated only one-hour drive north from the capital city of Brisbane, the Sunshine Coast boasts a spectacular coastline, pristine beaches and beautiful hinterland, and its regional classification means students can earn additional visa points and are eligible to apply to stay on and work.

SERIOUS ABOUT SPORTS AND EVENTS

The Sunshine Coast is a hub for the sporting industry. Students have the opportunity to study exercise science, tourism or leisure and event management in leading edge facilities. Our reputation as a location with outstanding facilities, hospitality and tourism infrastructure and enviable climate has seen the Sunshine Coast host major sporting, cultural, music, arts and food events each year, providing opportunities for students to gain hands on experience.



Impact of International Education

International education is a high value market due to international student's length of stay, spend and the role they play in encouraging visiting friends and relatives (VFR) to the region.

IMPACT OF INTERNATIONAL EDUCATION TO THE SUNSHINE COAST

International education expenditure is estimated to be worth \$5 billion to the Queensland economy and provides economic benefit directly to the Sunshine Coast region. The latest data provided by Deloitte Access Economics indicates that:

REGION	EXPORT REVENUE	TOTAL VALUE ADDED	EMPLOYMENT	VISITING FAMILY AND RELATIVES
2016 Sunshine Coast	\$117 million	\$85 million	632	380 visitors (to visit an International student studying on the SC) 3,300 VFR visitor nights 1.01 VFR nights per IET enrolment \$0.7 million tourism expenditure by VFRs
2017 Sunshine Coast	\$155 million (17% growth)	\$106 million (8% growth)	816 (9% growth)	764 visitors (to visit an international student studying on the SC) 15,739 VFR visitor nights 4.03 VFR nights per IET enrolment \$2.4 million in tourism expenditure by VFRs

The Education and Training sector on the Sunshine Coast, including international and domestic, contributes more than \$1 billion to the local economy and employs more than 13,000 people. This represents the value of economic activity associated with firms that directly supply goods and services to international students and their visitors, such as the restaurants that students frequent, accommodation providers and shops and other facilities that sell goods directly to students during their stay.

With a progressive local government that is focused on economic growth, now is the time for students to consider studying on the Sunshine Coast. The Sunshine Coast Regional Economic Development Strategy 2013 – 2033 (REDS) provides a 20-year vision and blueprint for sustainable economic growth. Learn more at invest.sunshinecoast.qld.gov.au/

Member Benefits

The Industry Membership Program helps local education providers, industry and tourism operators to connect, collaborate and promote their respective organisations. A membership will give your business access to programs, events and workshops including the opportunity to leverage Study Sunshine Coast funding opportunities; access to Study Sunshine Coast marketing channels including promotional brochures, imagery and video; plus engage and connect with students to add value to your organisation and enhance their experience.

STUDY SUNSHINE COAST MEMBERSHIP BENEFITS	Institutional Member	Associate Member
STUDY SUNSHINE COAST PROGRAMS, EVENTS & WORKSHOPS		
Opportunity to be involved in SSC funding opportunities and projects from Trade and Investment Queensland through Study Queensland	✓	
Opportunity to have representation on the SSC Committee and opportunity to leverage SSC funding opportunities	✓	
Exclusive invitations to member only events and workshops	✓	✓
Facilitated introductions to other SSC members	✓	✓
Opportunity to co-exhibit at selected Virtual Fairs and Trade Shows	✓	
Opportunity to host networking events and showcase your institution / business	✓	✓
Access to Industry Data	✓	✓

STUDY SUNSHINE COAST MEMBERSHIP BENEFITS	Institutional Member	Associate Member
EXCLUSIVE ACCESS TO STUDY SUNSHINE COAST MARKETING CHANNELS		
Access to Member's Toolkit including SSC destination imagery, videos, logos and marketing collateral	✓	✓
Half page listing including your company logo, promotional blurb, images and url link to appear on SSC website	✓	
Quarter page listing including your company logo, promotional blurb, and url link to appear on SSC website		✓
Receive quarterly Industry electronic newsletter	✓	✓
Inclusion in one SSC quarterly electronic mail	✓	
Inclusion of content and imagery across SSC social channels	✓	✓
Opportunity to be included in SSC photo and video shoots	✓	
Inclusion in SSC paid digital and social campaigns and cooperative marketing campaigns where relevant	✓	
STUDENTS OPPORTUNITIES		
Opportunity for students to participate in official SSC Student Ambassador Program	✓	
Opportunity for students to participate in SSC photo and video shoots	✓	
Student participation in SSC programs and events such as the Student Employability program	✓	

Membership categories and fees

Level of Membership	Membership Fee
Tier 1 – Institutional Member	Contact SSC team for further information at members@studysunshinecoast.com.au
Tier 2 – Associate Member	\$499 Apply now at studysunshinecoast.com.au

TERMS AND CONDITIONS:

- All Members need to reside within the Sunshine Coast Council local government area (LGA), unless otherwise identified by Study Sunshine Coast as being of regional significance.
- Members providing international education must be CRICOS registered.
- Members are committed to working in collaboration and partnership with Study Sunshine Coast to drive maximum outcomes from membership.
- FY19/20 Membership commences 1st July 2019 to 30th June 2020.
- Members must complete an [online application form](#)
- Study Sunshine Coast 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 and functions of Study Sunshine Coast
 - Allocate at its discretion, a category of membership; alter any terms, conditions and rates of membership at any time during the period of membership.

Membership application process

To apply for membership please complete our Membership Application form at

 [STUDYSUNSHINECOAST.COM.AU/MEMBERSHIP](https://studysunshinecoast.com.au/membership)

Should you have any questions please contact us via

Phone: +61 7 5458 8833

Email: members@studysunshinecoast.com.au



YOUR FUTURE IS HERE



BECOME A MEMBER TODAY

[STUDYSUNSHINECOAST.COM.AU/MEMBERSHIP](https://studysunshinecoast.com.au/membership)

