



Industry Membership Prospectus

2021 / 22



LIVE, LEARN & KICK START YOUR FUTURE



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 inspirational global talent.

The Sunshine Coast has become a place where students from 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 400 registered training organisations.

The Sunshine Coast is one of Australia's largest regional economies, with its continuing growth trajectory underpinned by a clear 20-year economic plan that leverages transformational capital and infrastructure investment to encourage 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 rapidly growing economy requires. The education and training industry alone, contributes more than \$1 billion to our local economy each year and employs over 13,000 people.

The Sunshine Coast is also a Key Delivery Partner in staging the Brisbane 2032 Olympic and Paralympic Games. The world is coming to our Sunshine Coast and the Games provide a platform for an extensive legacy plan for 10 years before and 10 years after the events are held in 2032. The significant advantageous impact the Brisbane 2032 Games will have on our community will be unprecedented and we will need the next rising stars across many industries to be an integral part of this exciting phase of our region's growth.

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 consider becoming a member of the Study Sunshine Coast Industry Membership Program and our Council looks forward to working collaboratively to showcase the region as a naturally inspiring environment for students to live, learn, work, innovate and kick start their futures!

MAYOR MARK JAMIESON



MINISTER'S WELCOME

As the Minister responsible for International Education and Training in Queensland, I am pleased to support Study Sunshine Coast in its ongoing work to showcase the Sunshine Coast as a celebrated education and training destination.

Now more than ever, Study Sunshine Coast plays a critical role in destination promotion, delivering initiatives to enhance the student experience, and fostering collaboration between the education, training and tourism sectors and the local innovation ecosystem. As Minister for Tourism Industry Development and Innovation and Minister for Sport, I strongly support and encourage collaboration between these related sectors to promote 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. It boasts top-ranking universities and more than 80 public and private schools, vocational education and training, and English-language providers, offering students outstanding study options and exciting career opportunities.

The region has a unique entrepreneurial ecosystem, including educational programs, business incubators, co-working spaces, advocacy events and meetups, which actively support and encourage innovation, new ideas and start-ups.

Further strengthening this are a number of world-class training facilities such as the Sunshine Coast Health Institute, the USC High Performance Sports Academy and Sunshine Coast University Hospital. All are expected to flourish with the news that the Sunshine Coast will be one of the host regions for the 2032 Olympic and Paralympic Games.

With a progressive local government focused on economic growth, the delivery of game-changing projects (including the Sunshine Coast international airport expansion, international broadband submarine cable and the new Maroochydore central business district), I believe the future is bright for the region. I urge you to get involved.

STIRLING HINCHLIFFE MP

Minister for Tourism Industry Development
and Innovation and Minister for Sport

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Welcome

Established in 2016 by foundation partners Sunshine Coast Council (SCC) and Education Sunshine Coast, Study Sunshine Coast (SSC) is the official study cluster for the region and plays an important role in positioning the Sunshine Coast as a study destination to encourage visitation to the region from both domestic and international markets.

In alignment with the SCC Regional Economic Development Strategy (REDS) five year plan for 2019 -2023, the SSC strategy is based around Investment in Talent and Skills with a focus on:

- > Developing, attracting and retaining a suitably skilled workforce.
- > A regional education and training offering that aligns to the demands of the changing economy.

From this, the key role of SSC is to:

- > Coordinate marketing efforts to position the Sunshine Coast as an education destination to increase enrolments and visitation to the region.
- > Promote collaboration between the education, training and tourism sectors to capitalise on opportunities to market the Sunshine Coast region as a study destination.
- > Enhance the student experience to improve their time on the Sunshine Coast, increase destination awareness and encourage future visitation.



The Sunshine Coast: One of Australia's Fastest Growing Economies

Situated in one of the fastest growing areas of Australia, the Sunshine Coast is an exciting and progressive region for students to live, learn and kick start their future. With today's population of around 330,000 people, the area is forecast to grow to 500,000 by 2032.

With a progressive local government that is focused on economic growth and development, now is the time for students to consider studying here. Major infrastructure projects are underway to position the Sunshine Coast as a major centre for high value, higher paying employment in health and educational services, professional services, innovation, research and international tourism. The region is also a partner of the 2032 Brisbane Olympic and Paralympic Games.



Learn more about the growing Sunshine Coast region:



CLICK TO PLAY

A Naturally Inspiring Environment For Students To Live, Learn & Kick Start Their 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.

Sunshine Coast Education Snapshot

With international borders set to reopen in early 2022, Study Sunshine Coast is looking forward to welcoming back offshore international students from January 2022.

Prior to 2020, the Sunshine Coast region enjoyed year-on-year growth in student enrolment numbers from a diverse range of source countries including Brazil, Nepal, India, Korea, Germany, USA, China, Spain and Norway. Vietnam and Japan are emerging growth markets and overall, the Sunshine Coast, is the most diverse IET sector in Queensland.

Of the recognised study regions in Queensland, the Sunshine Coast currently attracts the third highest number of international students behind Brisbane and the Gold Coast and above Cairns and Toowoomba. The Sunshine Coast has a mix of student enrolments across different sub sectors. Higher Education and Vocational Education and Training attract the highest number of international and domestic student enrolment numbers in the region, followed by Schools and English Language Schools.

SUNSHINE COAST SNAPSHOT:

\$99.3M

Gross Value Added to the Sunshine Coast economy by the IET sector in 2020

\$137.2M

Export revenue generated through the Sunshine Coast IET sector in 2020

3,212

International student enrolments in 2020

635

Full-Time equivalent supported by the IET sector in 2020

*Data Source – International education and training Deloitte Regional Factsheets



Programs

The Sunshine Coast has an end-to-end education solution to suit every need. The Sunshine Coast welcomes local, national and international students to experience the diverse range of education and training options and move easily between various levels of study and institutions.

Over 80 private, Catholic and government schools allow the Sunshine Coast to engage and nurture students from an early age right through to life-long learning. The nationally awarded University of Sunshine Coast (USC) is one of Australia's fastest growing universities and more than 400 training organisations, including TAFE Queensland's two locations, provides students with outstanding study options and exciting career opportunities.

Study Sunshine Coast Programs

SSC runs a range of free events, programs, workshops and services that students can get involved in, including:

STUDENT EMPLOYABILITY PROGRAM

> **Project Global Citizen**

The program is an eight week cultural competency accelerator program where students earn a microcredential upon graduating. [Learn more.](#)

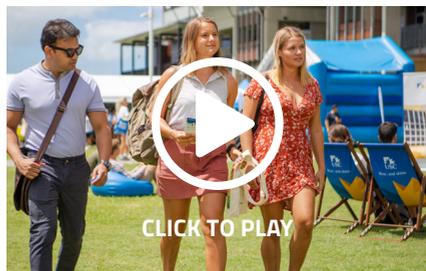
> **Talent Essential Program**

Students build on their professional and personal skills through the Talent Essential Career Workshops with topics such as How to get a job via LinkedIn and Career Confidence workshops. [Learn more.](#)

> **Industry Engagement Events**

Students attend and engage with expert panellists at Industry Events covering topics such as Brand, Marketing, Entrepreneurship and Leadership. [Learn more.](#)

Learn more about SSC Student Employability Program:



STUDENT CONNECTION EVENTS

Students can attend free student support events with interactive career and development workshops and private sessions with student support officers and career counsellors. [Learn more.](#)



STUDENT WELLBEING SERVICES

Students receive access to the SSC free food program including fresh produce, grocery items and ready made meals. [Learn more.](#)



STUDENT AMBASSADOR PROGRAM

Every year SSC appoints a group of students to act as ambassadors for the region. [Learn more.](#)



Connecting with Study Sunshine Coast

Sign up to SSC mailing list to find out about the latest free events, workshops, services and programs. [Sign up here.](#)

Follow us on our digital channels:



@studyontheshinecoast



@studysunshinecoast



Study Sunshine Coast Australia



Study on the Sunshine Coast



studysunshinecoast.com.au

Current Members

Study Sunshine Coast works collaboratively with a broad spectrum of local education providers and industry. Here is what some current Industry Members have to say about working with SSC:

UNIVERSITY OF THE SUNSHINE COAST:

“USC is proud to be a founding Tier One member of the Study Sunshine Coast Industry Membership Program. We are thrilled to be able to continue to partner with SSC through its significant student attraction and enhancement programs which benefit students, our industry and the communities we serve. SSC’s Employability Program and Student Wellbeing initiatives, such as the food services program, is just one example of a relevant service created to address student welfare and maintain our status as a caring and well equipped student study destination. We look forward to continuing our collaboration with Study Sunshine Coast to ensure the best experience for our students and graduates and to continue to attract and retain high quality students who make important contributions to our regions, employers and communities.”

Alex Elibank Murray, Head, International at University of the Sunshine Coast

TAFE QUEENSLAND:

“Well done to the Study Sunshine Coast team for all the work you are doing to support our students and ultimately our international and domestic student industry! The care and support across a range of programs and initiatives has been outstanding and very much appreciated. TAFE Queensland is proud to be a founding Tier One member and continue our support through the Industry Membership Program.”

Ana Rodger, General Manager, TAFE Queensland East Coast

MINDROOM INNOVATION:

“Since we opened our Campus in the Sunshine Coast we are extremely grateful for all the support and help Study Sunshine Coast have provided to all our students and our college. During the height of COVID, they were an important pillar to our student’s life, by providing workshops for mental health, job application seminars and supporting them with food and basic items. It’s unmeasurable value for the international community. There are no words to describe how pleased and grateful we are to have partners such as Study Sunshine Coast to help and look after the international community as they do”

Pedro Giesel, Co-founder, Mindroom Innovation

UNION INSTITUTE OF LANGUAGE:

“Always a pleasure working with the Study Sunshine Coast team and the other Study Sunshine Coast industry members! UIL are still very committed to the Sunshine Coast region going forward. We feel the future is bright and there will be greater international student opportunities for Australia and more in particular growth areas such as the Sunshine Coast region. We are looking forward to continuing to work together with Study Sunshine Coast going forward.”

Hugh Ritchie, Director, Union Institute of Language



Industry Membership

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 SSC funding opportunities; access to SSC 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
SSC programs, events & workshops		
Opportunity to be involved in SSC funding opportunities and projects from Sunshine Coast Council and/or Trade and Investment Queensland through Study Queensland	✓	
Opportunity to have representation on the SSC Committee and opportunity to leverage SSC funding opportunities	✓	
Opportunity to host Student Connection events and workshops on campus	✓	
Opportunity for staff and agents to join events and workshops	✓	
Exclusive invitations to members 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	✓	✓
Opportunity to be involved in Industry Engagement Events	✓	
Access to industry data and updates	✓	✓
Attendance at quarterly member planning / review meetings	✓	✓
Access to SSC welfare and wellbeing programs e.g. Student Employability Program	✓	✓

STUDY SUNSHINE COAST MEMBERSHIP BENEFITS	Institutional Member	Associate Member
Exclusive Access to SSC Marketing Channels		
Access to members tool kit including SSC destination imagery, videos, logos and marketing collateral	✓	✓
Website listing including your company logo, promotional blurb, imagery and URL link to appear on the SSC website	✓	✓
Receive quarterly industry electronic newsletter (EDM)	✓	✓
Inclusion in one SSC quarterly electronic newsletter (EDM)	✓	
Inclusion of content and imagery across SSC social and digital channels	✓	✓
Opportunity to be included in SSC photo and video shoots	✓	
Inclusion in SSC paid and social campaigns and cooperative marketing campaigns where relevant	✓	
Student Opportunities		
Opportunity for students to participate in official SSC Ambassador Program	✓	
Opportunity for students to participate in SSC photo and video shoots	✓	
Student participation in SSC programs and events including our Student Connection, Cultural Competency Scholarships, Employability Program and Industry Connection events	✓	✓
Students can create and publish bespoke content to be amplified through SSC digital channels	✓	
Students can be selected for Study Queensland key Student Advisory positions or to attend Key Industry Conferences	✓	

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	\$599 Apply directly via online registration form – studysunshinecoast.com.au/membership or contact SSC team for membership registration form at members@studysunshinecoast.com.au

TERMS AND CONDITIONS:

- > All Members need to reside within the Sunshine Coast Council local government area (LGA), unless otherwise identified by SSC as being of regional significance.
- > Members providing international education must be CRICOS registered.
- > Members are committed to working in collaboration and partnership with SSC to drive maximum outcomes from membership.
- > FY 21/22 Membership commences 1st July 2021 to 30th June 2022.
- > Members must complete an online application form – please email members@studysunshinecoast.com.au for membership registration form.
- > SSC 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 SSC - Allocate at its discretion, a category of membership; alter any terms, conditions and rates of membership at any time during the period of membership.

Application process

To apply for membership please complete our Membership Application form at studysunshinecoast.com.au/membership

If you have any questions please contact us via members@studysunshinecoast.com.au.



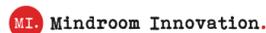
Thank You

Study Sunshine Coast would like to thank its Industry Members from 2019 to 2021.

TIER 1



TIER 2





LIVE, LEARN & KICK START YOUR FUTURE



Become a member today

STUDYSUNSHINECOAST.COM.AU/MEMBERSHIP



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STUDY QUEENSLAND
START HERE. GO ANYWHERE.

