

LIVE, STUDY & WORK IN CAIRNS

STUDY CAIRNS



Join Study Cairns:
Your Gateway to International Education Excellence

**MEMBERSHIP
PROSPECTUS**

2024

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ABOVE: STUDY CAIRNS STUDENT AMBASSADORS.

COVER: EIM TRAINING.

BELOW LEFT TO RIGHT: JAMES COOK UNIVERSITY AND STUDY CAIRNS GENERAL MANAGER.



MESSAGE FROM THE MINISTER



MINISTER FOR INTERNATIONAL EDUCATION AND TRAINING QUEENSLAND GOVERNMENT

AS THE MEMBER FOR CAIRNS, I AM ACUTELY AWARE OF THE IMPORTANT ROLE STUDY CAIRNS PLAYS IN OUR COMMUNITY, AND I AM PROUD TO CONTINUE MY SUPPORT OF THEIR EFFORTS IN ENHANCING THE STUDENT EXPERIENCE ACROSS FAR NORTH QUEENSLAND.

Cairns is one of Queensland's most vibrant study destinations, located where two World Heritage natural wonders meet, the Great Barrier Reef and Daintree Rainforest. The region offers students endless opportunities to discover and learn in one of our favourite places. With two world-class universities and a range of Schools, Vocational Education and Training, and English Language Intensive Courses for Overseas Students providers, Cairns provides international students with a high-quality education experience in one of the most beautiful locations in the world.

Through the Study Queensland Regional Funding Framework, the Queensland Government is supporting Study Cairns to deliver initiatives including the Cairns Student Hub and key student marketing and recruitment projects.

We continue to work with the Cairns international education and training sector to attract and nurture talented international students and position the region as an attractive study destination where natural wonders take centre stage in the classroom.

Thousands of students from around the world are choosing Cairns and discovering the opportunities that quality education and training can bring; where you can start here and go anywhere.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Healy'.

THE HON MICHAEL HEALY MP

*Minister for Tourism and Sport
Minister Responsible for International Education and Training*

MESSAGE FROM THE MAYOR



CAIRNS REGIONAL COUNCIL, IN PARTNERSHIP WITH STUDY CAIRNS, AIMS TO POSITION OUR CITY AS A QUALITY DESTINATION FOR INTERNATIONAL STUDENTS, FOSTERING INNOVATION AND EXPORT OPPORTUNITIES IN EDUCATION.

Cairns already stands as one of Australia's most loved locations for study tourism, boasting affordable, world-class educational options.

Each year, over 30,000 international students select Cairns for "edu-tourism" and international education, attracted by our high-quality and diverse educational offerings, beautiful climate, pristine environment, and secure community.

This sector directly employs hundreds of individuals and contributes over \$60 million annually to our local economy.

We anticipate continued growth, as our diverse educational institutions consistently attract over half of all regional Queensland's international students, including those on short-term study tours.

Our strategic location positions us ideally for students from the Asia-Pacific region.

Study Cairns' member institutions provide world-class education and training services, making international education a driving force in Cairns' economy.

Our commitment to uniting the industry and fostering growth opportunities among members will shape an exciting future.

As a Study Cairns member, you too can participate in this promising journey.

A handwritten signature in black ink, appearing to read 'Terry James'.

TERRY JAMES
Mayor of Cairns



ABOVE: PEACE LUTHERAN COLLEGE.

MANAGEMENT COMMITTEE

The Study Cairns Management Committee comprises a wide array of individuals who collectively represent various segments within the international education and training sector in Cairns. This inclusive group includes representatives from education and training institutions, student accommodation providers, education agents, employment organisation, tourism stakeholders, and study tour operators.

This diverse composition is a testament to Study Cairns' commitment to supporting the multifaceted international education and training sector in Cairns.

It ensures that the organisation can effectively address the unique needs and challenges faced by a broad spectrum of stakeholders within the industry. By bringing together this diverse expertise, Study Cairns is better equipped to provide comprehensive support, foster collaboration, and drive initiatives that benefit the entire sector, as well as the broader Cairns community.

The Study Cairns Management Committee is supported by the Study Cairns Team including a General Manager, Communications Officer, and Student Hub Officer.

SAMARA DEVER

Peace Lutheran College, President

With an astute strategic background, and a 23-year career in sales and marketing, Samara brings a new perspective to enrolment marketing in schools. As Director of Marketing and Enrolments, she enhances parent and student experiences, crafting engagement plans locally and internationally. Samara contributes to PLC's Strategic Plan, fostering unique offerings for international students and sustainable partnerships with education organizations.

JOANNA WOOD

General Manager, Study Cairns

Joanna, is an accomplished Executive Director in International Education, bringing over 20 years Australian Government experience, including government-to-government cooperation with India, Vietnam, and Thailand.

As the Australian Government Education Counsellor at the Australian Embassy in Vietnam and Thailand, Joanna strengthened country relations, focusing on higher education and vocational education and training best practices. A Master of Public Policy holder from the Australian National University, she has received prestigious awards, including the Government of Vietnam Medal for outstanding contribution to vocational education and training policy.

DANIELLE CAREY

FNQ Employment, Vice President

Danielle returned to Cairns in 2014 to address regional growth and industry diversification challenges in far north Queensland for the Department of Employment and Workplace Relations. With a background managing Study Brisbane and promoting economic growth as CEO of Regional Development Australia Tropical North, Danielle currently delivers programs for the Australian Government's Local Jobs Program, contributing to regional development and industry diversification.

SOPHIE COSTI

TAFE Queensland, Secretary

Sophie leverages 12 years of vocational education experience. Her role focuses on international student engagement and wellbeing, developing initiatives to enhance the student experience across Far North Queensland campuses. Sophie passionately advocates for student growth in the global education market, understanding and addressing challenges for international students.

JANINE BOWMAKER

Banora International Group, Treasurer

Janine brings 20 years experience managing businesses in the international student market. Janine focuses on homestay, farm stay, study tours, edutourism, volunteering, and traineeships. Committed to regional recovery and the smart green economy, Janine plays a vital role in Study Cairns and as a Director on the TTNQ Board.



ABOVE: STUDY CAIRNS MANAGEMENT COMMITTEE 2024.

LEFT TO RIGHT JODIE DUIGNAN-GEORGE (CQU), JOY JENKINS (CQU), MATEJA RAUTNER (MIGRATION PLUS), SAMARA DEVER (PLC), SARAH MORT (MIHAVEN LIVING), CARLIE SAGE (JCU), DANIELLE CAREY (FNQ EMPLOYMENT), JANINE BOWMAKER (BANORA GROUP), SOPHIE COSTI (TAFE QLD), JOANNA WOOD (GM, STUDY CAIRNS), (MICHELLE BOTTRALL, EIM TRAINING ABSENT)

JODIE DUIGNAN-GEORGE

Associate Vice Chancellor at CQU,
Management Committee Member

Jodie boasts a stellar 27-year career in higher education. With expertise in social science and business development, Jodie supports community development and is deeply committed to international education growth in the Cairns region. Jodie is an active member of the FNQ community, serving as chair the Regional Jobs Committee, Director of Advance Cairns and is a committee member of Regional Development Australia.

SARAH MORT

MiHaven Living,
Management Committee Member

Sarah co-founded MiHaven, a social enterprise business in Cairns offering student accommodation. With extensive property development experience, including a Town and Regional Planning Hons degree, Sarah contributes her skills to company and government boards, advancing international education in Cairns.

CARLIE SAGE

James Cook University,
Committee Member

Carlie an international marketing leader at James Cook University, boasts over 15 years in the education sector. With a commitment to nurturing international students' aspirations, Carlie contributes her expertise to continuous improvement in the international education sector, sharing knowledge and skills with colleagues.

MICHELLE BOTTRALL

EIM Training,
Management Committee Member

Michelle boasts 20 years in education. Transitioning from Study Gold Coast, as CEO Michelle leads EIM Training, creating marketing plans and overseeing four campuses. Actively promoting Cairns as a study destination, Michelle blends strong sales, marketing, and leadership skills to ensure success.

JOY JENKINS

Academic Operations Officer at CQU,
Management Committee Member

Joy has more than 27 years' experience in higher education. With a background in learning and teaching, Joy actively supports student service delivery and academic operations, emphasizing educational opportunities in the far northern region.

MATEJA RAUTNER

Migration Plus,
Management Committee Member

Mateja offers over two decades of expertise in migration law and international education. As an accredited CPD Educator with the Migration Institute of Australia and active community member, Mateja supports international students, navigating migration complexities and advancing Cairns' international education through collaboration with Study Cairns. Mateja is a serving member on industry associations in Cairns and Port Douglas.

THE ROLE OF STUDY CAIRNS

MISSION STATEMENT:

To be the foremost representative organisation for international education and training in Cairns.

Founded in 1997, Study Cairns has flourished as the prominent representative entity for the international education and training sector in the Cairns region. Led by a dedicated volunteer Executive Committee, Study Cairns actively fosters business growth for its members by facilitating networking, sharing resources, and advocating for their interests.

Study Cairns is featured in the Cairns Regional Economic Development Strategy 2022-2026 as the lead representative organisation actively promoting international education and training. We play a pivotal role in attracting export dollars into the regional economy.

OUR STRENGTHS:

At Study Cairns, we thrive on:

PROMOTING CAIRNS GLOBALLY Elevating the international awareness of Cairns as a premier regional international education and training destination.

SUPPORTING MEMBERS Facilitating business development through networking, resource sharing, and advocacy.

SUPPORTING STUDENTS Advocating and supporting best practices to ensure positive student experiences in a multicultural living environment.

OUR GOAL:

Study Cairns purpose is to maximise opportunity and prosperity through a unified approach on education and training. Through an agreed and coordinated approach, we aspire to strengthen Cairns as a leading regional international education and training destination and maximise opportunities for learning and prosperity for current and future generations.

OUR FOCUS:

BRAND AWARENESS Position Cairns as the top regional international education destination in Australia.

SUSTAINABLE GROWTH Collaborate with local and international stakeholders to develop the region's education and training resources.

STUDENT EXPERIENCE Advocate for best practices that create positive student experiences.

OUR VALUES:

CUSTOMER SERVICE We value exceptional customer service.

LEADERSHIP We lead through advocacy and business development.

DIVERSITY We cherish diversity.

ACCOUNTABILITY We provide a transparent and accountable service.



ABOVE LEFT: JAMES COOK UNIVERSITY **ABOVE RIGHT:** TAFE QUEENSLAND.

OUR MEMBERS

Study Cairns members include education and training providers, study tour operators, education/migration agents, student accommodation providers and tourism operators.

Collaborating closely with key stakeholders, Study Cairns strives to enhance global recognition of Cairns as a sought-after destination offering a wide array of high-quality study options and fostering a positive student experience within a welcoming and diverse multicultural setting.

PLATINUM

James Cook University, Central Queensland University, TAFE Queensland



GOLD

Cairns College of English and Business, Cairns State High School, EIM Training, ICQ/Demi International, Peace Lutheran College, St Augustine's College, Sun Pacific College, Trinity Bay High School



SILVER

Banora international, Cairns Aquarium, Cairns Convention Centre, Cairns Kangarooms, Cairns Sharehouse, CAPTA Group, Clear Migration, Down Under Cruise & Dive, Entrada Travel Group, Experience Co, FNQ Employment, Hartley's Group, Lanza Legal, Immigration Gurus, Migration Plus, MiHaven Living, Skyrail, Sunlover Cruises, Ultimate Party Bus, UMI arts



BRONZE

Kulu Accounting



OUR COMMITMENT:

As a Study Cairns member, we commit to:

- Provide quality services catering to international students' needs.
- Actively participate in Study Cairns initiatives.
- Uphold Study Cairns' reputation.
- Prioritise students' interests and uphold quality and financial standards.
- Comply with relevant regulations.
- Market products responsibly and accurately.
- Recommend fellow Study Cairns members for business opportunities.



ABOVE: CAIRNS COLLEGE OF ENGLISH AND BUSINESS AND KANGAROOMS



ABOVE: STUDENTS IN HUB.

OUR SERVICES:

Cairns Student Hub: Your Beacon in Cairns The Cairns Student Hub, located in the heart of Cairns CBD, is your one-stop solution for international students.

Our services include:

- Orientation to Cairns
- Mental health and well-being support
- Employability programs
- Accommodation guidance
- Cultural and religious support
- Employment advice
- English language assistance
- Social networking activities

EMPOWERING OPPORTUNITIES:

A Glimpse of What Awaits

- **Trade Missions and Educational Exhibitions:** Priority access to high-level missions in key markets.
- **Industry Briefings:** Insights from Austrade, Department of Home Affairs, and other strategic partners.
- **Agent Familiarisation Programs:** Showcase your services and facilities to visiting education agents.
- **Study Tours and Professional Visitor Programs:** Exclusive opportunities to host study tours and provide accommodation, transport, and sightseeing tours.
- **Marketing and Promotional Services:** Showcase your brand on the Study Cairns website and at industry events.
- **International Student Ambassador Program:** Join hands with our international student ambassadors to share their experiences.
- **Networking Functions:** Connect with industry leaders at our networking events.
- **Market Intelligence Updates:** Stay informed about the latest trends in international education.

MEMBERSHIP BENEFITS

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE
CONNECTIONS AND EVENTS				
Exclusive invitation to member events and workshops (approximately 6 p/a)	×	×	×	×
Facilitated introductions to other Study Cairns members and access to industry networks	×	×	×	×
Access to Study Cairns staff for IET advice	×	×		
Opportunity to participate in Agent familiarisations – onshore/offshore	×	×	×	
Opportunity to co-exhibit at IET trade shows	×	×		
Opportunity to participate in Study Cairns trade missions	×	×	×	
MARKETING AND MEDIA OPPORTUNITIES				
Profile on Study Cairns website – logo, image, testimonial video and social links	×	×	×	
Content sharing through Study Cairns digital media channels. Opportunity to promote your organisation's special events and unique achievements	×	×	×	
Opportunity to provide content and articles to Study Cairns newsletter	×	×	×	
STUDENT EXPERIENCE				
Opportunity for student participation in the Study Cairns Ambassador program	×	×		
Student participation in Study Cairns events such as student employability and leadership workshops	×	×		
Access to the Cairns Student Hub suite of services for your students	×	×		
VOTING RIGHTS				
Opportunity to nominate for the Study Cairns Executive Committee	×	×	×	
Two votes at member meetings and AGM	×	×		
One vote at member meetings and AGM			×	

CATEGORIES AND FEES

Membership fees are based on a financial year July-June, with new members charged on a pro-rata basis for the first year. Membership fees entitle education institutions to access Study Cairns initiatives. Specific service requests and tailored activities may attract additional fees on a per case basis.

PLATINUM MEMBERSHIP

Definition: Large CRICOS¹ international education and training provider.

Annual Fee: \$6,050 + GST / annum.

SILVER MEMBERSHIP

Definition: Affiliated supplier or business in the international education industry

Annual Fee: \$605 + GST / annum.

GOLD MEMBERSHIP

Definition: Medium-small CRICOS international education and training provider

Annual Fee: \$1210 + GST / annum.

BRONZE MEMBERSHIP

Eligibility: Individual supporting the international education and training industry

Annual Fee: \$121 + GST / annum.

APPLICATION PROCESS:

Visit the Study Cairns website and apply online
<https://studycairns.com.au/about/membership-study-cairns/>

For any questions please contact:
gm@studycairns.com.au or call 0411 984 589



ABOVE: TAFE QUEENSLAND.

TERMS AND CONDITIONS:

Study Cairns 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 Study Cairns.
- 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.

Study Cairns membership does not guarantee your inclusion in marketing material.

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

All CRICOS provider applications will be referred to relevant bodies for advice, such as the Department of Education, Study Queensland, Australian Skills Quality Authority (ASQA) and Tertiary Education Quality Standards Agency (TEQSA).

¹Commonwealth Register for International Courses for Overseas Students



LEFT: STUDY CAIRNS BBQ.

STUDY GREAT,
LEAVE GREATER!



ABOVE: CAIRNS COLLEGE OF ENGLISH AND BUSINESS.



ABOVE: INTERNATIONAL STUDENTS ON REEF TRIP.

STUDY CAIRNS

FOR GENERAL ENQUIRES OR MEMBERSHIP/ SPONSORSHIP INFORMATION:



www.studycairns.com.au



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VISIT THE CAIRNS STUDENT HUB: Shop 2 – 93-105 Lake Street, Cairns QLD 4870