

## ITEM 1: LMM 25/02/20 - STUDY NSW WEBSITE UPDATE

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### MOTION

#### That City of Newcastle:

1. Notes that the NSW Government established “Study NSW” in 2014 with the aim of increasing the number of international students studying in Sydney and NSW. The primary vehicle of engagement is a “Study NSW” website with three key categories of information – Learn, Live, Work;
2. Notes the “Study NSW” website is also branded “Study Sydney” and all images / information are specific to Sydney educational institutions. The shortened website URL is [www.study.sydney](http://www.study.sydney). The “Hunter Region” link on the Study NSW website takes the user to The Hunter region page on the Destination NSW website, which includes images of vineyards and no specific information regarding education institutions in Newcastle / the Hunter;
3. Notes the “Study NSW” website does not enable any promotion of education institutions in Gateway Cities like Newcastle and Wollongong;
4. Notes that other states have supported the development of ‘Study’ branding, web portals and activities for regions outside of the state capital. Examples include Study Gold Coast, Study Townsville and Study Geelong;
5. In partnership with Professor Alex Zelinsky AO, Vice-Chancellor of the University of Newcastle, writes to The Hon Dominic Perrottet, NSW Treasurer and Minister responsible for Study NSW, requesting NSW promote its regions as study destinations, and resource a Study Hunter web portal and program. Like the Study Sydney equivalent, the new web portal should detail the learn, live and work opportunities of Newcastle and region and should be developed in partnership with the City of Newcastle and other key partners. The letter should also emphasise the City of Newcastle’s support for increasing the international student intake, noting the skills, ideas and innovation that skilled migrants bring to a city.

### BACKGROUND

The NSW Government established Study NSW in 2014 with the purpose of increasing the number of international students studying in Sydney and NSW, improving the quality of their experience while in the State and recognising their contributions to our communities.

Study NSW has a dedicated unit within the NSW Government responsible for delivering the 10-year international education strategy, which positions Sydney and NSW institutions as a leader in international education that launches global careers.

Study NSW fulfils four key functions:

- i. Program delivery to improve the experience of international students studying with NSW education providers.
- ii. Marketing and promotion to raise the profile of NSW’s education, training and research strengths.

- iii. Policy and advocacy to enhance the competitiveness of international education in NSW.
- iv. International market development and support for new technology-enabled models of delivery to maximise NSW strengths in provide offshore and flexible deliver of education and training.