

city of
Melbourne





Promoting Participation and
Engagement in City Life:

City of Melbourne Welcome to International Students 2009

Key Issues for International Students



- 3 Stakeholder Forums held in 2007/2008.
- Key issues that were identified include:
 - social isolation and loneliness
 - difficulties connecting with other international students and/or domestic students
 - safety
 - access to affordable accommodation
 - difficulties accessing social support services
 - cultural barriers and language difficulties
 - ability to connect to job market.

City of Melbourne International Student Initiatives



- City of Melbourne's Welcome to International Students – 9 September 2006, 27 April 2008, 1 March 2009
- The Couch – International Student Centre
- Essendon Football Club – GLoBALL Program
- Discover Melbourne Guide for International Students and 10 Safety Tips Booklet
- International Student Online Survey 2008
- International Student Tourism Melbourne Volunteer - City Ambassador Program



The City of Melbourne Welcome
to International Students '09

InterCoM3



Branding and Marketing







1:00pm

African Dance Band - Musiki Manjaro

1:40pm

Brazilian Dance Group - Katumba

2:15pm

OFFICIAL WELCOME TO MELBOURNE

Launch of the new **Essendon Football Club**

GLOBAL Program and meet the players

2:45pm

Australian bush music - Blackberry Jam

Bush Band

3:15pm

Be part of the **International Student Photo**

Project

3:45pm

Crocodile Feeding

Lucky Draw and Prizes

4:00pm

Bollywood Bhangra Dance Party

- Rhythm and Spice

Information Stalls



- Australian Federation of International Students [AFIS]
- Essendon Football Club – GLoBALL
- Facescape: Face painters
- Roaming Reptiles
- Victoria Police
- Ambulance Victoria
- Melbourne Fire Brigade
- SYN FM



Essendon Football Club GLoBALL Program



The Essendon Football Club [EFC] **GLoBALL** Program aims to assist Victoria's international student community to develop relationships with more established communities and organisations through Australian Rules Football



Educational



Interactive



Entertaining



Give-aways



Key Learnings



- Partnerships with stakeholders (education providers/ community organisations /businesses) is key to the success of the event
- Involvement of local and international students in every aspect ie. the planning, organisation and delivery of the event
- Use of ICT's to promote and market the event ie. Facebook and Websites
- Interactive format so there are lots of opportunities for students to meet and get to know the city

Challenges – Your Thoughts



- Engaging Universities and Institutions
- What student organisers want vs what the organisation can or cannot deliver?
- Marketing and promotion - Social Networking tools to engage students
- Ideas and Feedback – Way Forward
- Questions?



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