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
Branding and Marketing
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1:00pm</td>
<td>African Dance Band - Musiki Manjaro</td>
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<tr>
<td>1:40pm</td>
<td>Brazilian Dance Group - Katumba</td>
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| 2:15pm | OFFICIAL WELCOME TO MELBOURNE  
Launch of the new Essendon Football Club  
GLOBALL Program and meet the players |
| 2:45pm | Australian bush music - Blackberry Jam                                |
| 3:15pm | Be part of the International Student Photo                           |
| 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
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

Entertaining

Interactive

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, i.e., the planning, organisation, and delivery of the event.

- Use of ICT’s to promote and market the event, i.e., 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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