



TITLE: Accommodating Your Customers - Lifestyle Student Support Services

With changes in government legislation covering VSU and the ESOS there is pressure on Universities in Australia to devise new ways of providing support services to International Students. In addition pressures for the recruitment of International Students is becoming more intense not only within Australia but from overseas competitors. Universities must move to see potential students as potential customers and attract them with a Study and Lifestyle Package. This would include accommodation and lifestyle choices that international students will make during their time in Australia. This presentation will discuss ways in which universities can work with private sector providers to meet the needs and wants of the international student as customer for products and services.