



Promoting Participation and Engagement in City Life:
The City of Melbourne Welcome to International Students



Welcome to Melbourne



- Metropolitan Melbourne is Victoria's capital city and the business, administrative, cultural and recreational hub of the state.
- 3.68 million people live in Melbourne
- Over 140 nationalities





City of Melbourne

- The City of Melbourne is the capital of Victoria and comprises an area of 36.5 km².
- The City comprises the central business district and includes a number of Melbourne's most historic suburbs and Melbourne's famous sporting venues, parks and gardens





Melbourne – Australia's Knowledge Capital




- Melbourne is listed as the fifth best University city in the world (Global University Index, RMIT, 2007)
- Victoria's eight universities with a Melbourne metropolitan presence are an integral part of the urban economy, and the social and cultural fabric of Melbourne.
- City of Melbourne is a city of young people. Young people aged 12 to 25 years comprise 37% of City of Melbourne's resident population;





Students in the City of Melbourne

- In 2006, there were 149,650 students (school, vocational and higher education) who lived and/or studied in the City of Melbourne.
- Increasing presence of students in the city has contributed to a resurgence of city living.
- Emphasis on a coordinated state and local government response to the delivery of services to ensure that the health and well-being needs students are met and that their experience of Melbourne is positive.

International Students in the City of Melbourne

- The City of Melbourne recognises that international students make an important contribution to the culture and lifestyle of Melbourne, as well as to Victorian regional centres.
- International students (vocational and higher education) comprise over 16% of the total student community in the City of Melbourne;
- In 2006, the City of Melbourne's higher education international student community was approximately 21,700 and comprised of:
 - 8,362 who lived and studied in the municipality;
 - 3,294 who lived in municipality and studied elsewhere;
 - 10,055 who studied in City of Melbourne and lived elsewhere.



Profile of International Students in the City of Melbourne

- Average age - 22 years (4 years younger than domestic students).
- 95% of the City's international student residents were under 30 years of age.
- One third of the municipality's international students lived in the CBD.
- Malaysia, China, Indonesia, Singapore, Hong Kong and India are the most common birthplaces of international student residents.
- Most popular courses of study are Management and Commerce, IT, Society and Culture, Architecture and Building.
- Increasing numbers of vocational (TAFE) students



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

- Designated International Student and Youth Project Officer
- Internal international student working group – cross council partnerships
- Discover Melbourne Guide for International Students and 10 Safety Tips Booklet
- City of Melbourne's Welcome to International Students – 27 April 2008
- International Student Online Survey 2008
- International Student Tourism Melbourne Volunteer - City Ambassador Program



City of Melbourne Welcome to International Students - April 2008

- Treasure-hunt game across the CBD
- Opportunity for international students to learn about and experience the city and to meet other students
- Celebration and acknowledgement of presence and contribution international students make to the city
- 160 volunteers and performers (80% were international students)
- Information stalls, entertainment, and formal welcome by Lord Mayor John So.



City of Melbourne Welcome to International Students'08

- Collaborative event supported by:
 - Universities and TAFE's
 - International Student Peak Bodies
 - Australian Federation of International Students (AFIS)
 - National Liaison Committee (NLC)
 - ISANA
 - Community Organisations
 - Emergency Services
 - Sport and Recreation Centres
 - Major Melbourne Attractions
 - Immigration Museum/Federation Square/Koori Heritage Trust
 - Shopping Centres
- Major Sponsors: Optus and Metlink



Key Learnings

- Partnerships with stakeholders (education providers/ community organisations /businesses) is key to the success of the event
- Involvement of 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, Myspace
- Interactive format so there are lots of opportunities for students to meet and get to know the city
- Future involvement of local students



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