

STUDY GOLD COAST

WE ARE AUSTRALIA'S FAVOURITE CLASSROOM

Study Gold Coast proposes to connect students with industry to increase employability outcomes

Gold Coast / Tweed Heads is expected to grow in population by 32% by 2031 and reach over 1 million residents by 2050.

1.2

Expected population
by 2050

m

ARE WE PREPARED?

“We know that we can no longer rely on traditional drivers to get us where we want to be as a city.”

“To create a solid platform from which all Gold Coasters can prosper and grow, we must broaden our approach.”

“... Our vision – BRING BACK THE HAVE A GO SPIRIT, DIVERSIFY THE ECONOMY AND MAINTAIN OUR LIFESTYLE.”



EMPLOYABILITY PROGRAM



STUDY
GOLDCOAST.

STUDENT EMPLOYABILITY

Definition:

Student Employability: *[stood-nt em-ploi-uh-bil-it-e)*

1. The art of opening your business and having a touchpoint with a student; 2. To grow and up skill our youth and enhance their career opportunities; 3. To provide graduates the opportunities to build careers; 4. To bolster talent in your business.

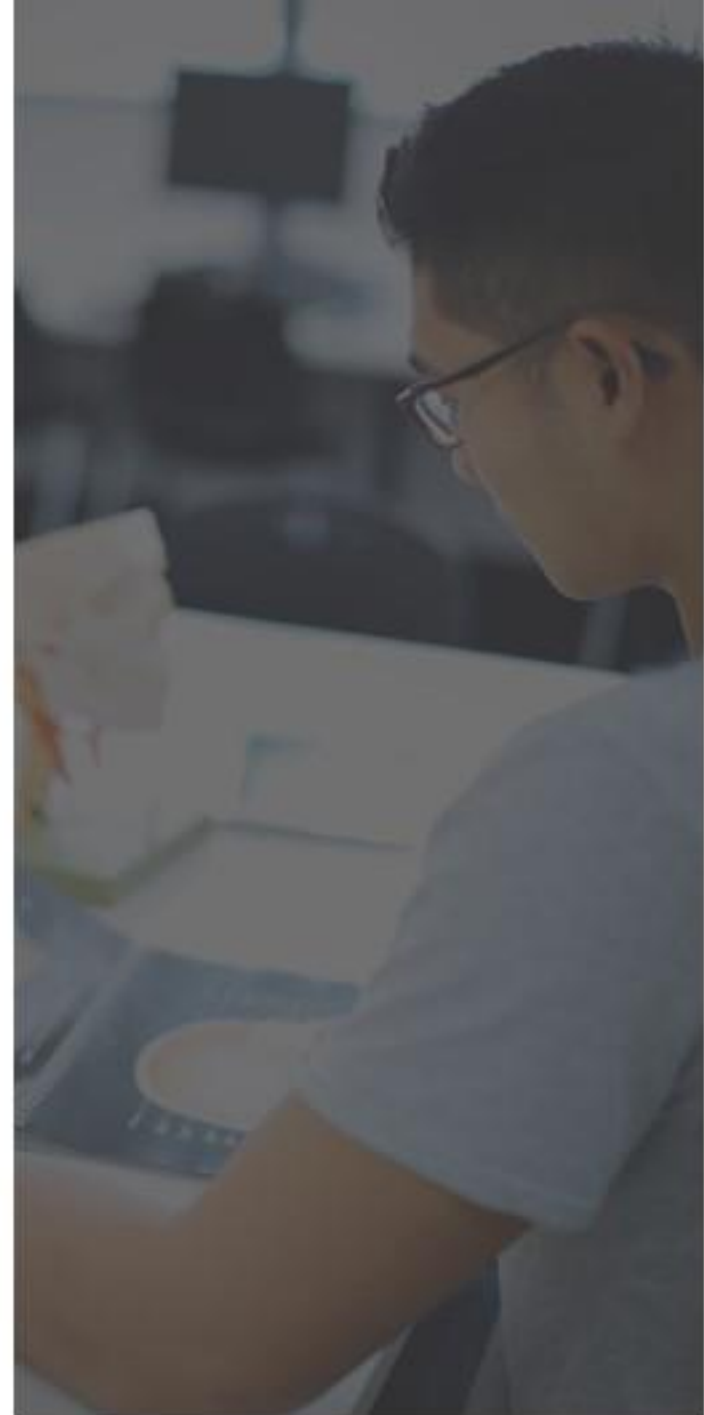
Touchpoint: *[tuhch point]*

Mentoring, volunteers, interns, work placement, work integrated learning, work inspiration, apprenticeships and graduate employment.



WE ARE COMMITTED:

- To **inform** businesses about the importance of
 - a) student employability and
 - b) benefits to business and the city's economic development
- To **connect** more businesses with the education and training sector and students via a series of initiatives including
 - a) an in-house resource
 - b) an online aggregated portal
 - c) networking functions
- To **share** the amazing success stories
The success stories will become a strong feature of the Study Gold Coast Education City Positioning campaigns, and more targeted campaigns linked back to Employability.

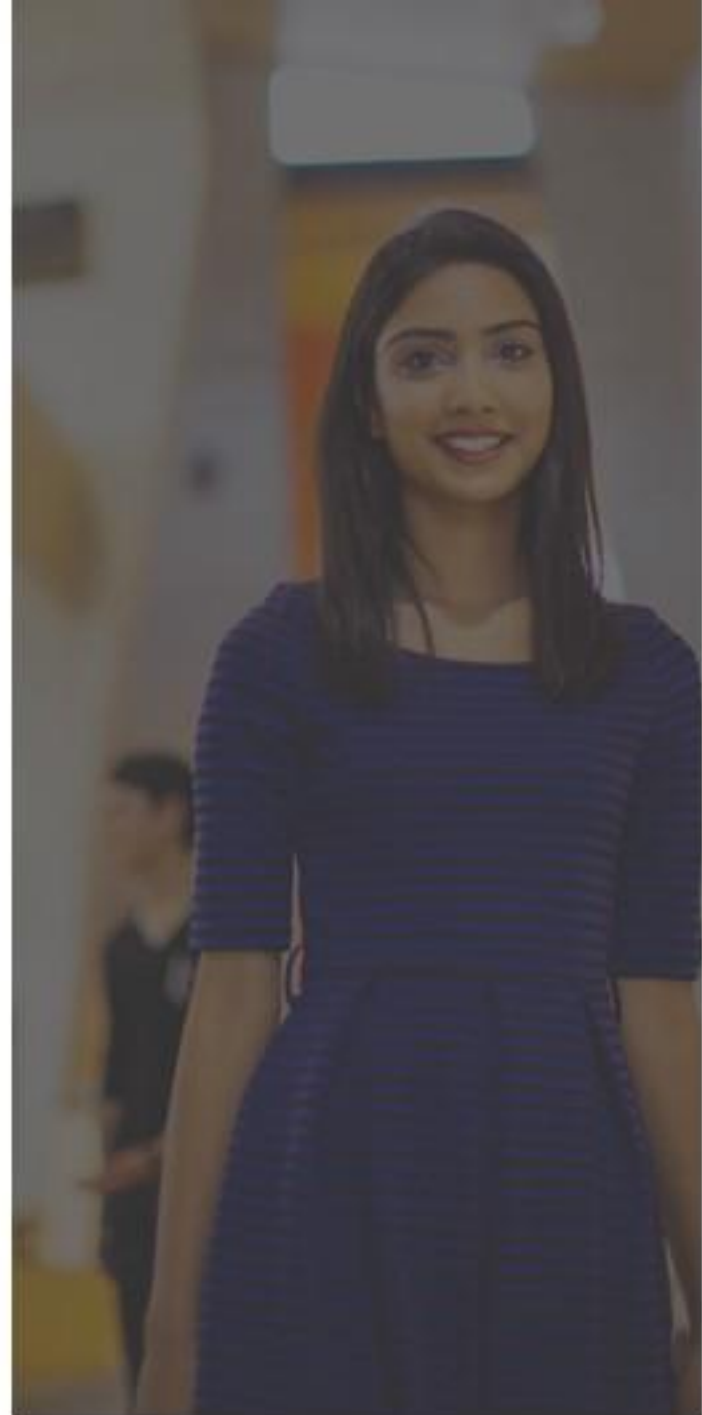


A HIGHLY SKILLED WORKFORCE THAT MEETS THE NEEDS OF BUSINESS AND INDUSTRY

OUR TWO CHALLENGES

1. Increase study and training in the city and ensure it leads to real job opportunities to grow our skills base, increase employment options and meet the city's business needs into the future.
2. Raise the city's global profile as an education and training, knowledge and research destination.

Source: Economic Development Strategy – City of Gold Coast 2013 - 2023



EMPLOYABILITY

VISION: TO BE THE MOST ACTIVE STUDENT EMPLOYABILITY FOCUSED CITY IN AUSTRALIA

STRATEGIC ACTIONS

Business Engagement Program (including Business Reach Out Initiative)

Community and Schools Engagement Program

Career Workshops and Events

Student Start-Up Award

Digital Careers Matching Product

Great Gold Coast Careers Tool and Content

2018 Careers Festival

Employability – Marketing

Mayor's Tech Awards



TO BE THE MOST
**ACTIVE
STUDENT**
EMPLOYABILITY
FOCUSED CITY
IN AUSTRALIA

BUSINESS PASSPORT



STUDY
GOLDCOAST.

What's
Important

Our
stakeholders

BUSINESS

Employability is important to my business to:

- Attract world class Gold Coast educated talent
- Ensure my business is prepared for growth aspirations of the city
- Ensure my business remains current with changes in demand, population and skills

STUDENTS

Employability is important to me:

- To ensure I can use my skills in the workplace
- So I can stay on the Gold Coast after I complete my education.
- In establishing my career during and after my study

EDUCATION INSTITUTIONS

Employability is important for us:

- To strengthen our curriculums with skills required on the Gold Coast
- To remain engaged with businesses / industry on the skills they need for their workforce
- To attract students domestic and international knowing real opportunities exist post studies

HOW DOES THE BUSINESS PASSPORT WORK?

EDUCATE

Prepare for future employment opportunities & growth

EXPLORE

Generate awareness of opportunities within business and industry

EXPERIENCE

Linking students with employers to provide mutually beneficial real-world opportunities

Unlock
BRONZE
benefits

Unlock
SILVER
benefits

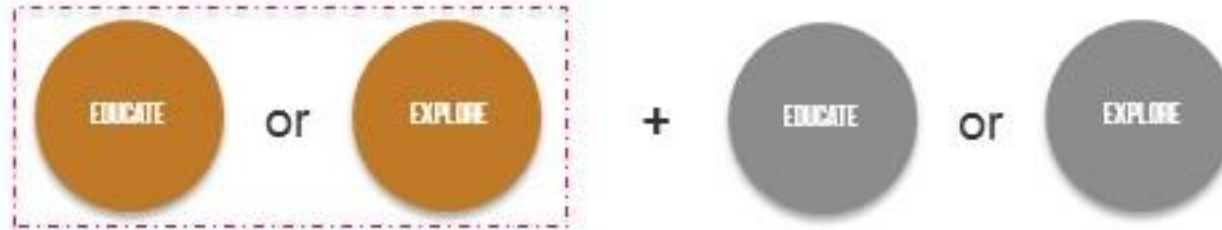
Unlock
GOLD
benefits

RULES OF THE PASSPORT

You must complete:



You must complete:



You must complete:



EDUCATE

The Right Insurance for Your Business Workshop

"Presented by Insurance Company"

FREE WORKSHOP

How to apply for Funding & Grants Workshop

"Presented by Ohana & AU\$TRADE"

FREE WORKSHOP

Knowing Your Employer Obligations Workshop

"Presented by Fair Work Ombudsman"

FREE WORKSHOP

Business Fundamentals: Coaching & Mentoring

"Presented by TAFE Small Business Solutions"

FUNDED BY STUDY GOLD COAST

Multi-Generational Workforce Training

"Presented by TBA Supplier"

FUNDED BY STUDY GOLD COAST

Social Media & Digital Marketing Insights Workshop

"Presented by selected Gold Coast University Students"

FUNDED BY STUDY GOLD COAST

EXPLORE

Explore how Student Placements work

Leveraging Gold Coast University & TAFE placement programs

Present a session on your industry to Students at the Student Hub

Register interest with coordination managed by Study Gold Coast

Attend one (1) networking event at the Student Hub

Register your attendance with Study Gold Coast

Become an Exhibitor at the Gold Coast Careers Festival

Submit your Business Profile for inclusion in Study Gold Coast Careers Explorer

EXPERIENCE

Connect with a Gold Coast Education Provider

A paid or unpaid opportunity for a Gold Coast student via one of Gold Coast's education providers

For Example:

Beyond Bond, a personal development program designed to foster advanced interpersonal skills and enhance employability of Bond University graduates

SWOT

Provide a student an opportunity to help you solve a short term business challenge you have

OUR EMPLOYABILITY CHAMPIONS

The Hon Rob Borbidge AO, Study Gold Coast

Andrew Stone, eps Australia

Anne Jamieson-Abedian, Sunland Group

Anne Stovin, Currumbin RSL

Dale Dickson, City of Gold Coast

Dean Bowtell, Southport Sharks

Di Dixon, Gold Coast Health & Knowledge Precinct

John Howe, Integrated Event Delivery Management (iEDM)

Liz Marshall, Regional Policy Council Gold Coast

Luke Moran, Mantra Group

Marion Charlton, Gold Coast Airport

Neeraj Chadha, Surfers Paradise Marriott Resort & Spa

Pat Vidgen, Gold Coast 2018 Commonwealth Games Corporation (GOLDOC)

Ray James, Icon Energy & AICD

