

# EMBRACING DIVERSITY AND THE GC2018: HOW THE GOLD COAST EMPOWERED STUDENT DURING THE COMMONWEALTH GAMES

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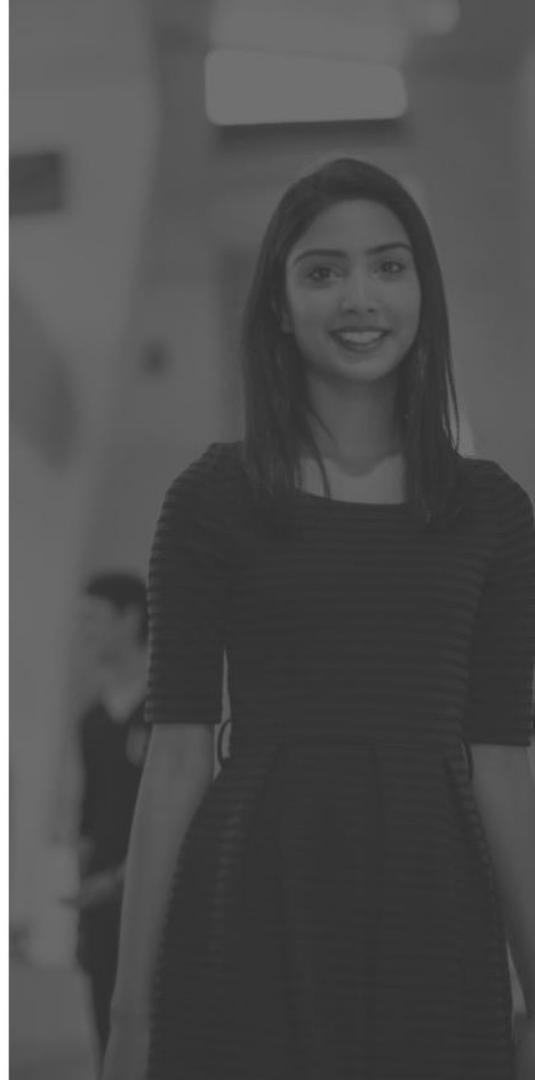
# INTERNATIONAL STUDENTS AND THE GOLD COAST COMMUNITY, EMBRACING DIVERSITY DURING THE COMMONWEALTH GAMES.

## The student voice was heard through our:

- Student Hub and experience program
- International education destination campaign – embracing diversity and #JoinOurHumanRainbow
- Trade events – Diversity for Global Business Growth and offshore alumni panels

## Key outcomes:

- Leverage the opportunity to accelerate international education destination brand awareness and reputation of the Gold Coast
- To support and amplify our members engagement with their key offshore stakeholders pre, during and post games
- Promote, facilitate and support opportunities for students and the sector surrounding the Games
- Support and facilitate new or deeper relationships with members the city, state and their partners





**WE WANTED TO DO  
SOMETHING BOLD AND  
AUTHENTIC — SO WE ASKED  
OUR STUDENTS TO START A  
CONVERSATION  
ABOUT SOMETHING THAT  
MATTERED TO THEM**

**VERBATIMS FROM OUR STUDENTS**

*'I would like to see more opportunities for foreign people to share their own culture in Australia. Having a global perspective is so important'*

*'We should profile cultures and share stories of the communities who are here on the gold coast'*

*'Create events that encourage people to open up about their cultures and share more about themselves'*

*'International students are scared to open up about their culture because they are afraid they will be discriminated against and won't fit in'*

*'As international students, we know what it feels like to be outsiders'*

*'We The Gold Coast is welcoming but more of us still need to try.'*







Join our  
human  
rainbow

#OURHUMANRAINBOW

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# STUDENT HUB AND EXPERIENCE PROGRAM





# INTERNATIONAL EDUCATION DESTINATION CAMPAIGN – EMBRACING DIVERSITY AND #JOINOURHUMANRAINBOW



# TRADE EVENTS — DIVERSITY FOR GLOBAL BUSINESS GROWTH AND OFFSHORE ALUMNI PANELS





# QUESTIONS?

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