

Four perspectives on building crisis preparedness

Amanda Pickrell

Victorian Government

Director of International Education



STUDY MELBOURNE
Australia

\$22 BILLION
IN 2016

GLOBAL UNCERTAINTY



LOCAL UNCERTAINTY

Bourke St tragedy: Victorian coroner puts off inquest into deaths in Melbourne car attack

Yosuke Kanno, a 25-year-old Japanese student who was studying in Australia, was hit and killed near the Block Arcade within moments of the car being driven in the pedestrian-only area.

SOURCE: ABC.NET.AU



LOCAL UNCERTAINTY

Brisbane bus fire: An Indian migrant, bus driver Manmeet Alisher burnt to death

SOURCE: SBS.COM.AU



LOCAL UNCERTAINTY

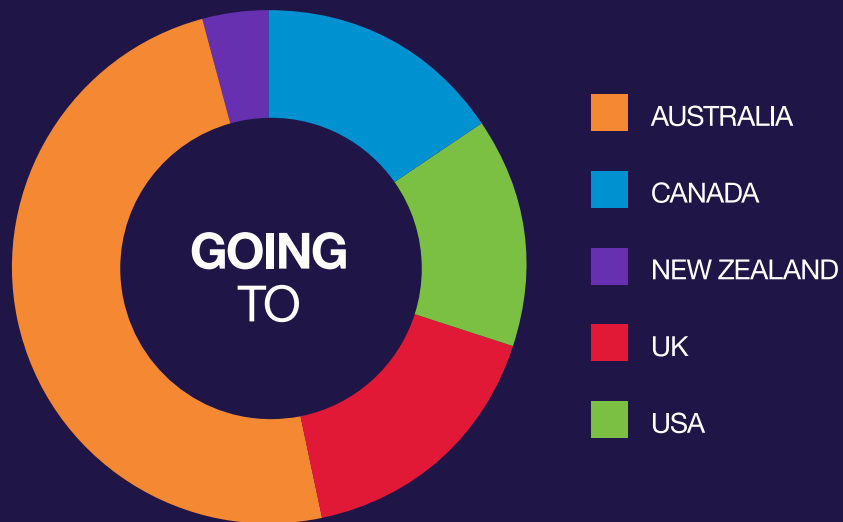
VIC News

Gangs of thugs prey on Chinese University of Melbourne students

STUDY MELBOURNE

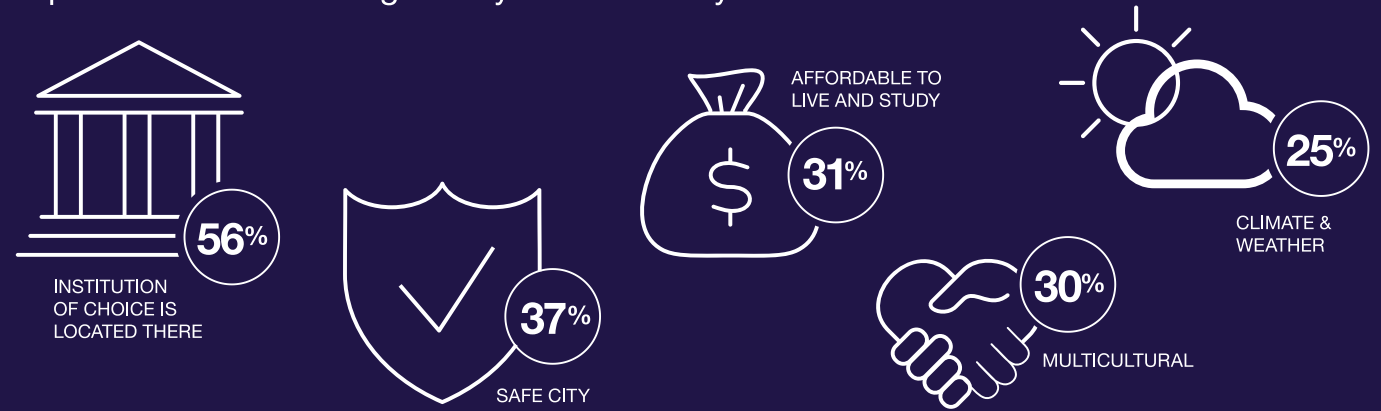
KEY MOTIVATORS

SOURCE: IDP: 2016 International Student Buyer Behaviour Research

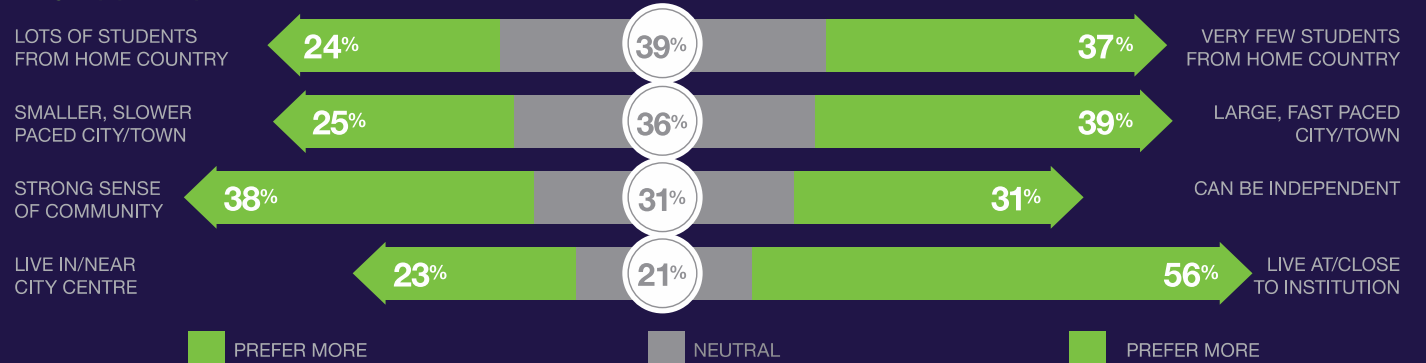


City perceptions

Top 5 reasons for choosing a study destination city



City appeal: preferences





Roles & Responsibilities

Crisis Preparedness

INCIDENT MANAGEMENT PLAN

Assessment

Recovery

Incident
Reporting

Response



SO, HOW DO
WE PUT OUR
**PLAN INTO
PRACTICE?**

THE SOCIAL MEDIA AMPLIFIER



Swiftly Restoring Confidence

- Key stakeholders in the Chinese community
- Offshore and onshore information sessions
- Timely and reliable information
- Promoting available safety and welfare services



SWIFTLY RESTORING CONFIDENCE

10,000+ international
students annually



There's a place for you in Melbourne

Study in the world's most liveable city

A CITY WHERE
IT'S EASY TO
GET AROUND



Visit study.melbourne

STUDY MELBOURNE
Australia

Panel Discussion

Amanda Pickrell

Victorian Government
Director of International Education

Tracy Harris

Austrade

Shannon Willoughby

Study Gold Coast

Darren Newman

NSW Police



STUDY MELBOURNE
Australia

Thank you



STUDY MELBOURNE
Australia