

MEMBERSHIP PROSPECTUS

2023-24



STUDY
Perth

A Message from the StudyPerth Chair



Perth's universities, colleges, vocational education and training (VET) and English language (ELICOS) providers, and public and private schools offer students flexible study pathways, internationally recognised qualifications, and high-quality education and training, supported by outstanding professionals who are passionate about transforming students' lives. The majority of international students in Perth are enrolled in programs offered by one of our members.

StudyPerth works to promote the value of the international education sector in Perth and to encourage a broader appreciation of all the benefits that international students bring to a community. International education supports an estimated 12,000 full-time jobs in Western Australia and is one of the foundations of our robust economy that will underpin our prosperity and quality of life in the future. Although we are a resource-rich state, our sustained wealth lies in the knowledge, innovation and ingenuity we share in our community and growing international alumni.

StudyPerth has a goal to increase the number of international students choosing Perth as a study destination to 100,000 in the coming years (doubling its current size). The successful and sustainable achievement of this goal will require us to harness the specialist resources and expertise of all our member organisations – working collaboratively to create a better future for all students, all StudyPerth members and the local community.

We look forward to partnering and supporting our members to promote Perth, Western Australia as an exceptional international study destination and to implement initiatives that will keep improving every aspect of the international student experience – how students live, learn and launch into the next phase of their lives and careers. Collaboration and cooperation are the keys to success. With the State Government's support, and the participation of our members, StudyPerth is ready, willing and able to meet the challenge. We look forward to your organisation joining the StudyPerth team.

Rod Jones





About us

Originally known as Perth Education City (PEC), StudyPerth was founded in 1987. StudyPerth provides a leadership role in building and promoting the value of international education in Western Australia, positioning Perth as an internationally recognised study destination, offering productive learning pathways in a welcoming and vibrant location.

Our vision is that Perth is recognised as the international education destination of choice: offering students a stimulating education and training experience, an enviable lifestyle in a safe location, and enhanced employment and migration opportunities.

Our mission is to provide effective destination marketing to facilitate StudyPerth members' recruitment of international students and support retention in Western Australia

through our Student Success programs that enhance the student experience.

StudyPerth has three objectives, designed to ensure international students have the chance to discover Perth and the opportunity to live, learn and launch their education and training in Perth's unique environment. Our three, clear objectives are to:

1. Lead the promotion of WA as a desirable study destination for international students.
2. Develop and strengthen the WA international education value proposition to improve student experiences and outcomes.
3. Advocate, represent and collaborate to advance the interests of international education in WA.





Membership Categories & Fees

Membership fees are based on a financial year July–June, with new Education and Associate Members charged on a pro-rata basis for their first year. Membership enables Education and Associate members to access StudyPerth’s member benefits and initiatives outlined under Membership Benefits.

Education Members

Group	Provider type	Fees (per financial year)
1	Universities and Government Organisations	Custom pricing
2	On-campus Pathway Colleges	\$25,000.00 + GST
3	All other Education Providers	\$3,000.00 + GST

Definition of Education Members as per the StudyPerth Constitution:

- a) an Educational Institution within one or more Sectors;
- b) being CRICOS registered;
- c) completion of a valid application form executed by the applicant;
- d) approval of the application for membership by a simple majority vote by the Board; and
- e) payment of any Fees as set and varied by the Board from time to time.

Associate Members

Group	Organisation type	Fees (per financial year)
4	Organisations that attract or support international students in Western Australia	\$3,000.00 + GST

Definition of Associate Members as per the StudyPerth Constitution:

- a) a person, firm, association, joint venture, company, and corporation, or other legal entity carrying on a bona fide business actively engaged in the international education sector;
- b) completion of a valid application form executed by the applicant;
- c) approval of the application for membership by a simple majority vote by the Board; and
- d) payment of any Fees as set and varied by the Board from time to time.

Associate Members must have an office in Perth, through which their relationship with StudyPerth is developed.



Member Benefits

	Education			Associate
	Group 1	Group 2	Group 3	Group 4
	Custom	\$25,000.00 + GST	\$3,000.00 + GST	\$3,000.00 + GST
Marketing Support				
Access to Destination Marketing Toolkits (including social tiles, media, student testimonials, etc.)	✓	✓	✓	✓
Promotional presence in StudyPerth marketing communications (website, collateral, socials) etc.	Base Level ++	Base Level +	Base Level	Website only
Consideration for cooperative marketing programs	✓	✓	✓	✓
StudyPerth Merchandise for distribution to students/ agents/partners	✓	✓	✓	✓
Support for agent and counsellor familiarisation tours in Perth	✓	✓	✓	-
Participation in StudyPerth-led trade events and roadshows	✓	✓	✓	Consideration on request
Promotion of courses on StudyPerth channels	✓	✓	✓	-
Representation through the Student Ambassador Program	Guaranteed representation	Dependent on applications	Dependent on applications	-
Opportunity to feature Student Alumni on the StudyPerth website	✓	✓	✓	-
Promotional presence in StudyPerth Chinese marketing communications (website, collateral, socials)	Base Level ++	Base Level +	Base Level	-

Industry Support				
Invitations to member-exclusive events	Priority invitations	Priority invitations	✓	✓
Participation in StudyPerth facilitated Regional Advisory Groups	✓	✓	✓	-
Access to market research and insights	✓	✓	✓	✓
StudyPerth Student Hub venue hire	Free	Free	Discounted fee to hire	Discounted fee to hire
Innovation Fund applications considered	✓	✓	✓	✓
Access to national Study Australia Partnership programs	✓	✓	✓	-
Access to program sponsorship opportunities	✓	✓	✓	✓
Student Support				
Pre-departure student briefings and webinars by request	✓	✓	✓	-
Presentations at Orientation Days by request	✓	✓	✓	-
StudyPerth Welcome Packs for newly arrived students	✓	✓	✓	-
Student access to free support services	✓	✓	✓	-
Student access to Careers Connect sessions	Bespoke sessions also available	✓	✓	-
Student access to subsidised community events	✓	✓	✓	-



Apply now

To apply for StudyPerth membership, please visit the membership section of the [StudyPerth website](#), complete and submit the relevant application form.

Application Process

Membership applications will need to be approved by the StudyPerth Board. Once the membership application form has been completed and submitted, a member of the StudyPerth team will be in contact with you to provide an update on the application process and approval timeframes.

For further information, please contact members@studypertth.com.au.

