2019 AIRPORT WELCOME DESK
Detailed Report - Semesters 1, 2, 3

STUDY **Perth**
AUSTRALIA

LIVE LEARN LAUNCH

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Contents

1. OVERVIEW

StudyPerth set an ambitious target of reaching 8,000 newly arrived international students via the 2019 Airport Welcome Desk, a 38 per cent increase in the number of students welcomed in 2018. This target was successfully achieved and exceeded, with 8,417 international students welcomed, a 45 per cent increase compared to 2018.

Since semester two 2018, the Desk has averaged a 45 per cent increase in the number of international students welcomed compared to the corresponding period; we expect this pattern to continue as awareness of the Desk expands internationally.

In semester three 2019, an additional ipad stand was erected next to the Desk for newly arriving students to subscribe to the StudyPerth student newsletter. All students who registered at the Desk received an email to enter the Airport Welcome Desk Competition and to rate their welcome experience. StudyPerth will re-position the ipad to the centre of the Desk in 2020 to increase the number of registrations.

Recent survey results indicated the Airport Greeter Program was well received, and students thoroughly enjoyed their experience volunteering on the Desk. StudyPerth will continue to hold training sessions and thank you events per semester, encourage volunteers to share their experience, and present outstanding volunteer awards. An online quiz will be added to training to improve students' understanding of the Airport Greeter role and to reinforce key policies and procedures.

2019 AT A GLANCE
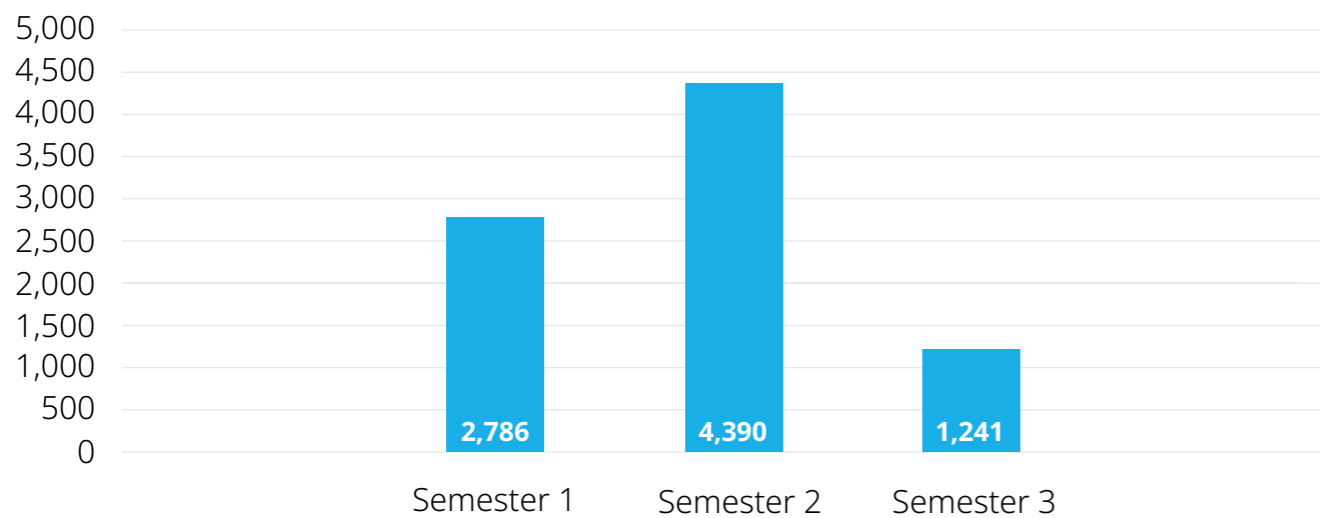
As part of StudyPerth's Action Plan 2019-2025, launched on 8 February 2019, StudyPerth committed to the goal of welcoming 75 per cent of new international student arrivals by 2025. To successfully reach this target, StudyPerth will extend the weeks of operation and expand the welcome service into the Perth Airport T3 and T4 terminals from 2020.

StudyPerth has secured space directly in front of the arrival gate at both T3 and T4, and a cart will be used to easily move between the two terminals to welcome students arriving on both interstate and international Qantas flights. The welcome service at all terminals will also be extended to 20 weeks of operation to capture early and late arrivals.

Both the T1 Welcome Desk and T3/T4 Welcome Cart will operate during the following weeks in 2020:

SEMESTER 1: 13 January – 2 March 2020
SEMESTER 2: 8 June – 31 July 2020
SEMESTER 3: 14 September – 26 October 2020

With this significant increase in operating times and exposure, StudyPerth forecasts to welcome a total of 16,000 international students via the T1 and T3/T4 terminals, a 100 per cent increase in the number of students welcomed in 2019.

StudyPerth will continue to share stories from the Airport Welcome Desk in our stakeholder and agent newsletters, to encourage members and agents to provide information on the Desk to incoming students prior to their arrival. Posts on our social media channels featuring students' stories, videos, contents of the Welcome Pack and other highlights will be featured weekly, and at least one positive media story will be pitched to the media for publicity per semester.

To refresh the Welcome Pack, the cooling towel will be replaced with a StudyPerth tote shopping bag and sticky phone card holder. The following additional items will be included in the 2020 Welcome Pack: Optus SIM Card, water bottle, StudyPerth map (updated with emergency contacts and calendar of events), Insider Guide, Travelex exchange discount, a Campus Perth flyer and a Student Housing Company flyer.

Uber, Vodafone and Peterpans will discontinue their sponsorship in 2020. As of January 2020, Optus will commence as StudyPerth's new telecommunications partner. StudyPerth is currently considering new rideshare and banking partners for the 2020/21 Airport Welcome.

The StudyPerth Airport Welcome Desk is a joint initiative funded by Perth Airport, along with the Department of Jobs, Tourism, Science and Innovation, the City of Perth, StudyPerth members as well as some key commercial sponsors. Without the support from WA institutions and our sponsors, the Desk would not be possible.

With this significant increase in operating times and exposure, StudyPerth forecasts to welcome a total of 16,000 international students via the T1 and T3/T4 terminals, a 100 per cent increase in the number of students welcomed in 2019.

Thank you for supporting the 2019 StudyPerth Airport Welcome Desk. We look forward to expanding the service and welcoming the newly arriving international students in 2020.

2. SEMESTER ONE, 2019

The Airport Welcome Desk opened on 14 January 2019 to welcome newly arriving international students for the semester one intake. The Desk was open for a total of seven-weeks, and closed on 4 March. We saw a 52.5 per cent increase in the number of Welcome Packs distributed to arriving international students compared with semester one, 2018.

2.1 STATISTIC OVERVIEW

Students Welcomed	2,786 (52.5 per cent increase over corresponding 2018 period)
Active Volunteers	67
Volunteer Attendance	690 shifts (2,760 hours)
Roster Shifts	196
Average Attendance/Shift	3.5 volunteers (up from 2.65 in 2018)

2.2 ARRIVAL PATTERN

The busiest weeks of the semester one operation were weeks 4, 5 and 6, with 259 Welcome Packs distributed between 4 – 10 February, 778 between 11 – 16 February, and 406 between 18 – 24 February. The quietest weeks during the semester were weeks 2, 3 and 7.

WELCOME PACKS DISTRIBUTED AT THE AIRPORT WELCOME DESK - SEMESTER ONE, 2019

AIRPORT WELCOME DESK		
WEEK	**DATES**	**NO. WELCOME PACKS**
1	14-20 January	167
2	21-27 January	126
3	28-3 February	116
4	4-10 February	259
5	11-17 February	778
6	18-24 February	406
7	25-3 March	85
ARRIVING STUDENTS OUTSIDE OF OPERATING DATES		**849**
		2,786 TOTAL

2.3 VOLUNTEERS

Improvements in volunteer attendance at the Desk resulted in an increase in the number of international students welcomed, despite fewer international flights into the T1 Terminal since March 2018. A large percentage of the students partaking in the Airport Greeter Program, were either from Curtin College, Curtin University or The University of Western Australia.

INSTITUTION	NO. OF VOLUNTEERS
Academies Australasia	1
Canning College	1
Curtin College	23
Curtin University	13
Edith Cowan University	5
Institute of Health and Nursing Australia	1
Lexis School	1
Murdoch University	2
The University of Notre dame	1
Stanley College	1
TAFE WA	3
Taylors College	1
The University of Western Australia	14
TOTAL	**67**

3. SEMESTER TWO, 2019

The Airport Welcome Desk re-opened on 17 June 2019 to welcome newly arriving international students for the semester two intake. The Desk was open for a total of six-weeks and closed on 29 July. We saw a 40.5 per cent increase in the number of students welcomed compared with semester two, 2018.

3.1 STATISTIC OVERVIEW

Students Welcomed	4,390 (40.5 per cent increase over corresponding 2018 period)
Active Volunteers	103 (13.2 per cent increase over the 91 in 2018)
Volunteer Attendance	671 shifts (2,684 hours)
Roster Shifts	172 (Desk open for 688 hours)
Average Attendance/Shift	3.89 volunteers (compared with 3.78 in semester two, 2018)

3.2 ARRIVAL PATTERN

The busiest weeks of the semester two operation were weeks 4, 5 and 6 with 627 Welcome Packs distributed between 8 - 14 July, 1,052 between 15 - 21 July, and 1,250 between 22 - 28 July. Weeks 1 and 2 were the quietest weeks for the semester.

WELCOME PACKS DISTRIBUTED AT THE AIRPORT WELCOME DESK - SEMESTER TWO, 2019

AIRPORT WELCOME DESK		
WEEK	**DATES**	**NO. WELCOME PACKS**
1	17-23 June	182
2	24-30 June	293
3	1-7 July	367
4	8-14 July	627
5	15-21 July	1,052
6	22-29 July	1,250
ARRIVING STUDENTS OUTSIDE OF OPERATING DATES		619
		4,390 TOTAL

3.3 VOLUNTEERS

There were 103 volunteers in the semester two Airport Greeter Program, a 13.2 per cent increase compared with semester two, 2018. Many of the volunteers studied at Curtin University, Curtin College and TAFE.

INSTITUTION	NO. OF VOLUNTEERS
Australia-International Institute of Workplace Training	2
Canning College	1
CQ University	1
Curtin College	15
Curtin University	19
DNA Kingston Training	1
Edith Cowan University	8
Language Links	1
Murdoch University	10
The University of Notre Dame	2
Phoenix Academy	4
Stanley College	1
TAFE WA	29
The University of Western Australia	9
TOTAL	**103**

4. SEMESTER THREE, 2019

The Airport Welcome Desk re-opened on 16 September for the semester three intake for a six-week period, closing on 31 October. We saw a 45 per cent increase in the number of students welcomed compared with semester three, 2018.

4.1 STATISTIC OVERVIEW

Students Welcomed	1,241 (45 per cent increase over corresponding 2018 period)
Active Volunteers	65 (55 per cent increase over the 42 in 2018)
Volunteer Attendance	715 shifts (2,860 hours)
Roster Shifts	184 (Desk open for 734 hours)
Average Attendance/Shift	3.90 volunteers (97.41 per cent attendance rate)

4.2 ARRIVAL PATTERN

The busiest weeks of the semester three operation were weeks 3, 4 and 5, with 252 Welcome Packs distributed between 30 - 6 October, 255 between the 7 - 13 October, and 223 between 14 - 20 October. Weeks 1 and 6 were the quietest weeks for the semester.

WELCOME PACKS DISTRIBUTED AT THE AIRPORT WELCOME DESK - SEMESTER THREE, 2019

AIRPORT WELCOME DESK		
WEEK	**DATES**	**NO. WELCOME PACKS**
1	16–22 September	81
2	23-29 September	143
3	30-6 October	252
4	7-13 October	255
5	14-20 October	223
6	21-27 October	194
6	28-31 October	78
ARRIVING STUDENTS OUTSIDE OF OPERATING DATES		**15**
		1,241 TOTAL

4.3 VOLUNTEERS

The semester three intake saw 65 active volunteers record over 2,800 hours of volunteering at the Airport Welcome Desk over the six-week period. Many of the students were from Curtin College, Curtin University and TAFE.

INSTITUTION	NO. OF VOLUNTEERS
Australia-International Institute of Workplace Training	1
Australian Professional Skills Institute	2
Curtin College	22
Curtin University	13
CQ University	1
Edith Cowan University	2
Murdoch University	17
The University of Notre Dame	3
TAFE WA	3
Alumni	1
TOTAL	**65**

4.4 STUDYPERTH STUDENT NEWSLETTER REGISTRATION

In semester three, an additional ipad stand was erected next to the Desk for newly arriving students to subscribe to the StudyPerth student newsletter. All students who registered at the Desk received an email to enter the Airport Welcome Desk Competition and to rate their welcome experience. StudyPerth will re-position the ipad to the centre of the Desk in 2020 to increase the number of registrations.

5. REVIEW OF THE WELCOME DESK AND PACK

5.1 2019 TOTAL STUDENT NUMBERS AND COMPARISON 2017/18/19

StudyPerth set an ambitious target of reaching 8,000 newly arrived international students via the 2019 Airport Welcome Desk, a 38 per cent increase in the number of students welcomed in 2018. This target was successfully achieved and exceeded, with 8,720 international students welcomed, a 45 per cent increase compared to 2018.

Since semester two 2018, the Desk has averaged a 45 per cent increase in the number of international students welcomed compared to the corresponding period; we expect this pattern to continue as awareness of the Desk expands internationally.

WELCOME PACKS DISTRIBUTED AT STUDYPERTH AIRPORT WELCOME DESK BY SEMESTER AND YEAR
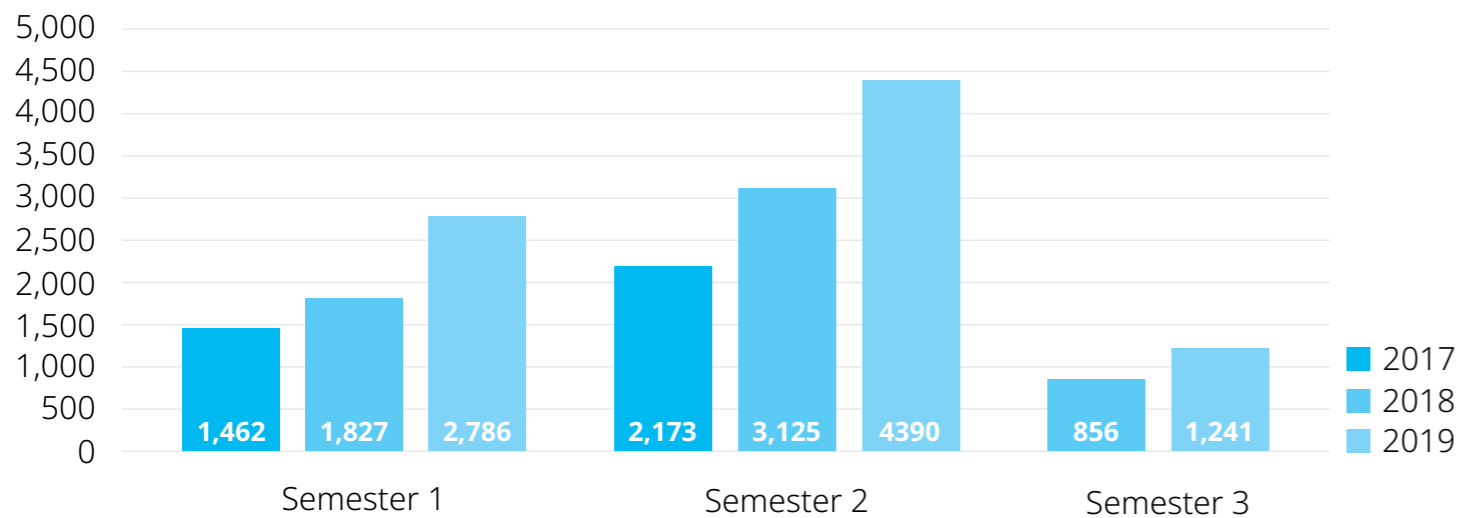

5.2 SIGNAGE AT THE T1 TERMINAL

As of semester three 2018, a horizontal banner was positioned directly above the Desk to improve visibility. The new signage has significantly enhanced the presence of the Welcome Desk in the T1 Terminal and directed more international students to the Desk.


5.3 VOLUNTEER EXPERIENCE

An online survey was sent to our Airport Greeters to gather feedback on their experience volunteering on the Desk. The results were very positive, with the majority indicating they enjoyed their experience on the Desk and were very likely to continue volunteering in the future.

Q5 Overall, were you satisfied or dissatisfied with your volunteer experience on the Airport Welcome Desk?

Answered: 19   Skipped: 0
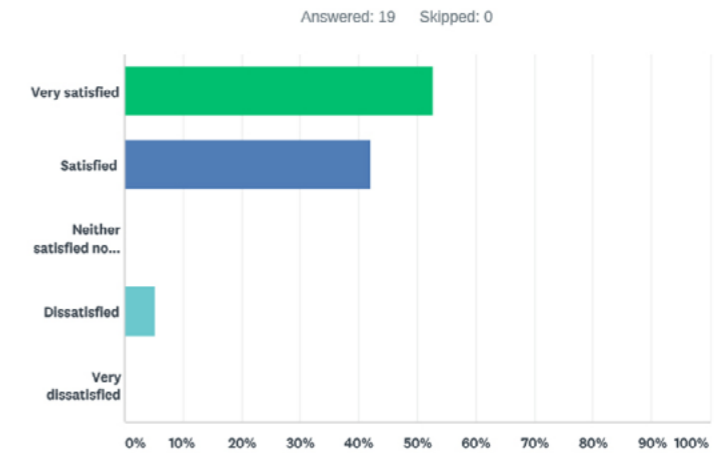
ANSWER CHOICES	RESPONSES	
Very satisfied	52.63%	10
Satisfied	42.11%	8
Neither satisfied nor dissatisfied	0.00%	0
Dissatisfied	5.26%	1
Very dissatisfied	0.00%	0
TOTAL		19

Q6 How likely are you to continue volunteering on the desk in the future?

Answered: 19   Skipped: 0
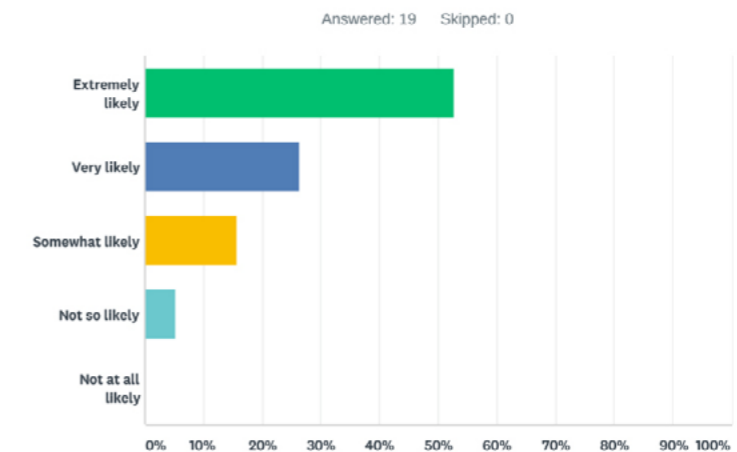
ANSWER CHOICES	RESPONSES	
Extremely likely	52.63%	10
Very likely	26.32%	5
Somewhat likely	15.79%	3
Not so likely	5.26%	1
Not at all likely	0.00%	0
TOTAL		19

The results also showed the students found the Airport Greeter training useful, they felt appreciated by StudyPerth staff, and that their work at the Desk was having a positive impact on arriving international students.

5.4 REVIEW OF THE WELCOME PACK AND DESK

A focus group, made up of 13 international students, was conducted on 11 July to review the 2019 Welcome Pack and to gather feedback on international students' immediate needs on arrival. In addition, an online survey was sent via Survey Monkey, with a total of 111 respondents having completed the survey.

5.4.1 ITEMS IN THE 2019 WELCOME PACK

The findings identified that the Uber Eats and Ride vouchers, water bottle, cooling towel, Vodafone SIM Card and the StudyPerth map were the top-rated items in the Welcome Pack.

Q5 Please rank the items in the welcome pack in order from 1 (most favourable) to 14 (least favourable).
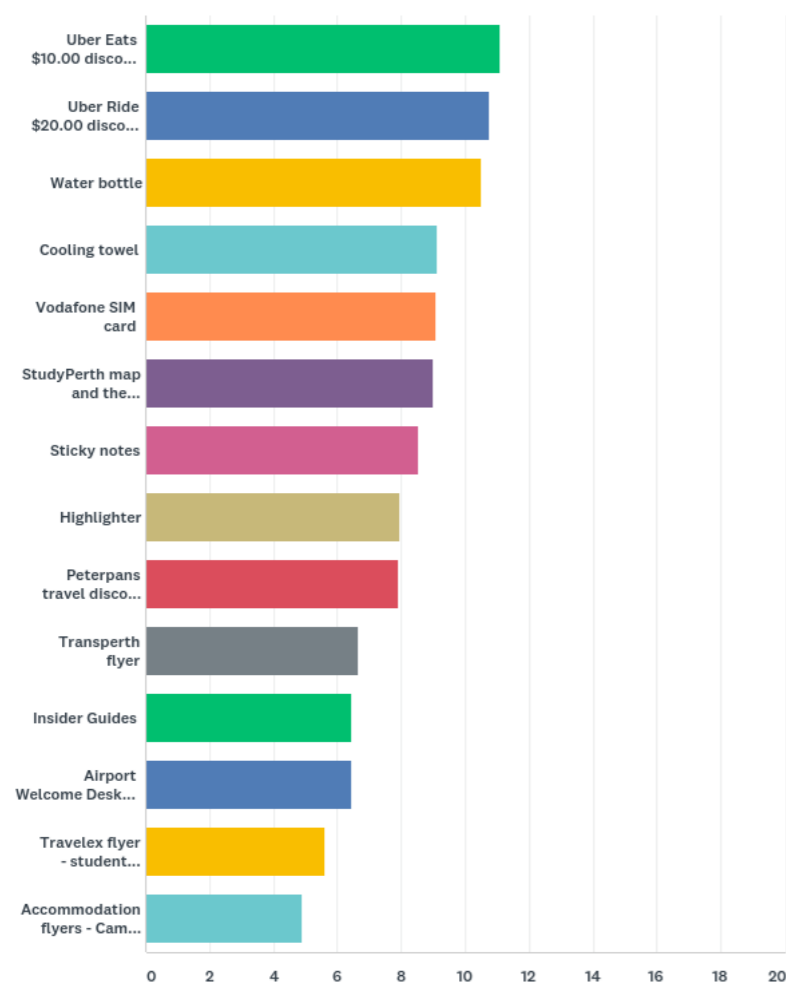
5.4.2 ADDITIONAL ITEMS TO ADD TO THE WELCOME PACK

The survey also prompted students to recommend additional items to be added to the Welcome Pack in future that would benefit newly arriving international students.

Popular suggested items included:

- CAT Map, bus routes
- Transperth discounted ticket/Smart Rider
- Notepad
- Snacks/drinks
- Sunscreen
- Emergency numbers
- Pens

Students were also asked which item they would prefer to add to the Welcome Pack from the following options: quokka key ring, sticky phone card holder, or a re-usable shopping bag. These options were based off top recommended items from previous surveys. The results found the re-usable shopping bag was ranked the most favourable item to be added to the Pack, closely followed by the phone card holder.

5.4.3 ITEM TO BE REMOVED FROM THE WELCOME PACK

The survey questioned which item students would choose to remove from the Welcome Pack, with the choice between the cooling towel and water bottle. The results showed students favoured the water bottle over the cooling towel.

5.4.4 ADDITIONAL INFORMATION FOR STUDENTS

Students indicated that a calendar of Perth events, campus specific information, bank information, useful apps and social pages for students would be beneficial for newly arriving students.

### 5.4.5 AWARENESS OF THE WELCOME DESK

In the survey, students were asked if they had heard of the StudyPerth Airport Welcome Desk prior to arriving in Perth. Of the respondents, 30.25 per cent said they were aware, while 69.72 per cent said they were unaware of the Desk. This is a slight improvement in awareness compared to the 2018 survey results (with 27.40 per cent awareness of the Welcome Desk) but once again highlights the need to improve off-shore awareness.

Q2 Did you know StudyPerth had a Welcome Desk at Perth Airport, before arriving in Perth?
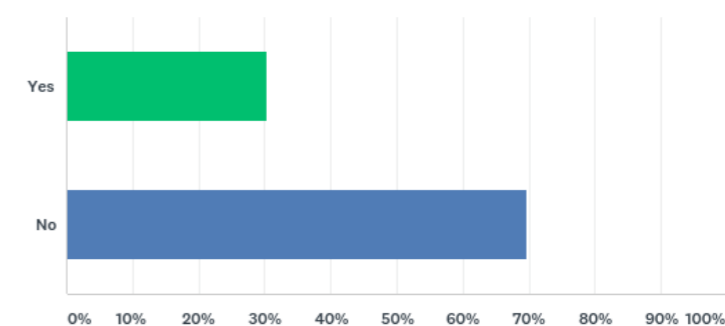
5.4.6 AIRPORT WELCOME DESK COMPETITION

Roughly 200 international students entered the Airport Welcome Desk Competition in 2019. Due to the small number of entries, StudyPerth will discontinue the competition in 2020, and review for 2021.
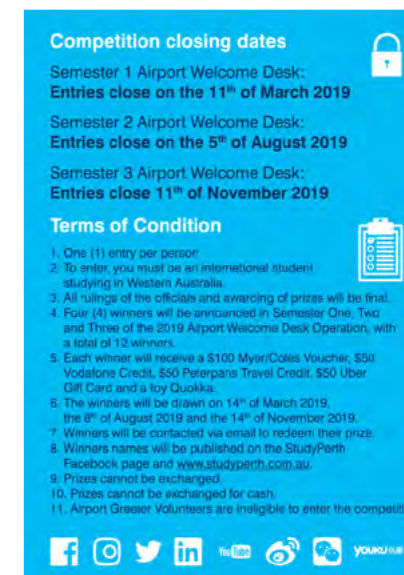
6. 2020 STUDYPERTH AIRPORT WELCOME PROPOSAL

As part of StudyPerth's Action Plan 2019-2025, 2019, StudyPerth committed to the goal of welcoming 75 per cent of new international student arrivals by 2025. To successfully reach this target, StudyPerth will extend the weeks of operation and expand the welcome service into the Perth Airport T3 and T4 terminals from 2020.

6.1 NEW WELCOME CART T3/T4 TERMINAL

As of semester one 2020, the welcome service will be expanded into the T3 and T4 terminals to reach those international students arriving via interstate flights in T4, and on the Qantas - QF10 London Heathrow (11:55) and Qantas – QF72 Singapore (23:50) flights at T3.

StudyPerth has secured space directly in front of the arrival gate at bothT3 and T4, allowing the Welcome Cart to be clearly visible on students' arrival. A cart will be used to easily move between the two terminals to welcome those students arriving on both interstate and international Qantas flights. The Welcome Service at all terminals will also be extended to 20 weeks of operation to capture early and late arrivals.

6.2 OPERATING DATES

Both the T1 Welcome Desk and T3/T4 Welcome Cart will operate during the following weeks in 2020:

SEMESTER 1: 13 January – 2 March 2020
SEMESTER 2: 8 June – 31 July 2020
SEMESTER 3: 14 September – 26 October 2020

6.3 OPERATING TIMES

Both the T1 Welcome Desk and T3/T4 Welcome Cart will operate during the following weeks in 2020:

T1 AIRPORT WELCOME DESK (16 HOURS PER DAY)

Open daily from:
5:00am – 9:00am
12:00pm – 8:00pm
10:00pm – 2:00am

T3/T4 AIRPORT WELCOME CART (16 HOURS PER DAY)

Open daily from:
9:00am – 1:00am

To ensure effective communication is maintained between the T1 Welcome Desk and T3/T4 Welcome Cart, wireless phones will be available at each Desk/Cart. This will allow Airport Greeters to contact volunteers at the other terminal, the coordinator on duty, terminal management staff and any other numbers required to assist arriving international students. A 1800 virtual phone number and StudyPerth email address will be created for the Airport Greeter Program, so volunteers can contact the appropriate coordinator on duty at the time.

6.4 FORECASTED STUDENT NUMBERS FOR 2020

For 2020, StudyPerth forecasts to welcome a total of 16,000 international students via the T1 and T3/T4 terminals, a 100 per cent increase in the number of students welcomed in 2019.

BREAKDOWN OF FORECASTED STUDENTS' NUMBERS WELCOMED AT THE DESK FOR 2020

2020 AIRPORT WELCOME SERVICE				
	SEMESTER 1	SEMESTER 2	SEMESTER 3	TOTAL
Terminal 1	3,500	6,000	2,000	**11,500**
Terminal 3/4	1,500	2,000	1,000	**4,500**
TOTAL	**5,000**	**8,000**	**3,000**	16,000

6.5 ITEMS IN THE 2020 WELCOME PACK

To refresh the Welcome Pack, the cooling towel will be replaced with a StudyPerth tote shopping bag and sticky phone card holder. The following items will be included in the 2020 Welcome Pack:

- Optus SIM Card
- StudyPerth water bottle
- StudyPerth tote shopping bag
- StudyPerth map (updated with emergency contacts and calendar of events)
- Insider Guide
- Travelex exchange discount
- Campus Perth flyer
- Student Housing Company flyer
- 'Your Guide to Getting Around Perth' A5 Transperth booklet (TBC)

Uber, Vodafone and Peterpans will discontinue their sponsorship in 2020. As of January 2020, Optus will become StudyPerth's new telecommunication partner and provide SIM Cards in the Welcome Pack and support services to newly arriving international students at the Airport. StudyPerth is currently considering new rideshare and banking partners for the 2020/21 Airport Welcome.

6.6 AIRPORT GREETER PROGRAM

Recent survey results indicate the Airport Greeter Program was well received, and students' are thoroughly enjoying their experience volunteering on the Desk. StudyPerth will continue to hold training sessions and thank you events per semester, encourage students to share their volunteering experience, and present outstanding volunteer awards.

An online quiz will be added to the training to improve students understanding of the Airport Greeter role and to reinforce key policies and procedures. An end-of-year event for all StudyPerth volunteers and ambassadors will be held in 2020 to celebrate their contribution to the international student community. The Airport Greeter uniform will also be refreshed.
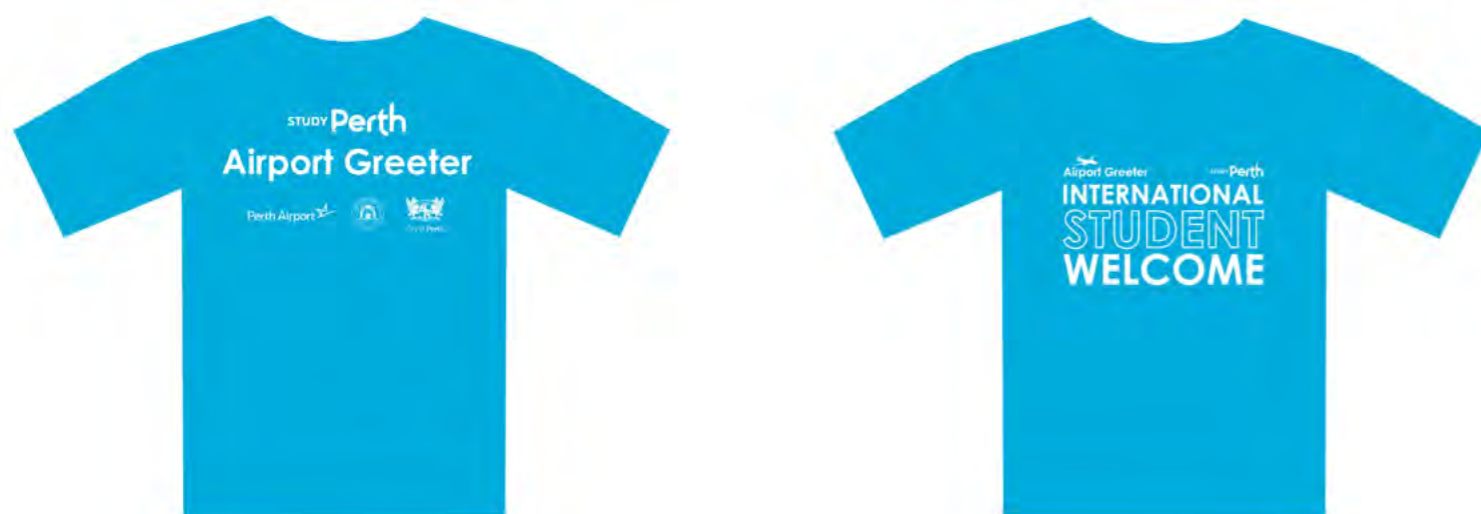
7. 2020 MARKETING PLAN

DIGITAL MARKETING

TIMELINE	ACTIVITY	RESPONSIBILITY	OUTCOMES MEASUREMENT
Once a fornight during operation	Social media marketing. Post on social channels featuring students' stories, videos of the Airport Welcome Desk in action, contents of Welcome Pack, sponsor highlights, and other content to promote the Desk.	StudyPerth	Engagement on social channels
As required	Adwords, display, search ads, social ads. Develop keywords that will lead to the Airport Welcome Desk landing page for students searching more information about studying in Perth.	StudyPerth	Click through rates (CTR) Visits on page

MEDIA MARKETING

TIMELINE	ACTIVITY	RESPONSIBILITY	OUTCOMES MEASUREMENT
Once per operating season	Positive media stories. Find at least one positive media story per Airport Welcome Desk semester to pitch to the media for publicity.	StudyPerth	Media pick up
As available	Positioning of Airport Welcome Desk. Offer the Airport Welcome Desk as a photoshoot or video opportunity to those who would like to shoot ads or commercials relating to tourism, international education and more in Perth.	StudyPerth	Number of earned content

STAKEHOLDER ENGAGEMENT

TIMELINE	ACTIVITY	RESPONSIBILITY	OUTCOMES MEASUREMENT
Once a month	Stakeholder newsletter. Add news stories from Airport Welcome Desk to encourage members to inform incoming students to visit the Desk upon arrival.	StudyPerth	Open rates Sharing of content
Once every two months	Agent newsletter. Provide information on Airport Welcome Desk to agents to provide to incoming students.	StudyPerth	Open rates Sharing of content
Once a month	Student newsletter. Provide information on the Airport Welcome Desk to subscribed students, especially educating students who have not arrived yet, on visiting the desk.	StudyPerth	Open rates Sharing of content

8. AIRPORT WELCOME DESK EXPENDITURE 2019

ORDINARY INCOME/EXPENSE	
INCOME	
Project Levies	$85,000.00
Sponsor Funds	$18,350.00
Gov Funding	$109,218.43
Total Income	**$212,568.43**
EXPENSE	
Airport Desk	
Coordinator	$6,507
Other Expenses	$5,535
Promotion Collateral	$18,450
Taxis	$26,926
Volunteers	$51,113
Total Airport Desk	**$108,530**
Computer & IT	**$3,727**
Employee Expenses	**$56,906**
Marketing	
Advertising	$10,605
Business Development	$27,081
Events	$3,319
Total Marketing	**$41,004**
Office Cost	**$2,107**
Transport	**$293**
Total Expense	**$212,568**
NET ORDINARY INCOME	**0**

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