



A MEMORANDUM OF UNDERSTANDING

BETWEEN

TOURISM INDUSTRY COUNCIL TASMANIA (TICT)

AND

UNIVERSITY OF TASMANIA (UTAS)

TO ESTABLISH & PROGRESS A SHARED VISION FOR
GROWING EDUCATION TOURISM TO TASMANIA



AN AGREEMENT made the 23rd day of August two thousand and thirteen

BETWEEN

TOURISM COUNCIL TASMANIA LTD (trading as Tourism Industry Council Tasmania), a not-for-profit organisation representing the whole of the private sector of the Tasmanian tourism industry [ABN 24 095 539 543]; and

UNIVERSITY OF TASMANIA (UTAS), a body corporate continued under the *University of Tasmania Act 1992*, an internationally renowned research and teaching University based in the State of Tasmania [ABN 30 764 374 782]

To establish and progress a shared vision for growing EDUCATION TOURISM to Tasmania.

THE PARTIES HEREBY:

- AGREE the purpose of this Memorandum of Understanding is to provide a framework and process for an integrated strategic approach by the Tasmanian tourism industry and the University of Tasmania, to maximise the opportunities of growing Education Tourism to Tasmania.
- RECOGNISE the considerable opportunity to increase activity in the Tasmanian tourism & hospitality industries, the University of Tasmania, and the broader Tasmanian economy, by growing the number of international students living and studying within the Tasmanian community, along with their Visiting Friends & Relatives.

- VALUE the role the University of Tasmania has in attracting students through its reputation as a top echelon research-led institution and through the provision of a world-class education.
- VALUE the role the Tasmanian tourism industry has in ensuring Tasmania is an attractive, appealing and exciting place for international students, while providing opportunities for students to become part of the Tasmanian community through employment and cultural engagement.
- ACKNOWLEDGE growing the number of international students studying at the University of Tasmania directly and significantly benefits the Tasmanian tourism & hospitality industries through increased consumers, and the visiting friends & relatives they bring to Tasmania
- ESTABLISH a shared vision to maximise the contribution of Education Tourism to the Tasmanian economy through a doubling of international students studying within Tasmania by 2018.
- MUTUALLY COMMIT to provide a strategic framework for high level engagement between the Tasmanian tourism industry and UTAS on issues relating to the growing education tourism market for Tasmania.
- SHARE OBJECTIVES of working together to realise areas of potential for the Tasmanian economy arising from such cooperation
- RECOGNISE the Tasmanian Government as a critical and engaged partner in this strategy.

THE PARTIES AGREE TO PROVIDE LEADERSHIP AND STRATEGIC DIRECTION ON THE FOLLOWING PRIORITY ISSUES:

- *Advocacy* – Promoting the benefits of a growing Education Tourism sector to the Tasmanian economy within the Tasmanian tourism industry, government and community.
- *Policy* – Working together to establish shared UTAS / TICT policies to present to government and the broader community on issues to assist the University of Tasmania to realise its vision to double the number of international students studying in Tasmania by 2018, and enable the tourism industry to benefit from this growth.
- *Strategy* – Progressing initiatives designed to boost the tourism industry's engagement in the Education Tourism market, including co-operative marketing, opening products to the student Visiting Friends and Relatives market and cultural training for operators, and providing casual employment and cultural engagement opportunities to students.

FRAMEWORK FOR IMPLEMENTATION

- The MOU is effective from date of signing.
- A high level Tourism-UTAS Strategic Partnership Group will be established to oversee the Partnership. This group will include up-to 3 representatives from both TICT and UTAS.
- The Tourism-UTAS Strategic Partnership Group will meet every three months or as required.
- A Chairman of the Tourism-UTAS Strategic Partnership Group will be appointed from the tourism industry representatives to the Group, to oversee the Partnership, Chair the group, and act as public spokesperson on behalf of the Strategic Partnership.
- Both parties commit to consult widely within their respective sectors and with other stakeholders on proposed policies, strategies and actions and to formalise joint agreements on such proposals through progressive implementation agreements
- The MOU will be reviewed 12-months from implementation and following broad consultation as outlined above and specific input from tourism operators, tourism industry leaders, and representatives of the University of Tasmania and Tasmanian Government.
- Both Parties reserves the right to withdraw from the MOU at any time by notifying the other party by written correspondence.

RESOURCES

The Parties agree to jointly commit the time and resources needed to implement this Memorandum of Understanding and achieve its overall objectives, and to cooperate to secure other resources that may be required.

IN WITNESS whereof this Agreement has been executed the day and year first hereinbefore written.

For TOURISM INDUSTRY COUNCIL TASMANIA

Mr Simon Carrant AM
Chairman

For UNIVERSITY OF TASMANIA

Professor Peter Rathjen
Vice-Chancellor

Signed before:

Hon. Lara Giddings MP
Premier of Tasmania