



Welcome to Wollongong: 3 times lucky or sheer determination?

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Melissa Zaccagnini**

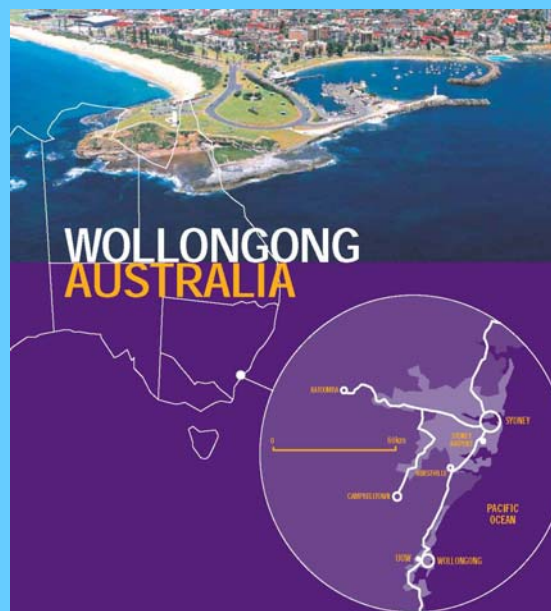
Presented by Virginie Schmelitschek
ISANA Conference, Melbourne Australia, 2010



Where is Wollongong?

80 km south of
Sydney (Australia) in
the Illawarra region.

It is Australia's
10th largest city.





I am a Student Support Adviser
at University of Wollongong (UOW)

which has more than 20,000 students with

4922 international students

(22% of enrolments)

from more than 70 different
countries and regions



INTRODUCTION

the Community Action Project - aims

- to provide **better links** between international students and the community
- to **recognise** the cultural, economic and social **contribution** of international students
- to **grow the awareness** of their presence in the business sector and the community.



History of Welcome to Wollongong (W2W)

- **International Students and Host Communities**
- **Rationale for strategies**



Strategies to achieve aims

- **Civic reception**
- **(Mini) festival**
- **Community website**



The Welcome to Wollongong Community Working Group



Committee Structure

- Executive Committee
- 2 Event Committees
 - Civic reception sub-committee
 - Festival sub-committee
- Associates of W2W



Coordination of project



**Funding
and a renewed focus on
sponsorship/partnership
agreements**



Welcome to Wollongong

- Civic Reception
- Festival







Festival





Wollongong Festival Photos: Welcome to Wollongong @ UniCentre - Windows Internet Explorer

unicentre.uow.edu.au/w2w/festivalinformation/2009/index.htm

Web Search Upgrade your Toolbar Now! Bookmarks F Settings HP Games Barnes Noble

W2W 2009 Festival Photos: Welcome to Wollongong

Page 18.jpg

Shortcuts for Page 18.jpg

unicentre © Wollongong UniCentre 2010

Local intranet 100%

The screenshot shows a gallery of festival photos. A large photo in the center shows a brass band performing. Other smaller photos show various festival activities and people. The browser interface includes a search bar, navigation buttons, and a footer with the UniCentre logo and copyright information.







Community Involvement



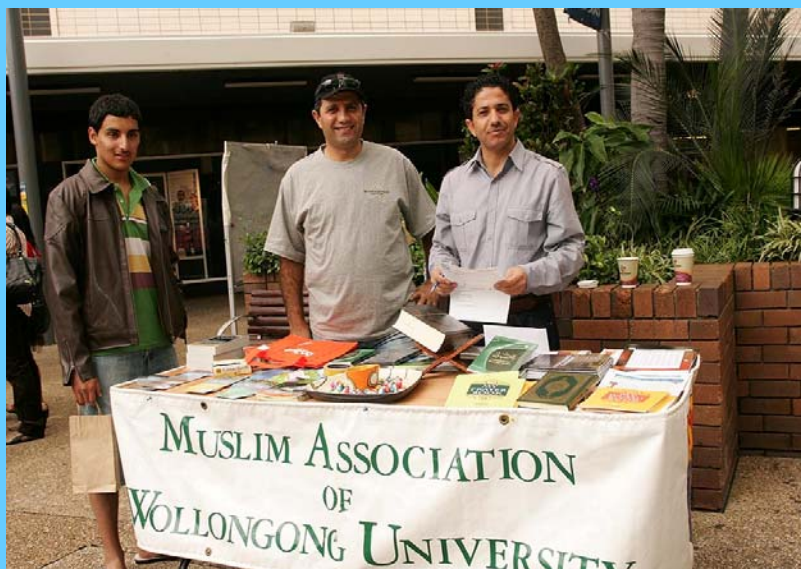


International and Domestic Student Engagement strategy

- **Accommodation Ambassadors**
- **Involvement of UOW Clubs & Societies and other Volunteering Programs**



Student involvement



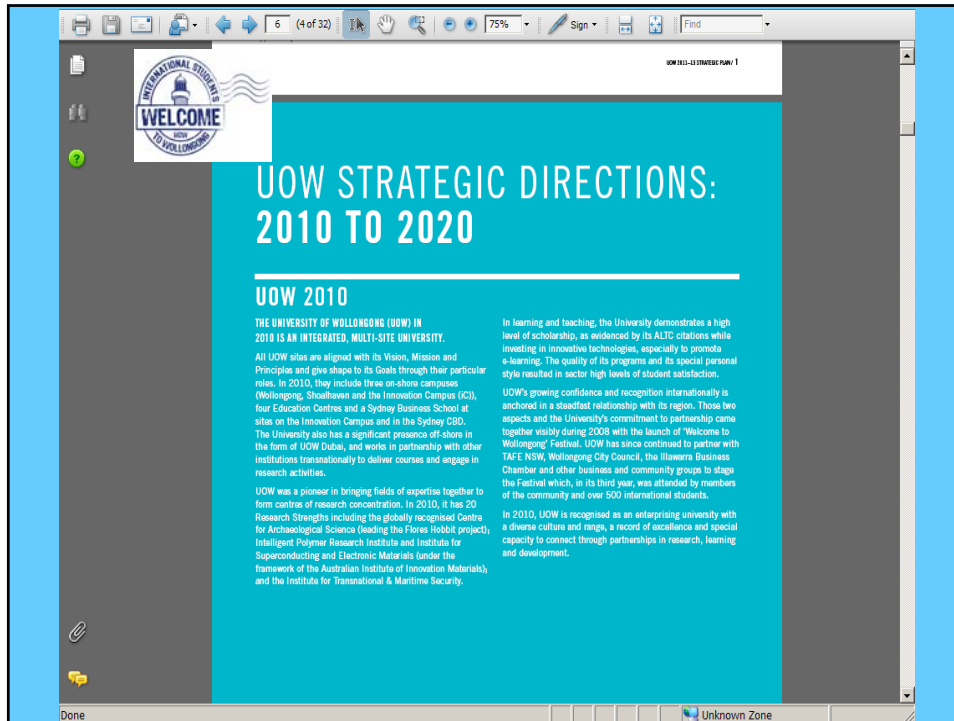




Volunteers in our t-shirt



Creating a sustainable future





W2W website

w2w.uow.edu.au

Windows Internet Explorer

http://unicentre.uow.edu.au/v2w/UOW068369.html

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to Wollongong @ UniCentre

w2w Friday 23rd February 2011 !!!

11am - 2pm

IPAC (Illawarra Performing Arts Centre)

WELCOME TO WOLLONGONG FESTIVAL

Local intranet 100



WELCOME TO WOLLONGONG
11AM-3PM **WOLLONGONG**
FRIDAY 29 FEBRUARY 2008 **FESTIVAL**

INTERNATIONAL STUDENTS WELCOME TO WOLLONGONG W2W

CELEBRATING INTERNATIONAL STUDENTS IN THE ILLAWARRA REGION
CROWN STREET MALL WOLLONGONG AMPHITHEATRE STAGE
INCLUDING CIVIC RECEPTION HOSTED BY WOLLONGONG LORD MAYOR ALEX DARLING AM
LIVE MUSIC - BOLLYWOOD XCLUSIVE, HYPERFLEX HIP HOP, JEAN LUC NGOY & AUSTRALIAN IDOL'S TARISAI VUSHE
MARKETS, STALLS & GIVEAWAYS
FREE ADMISSION ALL WELCOME
W2W.UOW.EDU.AU

SPONSORED BY:



Our “trademark” poster



**2009 UOW members of W2W received
a Highly Commended
V-C Award for community
engagement**





Evaluation

strengths



CONCLUSION

Priorities for the Executive

- Increase the funding available to continue to grow Welcome to Wollongong;
- Engage with Council and the business sector at higher levels for



CONCLUSION, cont

- Promotion of marketing and partnership assistance to the Committee
- Greater ownership accepted by Council and business sector



CONCLUSION, cont

- **continuing to advocate** for the awareness of international students' contribution to the local community



CONCLUSION, cont

Coordinator's role to be improved

- Increase hours
- Higher level of pay
- Event manager



CONCLUSION, cont

Succession Planning

- To be able to grow
- To maintain the expertise and knowledge



End note:

Being part of W2W has been fun and a great change from every day student welfare and support.

Want more information?

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