


Objective: This summary aims to examine the various models of international student hubs around the world and provide recommendations for the next steps to build a unique international student hub in Adelaide.

1. Student Hubs Models Around the World

This section states the main characteristics of student hubs models in different locations. The definition of “Student Hub” is quite open, which lead to a range of different models that were summarised in the table below:

Organisation(s)	Region	Main services	Structure	Responsible	Partners
BRASA	Brazil 	Help Brazilians studying in other countries	Virtual	Students	Business and Academic
General Universities	Brazil 	Connect students in different levels: University, course type (eg: engineering) and specific course	Physical	Students	Business and Academic
College Life	Netherlands 	Help students finding jobs, accommodation, products and information	Virtual and 1 Physical Hub	Private company	Business and Academic
Student Hubs	UK 	Help students finding social action opportunities in volunteering, placements and incubation projects	Virtual and 7 Physical Hubs	Students	Business and Academic
ERASMUS	Europe 	Promote students exchange experiences	Virtual and 528 Physical Hubs (40 countries)	European Union	Business and Academic
Global Shapers Community	Switzerland 	Create and execute social projects around the world, developing leaders	Virtual and 378 Physical Hubs (163 countries)	Young people (under 30)	Business
SUNY Global Centre	USA 	Promote and control international exchanges, develop collaborative programs	Virtual and 1 Physical Hub	State Government and Students	Business and Government
NIE, NTU and SMI	Singapore 	Assuring high quality education through financial support and universities’ integration	Virtual and Physical Hubs	Government	Business and Academic
General Universities	Hong Kong 	Providing multiple and flexible articulation pathways for our young people to pursue post-secondary education	Virtual	Government and Universities’ Students Services	Business and Academic
Brisbane & Melbourne Hubs	Australia 	Help students finding jobs, accommodation, visa and general information & provide a study environment with free wifi and laptops	Virtual and Physical Hubs	Government	Business and Academic

KEY FINDINGS

- a) The model of each hub depends on the services they aim to provide, and their services depend on their mission and vision
- b) The main objectives of the hubs include:
 - Provide students with networking opportunities
 - Support students finding professional experiences
 - Orientate the next generation leaders
 - Develop skills that are not covered in traditional studies
- c) Organisations that focus only on practical support services, such as accommodation, paperwork and general information, have a strong virtual structure
- d) Organisations that focus on developing projects have one or more physical locations, depending on how spread they are around the country/world
- e) Most organisations are led by students, or include students in their higher committee level. This allows them to be closer to students and understand their needs
- f) All hubs studied have business partners that help them structure their projects and, in some cases, finance and marketing their association

UNDERSTANDING SOUTH AUSTRALIA'S CURRENT SITUATION



Why do international students come to South Australia?

- Living in SA gives extra points for the PR
- Lower cost life
- High safety level
- Lifestyle
- Easier and cheaper commuting
- University of Adelaide has 5 Nobel prizes
- Good number of natural places and parks nearby



Why international students do **not** come to South Australia?

- Lack of job opportunities
- Education level (Universities are lower in the world ranking than other states)
- Lack of things to do – entertainment, etc
- Lack of integration with Australians

How can we bring more international students to South Australia?



General suggestions:

- Increase the regional points for the PR
- Support a winter festival – “Winter Fringe”
- Increase investments in universities’ infrastructure, such as labs
- Allow high performance students to work more than 40h/fortnight

HOW WOULD A STUDENT HUB HELP BRINGING INTERNATIONAL STUDENTS TO SA?

This Student Hub should focus on two main fronts:

1. Services to facilitate international students transition (will not be detailed in this report, as it is the focus of another project)
2. Integrating international students into the South Australian community



How would the hub do that?

- Help students finding paid internship opportunities
- Provide clear information about visas
- Focusing on connecting people through teams and activities, such as sports, music, cooking, language classes and traveling groups
- Develop a mentoring program: 2nd year students are responsible for one 1st year student
- Lead excursions to go to different parks
- Connect with business partners to develop more events such as AEWEN, entrepreneurship competitions, etc

SUGGESTED MODEL

Vision: Integrating international students into the South Australian community

Mission: Provide services and develop networking and social activities

1. Main Goals	<ul style="list-style-type: none"> • Services • Integrating students in a professional and social level
2. Services	<ul style="list-style-type: none"> • Free services • Events and internships promotions
3. Hub Structure	<ul style="list-style-type: none"> • Virtual structure to cover services and connecting with potential students overseas • Physical structure with student lounge
4. Organisational Chart	<ul style="list-style-type: none"> • Include students in the organisational chart to keep the hub aligned to student's needs (possibly one representative per uni)
5. Key Partners	<ul style="list-style-type: none"> • Look for business partners that are targeted and admired by the student community • Overseas universities
6. Marketing Strategy	<ul style="list-style-type: none"> • Local strategy to keep students engaged • International strategy to reach potential new students

ANNEXURES

BRASA Business Model Questionnaire

1. Organisation's name:
Brasa
2. Country:
Brazil
3. Source of information (website details, article, person contact details, etc):
<https://www.gobrasa.org/> and interview with the organisation's founder
4. Main services provided:
Help Brazilians to study in another country
5. Organisation's philosophy (what do they state as their mission/vision/goals?):
They are a network for Brazilians who study or want to study in another country (focus on USA). Their aim is to help create the leaders for the new generation.
6. Does the hub have a physical and/or virtual structure? If physical, how many and in how many different cities/countries? Does it have 24h access or just business hours?
They have one physical address, but all the operation happens virtually
7. Who is responsible for running this hub? (government/students/private institution)
Not for profit organisation run 100% by students
8. Who are their partners?
Academic partners: Yes (more than 80 universities around 3 continents)
Business partners: Some big enterprises from Brazil
9. How many people work in the hub's organisation? Are they paid or volunteers?
3500 members from more than 80 universities around the world
10. Do the students have to pay to be part of it?
No
11. How do they cover their financial needs? (government support/sponsors/advertising)
They have some private business partners that help them financially
12. How do they market themselves? (no marketing/social media/partners/etc)
Word of mouth

COLLEGE LIFE Business Model Questionnaire

1. Organisation's name:
College Life
2. Country:
Netherlands
3. Source of information:
<https://collegelife.nl/> and founder's skype interview
4. Main services provided:
 - Help students finding jobs
 - Help students finding accommodation
 - Help students finding products (food, utilities, health insurance)
 - Give financial advice to students
 - Write a Magazine – website with topics of interest for students
5. Organisation's philosophy/goals:
College Life is a student hub that helps you glide through your studies. With them you can find an internship, learn how to apply for financing and much more. The hub is for international students & graduates in the Netherlands.
6. Does the hub have a physical and/or virtual structure? If physical, how many and in how many different cities/countries? Does it have 24h access or just business hours?
Only virtual – 24h
7. Who is responsible for running this hub? (government/students/private institution)
Private company
8. Are there any partners?
Business partners: 6 - (PWC, Uber, Booking.com, Deliveroo)
Academic partners: 6 universities (all from Netherlands)
Employers: a range of businesses that post job openings
We have about 10x as many partners; we just don't have space to list them.
9. How many people work in the hub's organisation? Are they paid or volunteers?
±5
10. Do the students have to pay to be part of it?
No.
11. How do you cover your financial needs? (government support/sponsors/advertising)
Partnerships
12. How do you market your organisation? (no marketing/social media/partners/etc)
 - Social media
 - Referral
 - Advertising
 - Direct marketing
 - Universities

STUDENT HUBS UK Business Model Questionnaire

1. Organisation's name:
Student Hubs
2. Country:
UK
3. Source of information (website details, article, person contact details, etc):
<https://www.studenthubs.org/>
4. Main services provided:
Helping students find social action opportunities in volunteering, placements and incubation projects
5. Organisation's philosophy (what do they state as their mission/vision/goals?):
Student Hubs supports students to tackle social challenges, learn about issues and connect with each other.
6. Does the hub have a physical and/or virtual structure? If physical, how many and in how many different cities/countries? Does it have 24h access or just business hours?
7 physical hubs across the UK and virtual
7. Who is responsible for running this hub? (government/students/private institution)
Students
8. Who are their partners?
Business partners: Yes (Deloitte, Barclays, TeachFirst, Man Charitable Trust)
Academic partners: Yes – some UK universities
9. How many people work in the hub's organisation? Are they paid or volunteers?
N/A
10. Do the students have to pay to be part of it?
No
11. How do they cover their financial needs? (government support/sponsors/advertising)
University and Corporate partners, Trust and Foundation partners, Staff services (training, advertising, recruitment), students (fund raising), local authorities
12. How do they market themselves? (no marketing/social media/partners/etc)
National and Local media

ERASMUS Business Model Questionnaire

1. Organisation's name:
Erasmus Student Network (ESN)
2. Region:
Europe
3. Source of information (website details, article, person contact details, etc):
<https://esn.org/>
4. Organisation's philosophy (what do they state as their mission/vision/goals?):
Mission - ESN is the key volunteer student organisation in international higher education in Europe. We provide opportunities for cultural understanding and self-development under the principle of SHS – Students Helping Students.
Vision – For the enrichment of society through international students.
5. Does the hub have a physical and/or virtual structure? If physical, how many and in how many different cities/countries? Does it have 24h access or just business hours?
Physical structure, Mon to Fri 9am – 5pm
6. Who is responsible for running this hub? (government/students/private institution)
European Union (EU)
7. Who are their partners?
23 Business partners
10 Academic partners
8. How many people work in the hub's organisation? Are they paid or volunteers?
5
9. Do the students have to pay to be part of it?
Yes - The cost of membership (and the ESNcard) varies from one ESN section to another depending on the benefits they offer.
10. How do they cover their financial needs? (government support/sponsors/advertising)
Membership fee, European Commission, The Council of Europe and Belgian State, Sponsorship income
11. How do they market themselves? (no marketing/social media/partners/etc)
Social Media

GLOBAL SHAPERS Business Model Questionnaire

1. Organisation's name:
Global Shapers Community
2. Country:
Switzerland
3. Source of information (website details, article, person contact details, etc):
<https://www.globalshapers.org/>
4. Organisation's philosophy (what do they state as their mission/vision/goals?):
We believe in a world where young people are central to solution-building, policy-making and lasting change. Founded by the World Economic Forum in 2011, the Global Shapers Community is a network of inspiring young people (under 30) working together to address local, regional and global challenges. With more than 7,000 members, the Global Shapers Community spans 376 city-based Hubs in 156 countries. In each city, teams of Global Shapers self-organize to create initiatives that address the needs of their community. Projects are wide-ranging and include responding to disasters, combating poverty, fighting climate change and building inclusive communities. Shapers are diverse in expertise, education, income and race – but are united by their desire to catalyse positive change. Community members also connect at the global level through technology and face-to-face events to influence global affairs and make sure that decision-making preserves the interests of the next generation. Giving young leaders opportunities to expand their networks and ideas challenges them to shape a more positive, peaceful and prosperous world. The Global Shapers Community is a scalable solution for organizing and mobilizing the full potential of young people
5. Does the hub have a physical and/or virtual structure? If physical, how many and in how many different cities/countries? Does it have 24h access or just business hours?
The Global Shapers Community spans 378 city-based Hubs in 163 countries and territories.
6. Who is responsible for running this hub? (government/students/private institution)
A non-for-profit organization - World Economic Forum (an independent international organization).
7. Who are their partners?
4 business partners:
 1. Global partner: Salesforce, Sari
 2. Regional partner: Oando Plc
 3. National partner: Reliance Industries Limited
 4. Impact partner: The Coca-Cola Company
 Academic partners: No
8. How many people work in the hub's organisation? Are they paid or volunteers?
11, They are all paid
9. Do the students have to pay to be part of it?
N/A
10. How do they cover their financial needs? (government support/sponsors/advertising)
Contribution from the World Economic Forum
11. How do they market themselves? (no marketing/social media/partners/etc)
N/A

SUNY Business Model Questionnaire

1. Organisation's name:
SUNY Global Centre
2. Country: USA
SUNY (State university of New York) global provides information for all international students.
3. Source of information (website details, article, person contact details, etc):
<http://system.suny.edu/global/>
4. Organisation's philosophy (what do they state as their mission/vision/goals?):
Global Affairs is committed to building a more informed and inclusive society through global learning by supporting equity and providing opportunities.
Educational services of the highest quality must empower students and prepare them for the interconnected nature of today's world. We seek to embed global learning as an integral part of the educational services provided by SUNY in support of communities across New York State and the world.
5. Does the hub have a physical and/or virtual structure? If physical, how many and in how many different cities/countries? Does it have 24h access or just business hours?
The hub has a physical structure that operates under the Provost department of the university. It is a division called the SUNY Global affairs office. SUNY Global is responsible for strategic planning, policy development, coordination and incubation of system wide global initiatives. The International student service centre is part of this division.
6. Who is responsible for running this hub? (government/students/private institution)
The University by employing professionals in coordinating the State universities and the other 64 branches run within and overseas.
Overseas offices
Ankara, Turkey – OGA Managed OGA Managed
St. Petersburg, Russia
Mexico City Mexico City
Beijing, China– Temporarily Suspended
7. Who are their partners?

Research Foundation	External	Campus	SUNY
RF Board of Directors	Federal Sponsors	Principal Investigators (PIs)	SUNY Board of Trustees
Board Research Committee	Professional Organizations	Academic Department Chairs	SUNY System Administration
Board Committees (Finance, HR, Audit, etc.)	Vendors	Department Administrators	SUNY Communications
Central Office Leadership (Operations Team, RF President, etc.)	Consultants	Campus Staff Performing Administrative Functions	SUNY Counsel
Central Office Function (HR, IS, compliance, etc.)	New York State Legislature	Focus Groups (AP focus group, etc.)	Chancellor's Office

RF Employees (central office, all, retirees, etc.)	Industry	Vice Presidents for Research	SUNY Government Relations
Project Owners	Affiliated Corporations' Board of Directors & Leadership	Operations Managers	
Project Team Members	Media	Campus Presidents	
Regional Hub Leadership	Regional Economic Development Councils	Campus Information Officers	
Operations Managers	Auditors (e.g., KPMG, etc.)		
Human Resources Officers	Insurance Carriers/Agents		

8. How many people work in the hub's organisation? Are they paid or volunteers?

It is a structured hub with fulltime employees

9. Do the students have to pay to be part of it?

Most services are not charged

10. How do they cover their financial needs? (government support/sponsors/advertising)

It is funded by the state university and the government. It is also being funded by the Reinvestment Fund Organisation to establish centres in other countries.

11. How do they market themselves? (no marketing/social media/partners/etc)

They partner with the institutions, business organizations and the government. They also have a web page that gives detailed information on the services that are provided. Other schools also affiliate with SUNY which also promotes and advertises their products.

HONG KONG Business Model Questionnaire

1. Organisation's name:

Universities supported by University Grants Committee (UGC) in Hong Kong, which include

- City University of Hong Kong (CityU)
- Hong Kong Baptist University (HKBU)
- Lingnan University (LU)
- The Chinese University of Hong Kong (CUHK)
- The Education University of Hong Kong (EdUHK)
- The Hong Kong Polytechnic University (PolyU)
- The Hong Kong University of Science and Technology (HKUST)
- The University of Hong Kong (HKU)
- UGC is a part of HKSAR (Hong Kong Special Administrative Region) government, (it is the proper name for Hong Kong Government)

(I mostly used University of Hong Kong's data as a representative. This university is ranked 7th in the world university ranking by subject in Education.)

2. Country:

Hong Kong

3. Source of information (website details, article, person contact details, etc):

Government web page of Hong Kong

<https://www.edb.gov.hk/en/edu-system/postsecondary/policy-objectives/index.html>

4. Organisation's philosophy (what do they state as their mission/vision/goals?):

Education policy objective:

To provide multiple and flexible articulation pathways for our young people to pursue post-secondary education (Currently about 70% of the relevant age cohort have access to post-secondary education, including 45% who have access to degree education); To further develop Hong Kong as a regional education hub;

⇒ In short, attract more students through intensive government support to university by funding.

⇒ Human resources, they claimed to be a "Gateway to China".

(these are the government statement and policy page)

5. Does the hub have a physical and/or virtual structure? If physical, how many and in how many different cities/countries? Does it have 24h access or just business hours?

It seems they do not have a physical setup of a "student hub", instead the -University of Hong Kong supports students through an "Orientation program" or "student resources" programs and webpage. (Example, "Centre of Development and Resources for Student" page.)

<http://wp.cedars.hku.hk/web/studentlife/>

<http://www.cedars.hku.hk/>

6. Who is responsible for running this hub? (government/students/private institution)

Government, and each university (for university levels of "student service".)

I haven't found the information to support who is running the total "education hub", but I assume that will be government.

7. Who are their partners?

Business partners: No/Yes (how many, who?)

New material or products for business partners such as Flectrode Technologies Ltd, Baosteel Group etc, a lot

(<http://www.als.hku.hk/admission/exchange/partner-list/detail/1?&continent=america>)

Academic partners: Yes Exchange partners in 42 countries (The -University of Hong Kong)
Countries of universities that partner with The Hong Kong University: Australia, Austria, Canada, China, Denmark, Finland, France, Germany, Ireland, Israel, Italy, Japan, Korea, Kyrgyzstan, Latvia, Lithuania, Malaysia, Mongolia, New Zealand, Norway, Russia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, The Netherland, UK, USA

Total number of collaborative research, contract research and consultancy projects collaboration 1,970 making HK\$446.82M, 102 licences and 1501 patents (2016-2017)
(University of Hong Kong alone, <https://www.cpao.hku.hk/firstandforemost/innovation>)

8. How many people work in the hub's organisation? Are they paid or volunteers?

N/A (as I could not find university level of physical hub. For the access of this type of model and service, we need someone to support from the organisation)

9. Do the students have to pay to be part of it?

No/Yes (how much per month/year/etc)

10. How do they cover their financial needs? (government support/sponsors/advertising)

Government funding, partnership

11. How do they market themselves? (no marketing/social media/partners/etc)

Media, networking, world university rankings, journal articles published by research, patenting, etc

SINGAPORE Business Model Questionnaire

1. Organisation's name:

National Institute of Education (NIE), Nanyang Technological University (NTU) (run by Singapore government) and Singapore Management University (officially, it is a private institute)

2. Country:

Singapore

3. Source of information (website details, article, person contact details, etc):

University web sites for NIE and NTU, article "Education hubs: international, regional and local dimensions of scale and scope" Jane Knight (2013), "Emerging Education Hubs: The Case of Singapore" Sidhu, Ho, and Yeoh (2011)

4. Organisation's philosophy (what do they state as their mission/vision/goals?):

For the student (knowledge and innovation) hub, there are three main goals.

- Providing high quality world class education through financial support, collaboration and partnerships with other universities (branch campus, virtual programme etc) and institutes.
- Improving domestic higher education through international partnership (overlapping with goal 1, but it is more on stimulating locals by international relationships, virtual hubs)
- Country level investment on research facilities

5. Does the hub have a physical and/or virtual structure? If physical, how many and in how many different cities/countries? Does it have 24h access or just business hours?

Hubs include physical (innovation, knowledge production, face to face conversation and observation, university education and for learning purpose), and virtual (online learning, network etc)

For the physical hub, it is not open for 24hours (example: National Institute of Education student hub open 7:30am to 8:30pm). However, hub is a cluster of organisation and major variation between hubs are expected.

6. Who is responsible for running this hub? (government/students/private institution)

Singapore government

7. Who are their partners?

Business partners: Yes - More than 5 including bank, media and network

Academic partners: Yes - More than 40 universities, more than 18 countries

8. How many people work in the hub's organisation? Are they paid or volunteers?

The only information I was able to find about physical student hubs were university levels. There are different types of hubs that are trade, bank information etc, but most of them are for private use and I could not get access to the information I need (how many are working in the section etc)

9. Do the students have to pay to be part of it?

No/Yes (how much per month/year/etc)

(But may be charged depending on which facilities they use)

10. How do they cover their financial needs? (government support/sponsors/advertising)

Combination, but this is the country level institution and mainly invested by government.

11. How do they market themselves? (no marketing/social media/partners/etc)

Social media, journal articles (impact factors, innovation, publications), partners (universities, research institute), conference, networking event etc

MELBOURNE Business Model Questionnaire

1. Organisation's name:
Study Melbourne sStudents Hub
2. Country:
Australia
3. Source of information (website details, article, person contact details, etc):
<https://www.studymelbourne.vic.gov.au/help-and-support/study-melbourne-student-centre>
4. Main services provided:
 - * They provide free laptop, wifi and printer service in the student hub space
 - * It provides information, referral and practical support, legal and workplace rights, accommodation, visa, budget management
 - * They provide information about the city and tours
 - * Provides Internship, volunteering opportunities
5. Organisation's philosophy (what do they state as their mission/vision/goals?):
To help International students to adjust to the environment in Melbourne
6. Does the hub have a physical and/or virtual structure? If physical, how many and in how many different cities/countries? Does it have 24h access or just business hours?
Virtual Hub and 2 physical hubs - 9am to 5pm is the opening timing
7. Who is responsible for running this hub? (government/students/private institution -
Government
8. Who are their partners?
Business partners: No
Academic partners: Yes all the university students in Melbourne can access their hub
9. How many people work in the hub's organisation? Are they paid or volunteers?
Some are paid workers and a few are volunteers who work at the hub
10. Do the students have to pay to be part of it?
No
11. How do they cover their financial needs? (government support/sponsors/advertising)
Government support sponsors
12. How do they market themselves? (no marketing/social media/partners/etc)
Facebook Instagram Twitter

BRISBANE Business Model Questionnaire

1. Organisation's name:
Brisbane Student Hub
2. Country:
Australia
3. Source of information (website details, article, person contact details, etc):
<https://mdaltd.org.au/brisbanestudenthub/>
4. Main services provided:
 - * It gives information and advice on healthcare, employment, budget management, accommodation and legal services
 - * They organise local events and activities
 - * They provide free laptop, wifi and printer service in the student hub space
 - * They provide workshops on accommodation, employment, English language, study strategies, Australian culture
5. Organisation's philosophy (what do they state as their mission/vision/goals?):
To provide free welcoming services to International students
6. Does the hub have a physical and/or virtual structure? If physical, how many and in how many different cities/countries? Does it have 24h access or just business hours?
Virtual Hub and 4 physical hubs
7. Who is responsible for running this hub? (government/students/private institution)
Government and Multicultural Development Australia
8. Who are their partners?
Business partners: Yes 8
Study Brisbane, Study Queensland, AFL Queensland, Brisbane -Lions AFC, La -Boite Theatre Company, Crime stoppers, Successful Graduate, Culture in Mind
Academic partners: Yes all universities in Brisbane
9. How many people work in the hub's organisation? Are they paid or volunteers?
Paid workers
10. Do the students have to pay to be part of it?
No
11. How do they cover their financial needs? (government support/sponsors/advertising)
Government support sponsors
12. How do they market themselves? (no marketing/social media/partners/etc)
Facebook, Twitter, Insta