

# MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors

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## International students encouraged to explore State's attractions

A new initiative designed to encourage and support international students to make the most of Tasmania's tourist attractions was officially launched today.

The Let's Explore Tasmania program provides international UTAS students access to a special discount card to use at various Tasmanian tourism attractions.

Tourism operators can opt to be part of the scheme which provides discounts to drawcards, including wildlife parks, accommodation, adventure walks and hire facilities. The card can also be used by students' friends and relatives who visit them throughout their studies.

The program is collaboration between the Tourism Industry Council Tasmania (TICT), Tourism Tasmania and the University of Tasmania, and follows from a Memorandum of Understanding signed between the TICT and UTAS last year.

"This new card will help our international students and their families tap into some of the State's most prized attractions," University of Tasmania Vice-Chancellor Professor Peter Rathjen said.

"It will also further support the State's tourism operators and provide them with greater engagement opportunities to expand international market share.

"The university aims to grow its international student cohort to 8000 by 2018 and is committed to working closely with the State's key industries, including tourism, to achieve this goal.

"International education has been recognised recently as one of the priority sectors in the State's Economic Development Plan.

"The University is a key part of Tasmania's future including the development of a balanced economy, maximising the potential that higher education can bring economically through attracting students and research investment, as well as enhancing the State culturally and intellectually."

The card's launch coincides with the introduction of the UTAS Friendly campaign, which is being developed by the University's Global Engagement Office.

The UTAS Friendly campaign aims to work with communities, businesses and organisations to provide a range of programs and benefits for the University's international student cohort, with participating groups displaying a UTAS Friendly logo.

"The UTAS Friendly logo will help profile and promote businesses and other partners which provide benefits and are welcoming of international students," University Pro Vice-Chancellor (Global Engagement) Professor Peter Frappell said.

"Other programs intended within the UTAS Friendly campaign include internship opportunities, student employment and student housing, to name a few."

To find out more about Let's Explore Tasmania visit [www.utas.edu.au/utas-friendly](http://www.utas.edu.au/utas-friendly)

**Information released by:**

**The Communications and Media Office, University of Tasmania**

**Phone: (03) 6226 8518; 0429 336 328 (Peter Cochrane)**

**Email: [Peter.Cochrane@utas.edu.au](mailto:Peter.Cochrane@utas.edu.au)**