





# WELCOME TO IMAGINE EDUCATION



At Imagine, we cater for your every need as a student. We offer a large range of courses to suit your educational and life choices, accommodation services, state-of-the-art interactive whiteboard technology, a comprehensive activities calendar, and a job club to assist you in gaining part-time employment. Imagine has a warm, welcoming atmosphere and well-qualified staff who are enthusiastic about your learning and their teaching.



THE MANAGEMENT TEAM

## CONTENTS

Imagine around the world	04
About the Gold Coast	06
About Brisbane	07

### OUR CAMPUSES

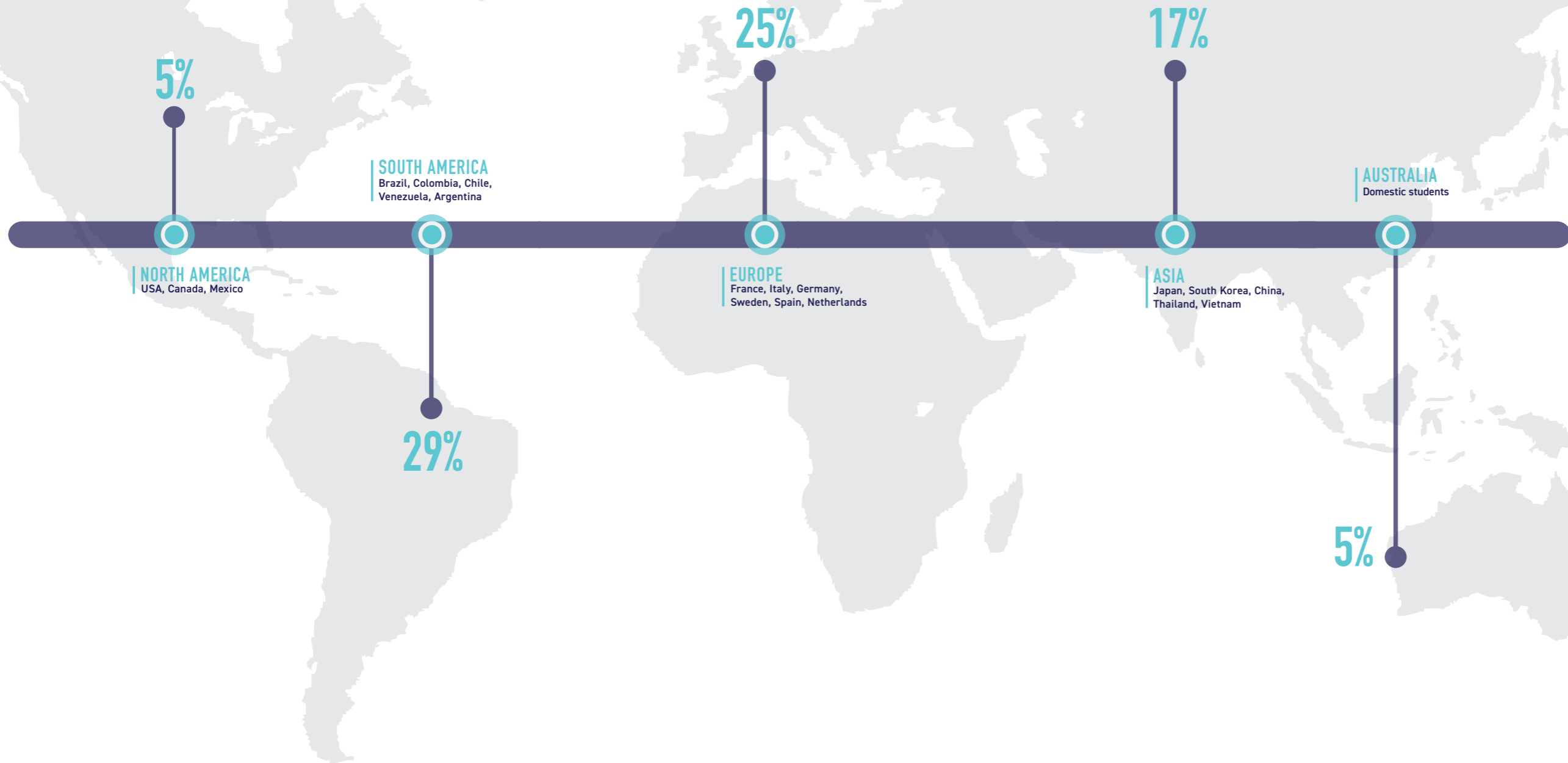
Ashmore campus	08
Main campus	10
Brisbane campus	12
Woolloongabba campus	14

### OUR FACULTIES

Our Live Training Environments	16
Faculty of Hospitality	18
Professional Partnerships	20
Faculty of Automotive	26
Faculty of Children's Services	30
Faculty of Community Services	34
Faculty of Business	38

Student Services	44
Entry requirements	46

# IMAGINE AROUND THE WORLD



**NORTH AMERICA**  
USA, Canada, Mexico

**SOUTH AMERICA**  
Brazil, Colombia, Chile, Venezuela, Argentina

**EUROPE**  
France, Italy, Germany, Sweden, Spain, Netherlands

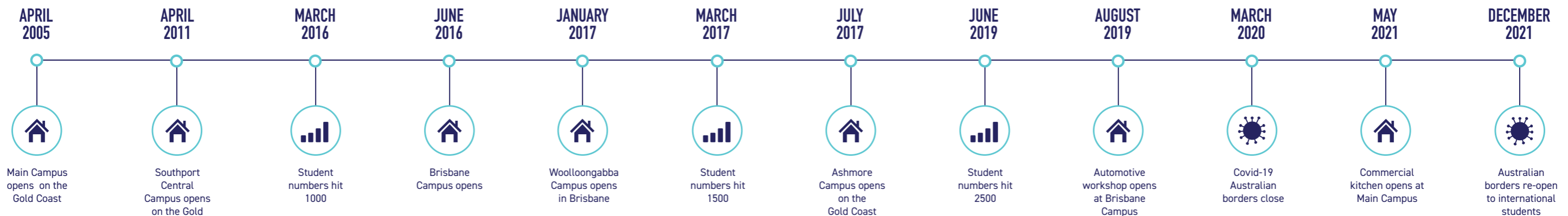
**ASIA**  
Japan, South Korea, China, Thailand, Vietnam

**AUSTRALIA**  
Domestic students

**5**  
CAMPUSES ACROSS THE GOLD COAST AND BRISBANE

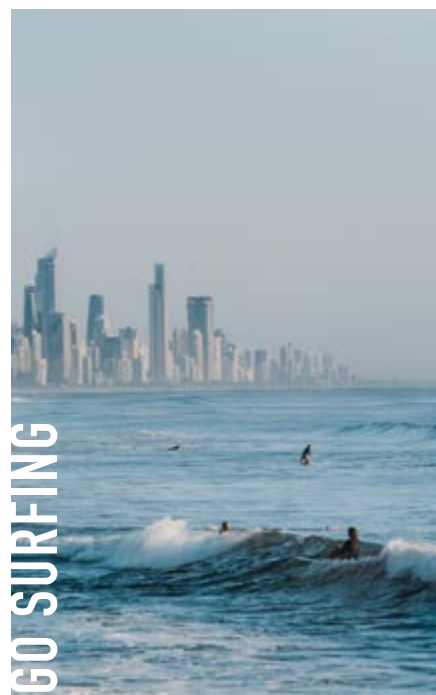
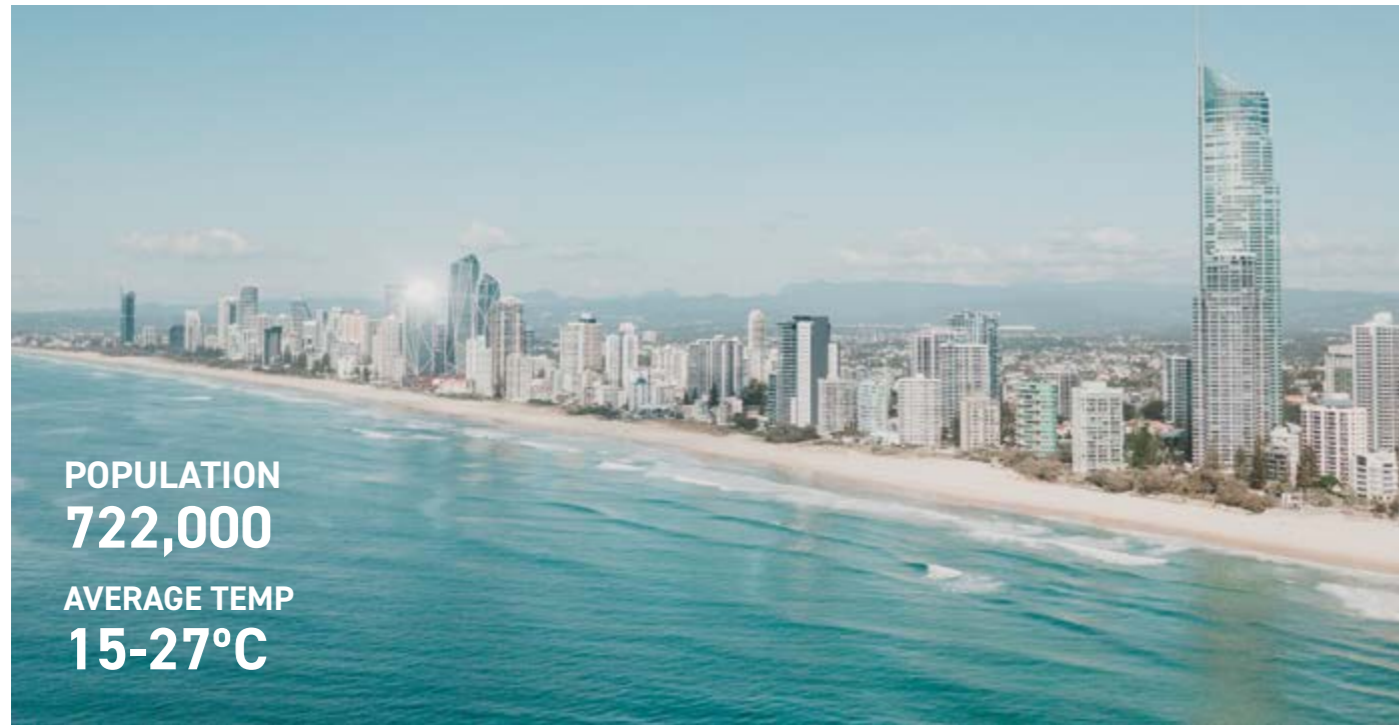
**24-28**  
AVERAGE STUDENT AGE

**OVER 18,000**  
SOCIAL MEDIA FOLLOWERS



# ABOUT THE GOLD COAST

Voted the “best student city by the sea” by QS Top Universities, the Gold Coast is a popular destination for international students and it is easy to see why. With 52km of beautiful golden beaches, amazing national parks, 300 days of sunshine a year, and plenty of world-class surf breaks, the Gold Coast is an amazing place to live and study.



# ABOUT BRISBANE

There is so much to do and see in Brisbane including beautiful nature walks and parks, bustling night markets, and world-class cultural exhibitions and events. Brisbane is also within driving distance to amazing national parks and the golden beaches of the Gold Coast. With 283 sunshine days every year, Brisbane definitely tops our list as one of the best places to study in.



# ASHMORE CAMPUS

FACULTY OF HOSPITALITY

FACULTY OF AUTOMOTIVE

FACULTY OF COMMUNITY SERVICES

Imagine Education's Ashmore Campus is conveniently located in the heart of Ashmore at 151 Currumburra Road. The campus is located within walking distance to Ashmore City Shopping Centre, medical centres, banking facilities and public transport.

## CAMPUS BENEFITS

- Get hands-on, real-world experience with our automotive workshop located on-site at the campus.
- The Ashmore kitchen provides commercial cookery live-training facilities for all cookery students.
- Lessons integrate the latest interactive whiteboard technology and resource materials.





## CAMPUS BENEFITS

- Imagine's Main campus has 6 fully equipped classrooms with comfortable furniture and the latest in teaching facilities.
  - Our students have the unique benefit of having a childcare centre on-site to access for their live practical training. This centre, Imagine Childcare and Kindergarten, is known for its excellence in service and facilities.
  - Fully equipped commercial kitchen.
- 

# MAIN CAMPUS

FACULTY OF HOSPITALITY

FACULTY OF CHILDREN'S SERVICES

FACULTY OF BUSINESS

Imagine Education's Main Campus is located at 13 Benowa Road Southport on the beautiful Gold Coast. Our state-of-the-art campus is located only five-minutes drive from the Southport CBD and 10-minutes drive from famous Surfers Paradise. Our campus is surrounded by native bushland and provides a tranquil environment for our students. We are located near a major shopping centre which has a post office, medical facilities, a chemist, three supermarkets and many other speciality stores.

# BRISBANE CAMPUS

FACULTY OF HOSPITALITY

FACULTY OF AUTOMOTIVE

FACULTY OF BUSINESS

FACULTY OF CHILDREN'S SERVICES

FACULTY OF COMMUNITY SERVICES

COLLEGE OF ENGLISH

Imagine Education's Brisbane campus is located at 170 Leichhardt Street, Spring Hill, in the heart of Brisbane's CBD, just a short 10-minute stroll from Brisbane's Central Station and Queen Street Mall. Our Brisbane Campus has been designed with a distinct Australian feel, giving our students a unique insight into all of the beauty that our wonderful country offers.

## CAMPUS BENEFITS

- Imagine's Brisbane campus has fifteen classrooms equipped with comfortable, modern furniture and the latest in teaching facilities.
- Imagine Education also has a commercial kitchen for our Brisbane commercial cookery students' practical training, and a workshop for the automotive students.
- Our Brisbane campus is in close proximity to public transport, restaurants and coffee shops.





## CAMPUS BENEFITS

- Our Brisbane commercial cookery students have the benefit of a fully-equipped commercial kitchen in The Best Western Plus Hotel Diana, right next to the hotel's own kitchen.
  - Small class sizes in our live training environment mean that students will receive one-on-one attention from our qualified chef.
  - The Woolloongabba campus is located near public transport and in close proximity to many shops and cafés.
- 

# WOOLLOONGABBA CAMPUS

FACULTY OF HOSPITALITY

Imagine's Brisbane kitchen is located close to the Brisbane CBD in Woolloongabba and is part of a 4.5 star hotel. Small class sizes in our live training environment mean that students will receive one-on-one attention from our qualified chef, enriching their learning experience.



# LIVE TRAINING ENVIRONMENTS



PURPOSE-BUILT AND FULLY EQUIPPED  
COMMERCIAL COOKERY KITCHENS IN BOTH  
THE GOLD COAST AND BRISBANE



LIVE AUTOMOTIVE WORKSHOP FULLY-EQUIPPED  
WITH THE LATEST TECHNOLOGY AND SCAN  
TOOLS, INCLUDING FUEL INJECTION DIAGNOSTIC  
MACHINERY



LARGE CHILDCARE FACILITY ON-SITE AT OUR  
MAIN CAMPUS, PROVIDING OUR CHILDCARE  
STUDENTS WITH CONVENIENT ACCESS TO  
QUALITY PRACTICAL TRAINING

# FACULTY OF HOSPITALITY



Imagine Education Australia's Faculty of Hospitality provides our students with large commercial kitchens to give our students the best possible training in the best possible facilities. Our state-of-the-art Gold Coast commercial cookery kitchens are based in our Ashmore and Main campuses. Our Ashmore campus has the added benefit of being located next to the Ridgeway Group prep kitchen, giving our Gold Coast students invaluable access and additional training in a real-world environment. Our newest commercial kitchen is in our Main Campus, built in May 2020. Our Brisbane commercial cookery kitchen is located inside the Best Western Plus Hotel Diana, just a short distance from our Brisbane Campus, and right next to the hotel's own kitchen. Our enviable partnership with the renowned Ridgeway Group means our hospitality students have the unique opportunity to gain valuable work experience and placements with one of the Ridgeway Group's highly regarded restaurants situated on the Gold Coast and in Brisbane.



Imagine Education Australia is proud of our partnership with Ridgeway Group. This partnership gives our hospitality students the opportunity to gain valuable work experience and placements with one of Ridgeway Group's five highly regarded restaurants situated on the Gold Coast. Owner, Daniel Ridgeway, is one of the Gold Coast's most celebrated chefs and restaurateurs and this partnership means our students are taught by the best.

# PROFESSIONAL PARTNERSHIPS

## RIDGEWAY GROUP.





## SIT30821 CERTIFICATE III IN COMMERCIAL COOKERY

<b>COURSE CODE:</b>	SIT30821
<b>CRICOS CODE:</b>	109789H
<b>COURSE LENGTH:</b>	40 weeks
<b>CAREER OUTCOMES:</b>	This qualification provides a pathway to work as a commercial cook in organisations such as restaurants, hotels, clubs, pubs, cafes, and coffee shops.
<b>ARTICULATION PATHWAY:</b>	Certificate IV in Kitchen Management
<b>CAMPUS:</b>	Ashmore Campus, Brisbane Campus, Woolloongabba

When you choose Imagine Education's Certificate III in Commercial Cookery, you will spend 40-weeks of quality practical training in our state-of-the-art commercial kitchens on the Gold Coast and in Brisbane. This will be complimented with in-depth theory work delivered by our highly-qualified and dedicated trainers. You will complete 48 service periods in a commercial kitchen and master a variety of food and preparation techniques, opening up a world of opportunity to start your career in commercial cookery.

Once you have graduated, you may wish to further your study by moving on to a higher qualification, or take the skills you have learnt and start your dream career.

*For course entry requirements; please see pages 46 & 47*

## SIT40521 CERTIFICATE IV IN KITCHEN MANAGEMENT

<b>COURSE CODE:</b>	SIT40521
<b>CRICOS CODE:</b>	109658H
<b>COURSE LENGTH:</b>	25 weeks
<b>CAREER OUTCOMES:</b>	This qualification provides a pathway to work in organisations such as restaurants, hotels, clubs, pubs, cafes and coffee shops, or to run a small business in these sectors. Possible job titles include: chef, chef de partie.
<b>PRE-REQUISITES:</b>	Certificate III in Commercial Cookery
<b>CAMPUS:</b>	Ashmore Campus, Brisbane Campus, Woolloongabba

Study Imagine Education's Certificate IV in Commercial Cookery and complete 25-weeks of quality practical and theory training at our state-of-the-art kitchens and campuses on the Gold Coast and in Brisbane. This includes 12 service periods in a commercial kitchen where you will gain the skills to work as a chef or chef de partie.

This qualification teaches you how to work in a supervisory or team leading role in the kitchen. You will learn to work independently or with limited guidance, and solve non-routine problems.

It is strongly recommended that you undertake lower level qualifications, and/or gain industry experience prior to entering this qualification.

*For course entry requirements; please see pages 46 & 47*

## SIT50422 DIPLOMA OF HOSPITALITY MANAGEMENT (COMMERCIAL COOKERY)(UPGRADE)

<b>COURSE CODE:</b>	SIT50422
<b>CRICOS CODE:</b>	110579H
<b>COURSE LENGTH:</b>	27 weeks
<b>CAREER OUTCOMES:</b>	Cafe manager, chef de cuisine, kitchen manager, restaurant manager, sous chef, unit manager (catering operations)
<b>ARTICULATION PATHWAY:</b>	Advanced Diploma of Hospitality Management
<b>CAMPUS:</b>	Ashmore Campus, Brisbane Campus, Woolloongabba

Do you love to lead others and also love working in the hospitality industry? Study your Diploma of Hospitality Management (Commercial Cookery) and become qualified in this important field.

This course offers you the quality training needed to launch a career as a supervisor within various hospitality enterprises.

Your training will allow you to work in settings including restaurants, hotels, clubs, pubs, cafes, cafeterias and coffee shops. Individuals learn to operate independently, have responsibility for others, and make a range of operational business decisions.

Once you are qualified you open yourself up to a world of possibilities in this in-demand field.

*For course entry requirements; please see pages 46 & 47*



## SIT50422 DIPLOMA OF HOSPITALITY MANAGEMENT

---

**COURSE CODE:** SIT50422

**CRICOS CODE:** 110579H

**COURSE LENGTH:** 56 weeks

**CAREER OUTCOMES:** Restaurant manager; hotel manager; banquet or function manager; chef de cuisine; chef patissier; executive housekeeper; front office manager; kitchen manager; motel manager; sous chef; unit manager (catering operations)

**CAMPUS:** Ashmore Campus

Up-skill yourself and stand out from the rest by choosing to study your Diploma of Hospitality Management with Imagine Education.

Over 56-weeks you will receive in-depth theory and practical training from our dedicated hospitality trainers. With 36 service periods in a hospitality environment, you will gain valuable practical experience. You will gain the skills and knowledge to be a competent supervisor within various hospitality enterprises. Students who successfully complete this course will have the skills to operate independently, have responsibility for others, and make a range of operational business decisions.

Once you complete your course you may wish to continue your training by choosing our Advanced Diploma of Hospitality Management or you may choose to begin a career in this in-demand field.

*For course entry requirements; please see pages 46 & 47*

## SIT60322 ADVANCED DIPLOMA OF HOSPITALITY MANAGEMENT

---

**COURSE CODE:** SIT60322

**CRICOS CODE:** 110580D

**COURSE LENGTH:** 51 weeks

**CAREER OUTCOMES:** Food and beverage manager; operations manager; cafe owner or manager; motel owner or manager; head chef; human resources coordinator; sales and marketing coordinator

**CAMPUS:** Ashmore Campus

A career in hospitality is a rewarding one, and by choosing to study Imagine Education's Advanced Diploma of Hospitality Management you are giving yourself a real edge in your future career. Based at our modern Ashmore Campus, you will complete 56-weeks of quality practical and theory training, inclusive of 36 service periods in a hospitality environment.

With this qualification you will learn to operate at a senior level using substantial industry knowledge and specialised managerial skills across the hospitality industry. You will be able to work independently, take responsibility for others, and make a range of strategic business decisions.

After you graduate you will be qualified to work in a number of senior positions including: food and beverage manager, operations manager, and café manager and much more.

*For course entry requirements; please see pages 46 & 47*

# FACULTY OF AUTOMOTIVE



Imagine Education Australia's Faculty of Automotive provides our students with the unique benefit of gaining industry experience in our purpose-built and fully operational automotive workshops located at our Ashmore Campus and our Brisbane campus. Our students attend their practical training in a live workshop that is fully-equipped with the latest technology and scan tools. Combined with the best possible training from our highly-skilled and dedicated automotive trainers, our automotive students complete their training armed with the knowledge and skills to work in the real world.



## AUR40216 CERTIFICATE IV IN AUTOMOTIVE MECHANICAL DIAGNOSIS

<b>COURSE CODE:</b>	AUR40216
<b>CRICOS CODE:</b>	091659C
<b>COURSE LENGTH:</b>	36 weeks
<b>CAREER OUTCOMES:</b>	Automotive lead; master technician; automotive technical adviser
<b>ARTICULATION PATHWAY:</b>	AUR50116 Diploma of Automotive Management
<b>CAMPUS:</b>	Ashmore Campus, Brisbane Campus

Students who have completed an Automotive Mechanical Certificate III, or can demonstrate equivalent competency, are invited to enrol in our Certificate IV in Automotive Mechanical Diagnosis. This course gives you the thorough training to allow you to confidently graduate with the skills to begin a career in roles such as automotive lead, master technician, and automotive technical advisor.

During your 36-week course at our fully-operational workshop, you will be given advanced training in the diagnostic and technical skills needed to perform in an automotive retail, service, and repair environment.

*For course entry requirements; please see pages 46 & 47*

## AUR30620 CERTIFICATE III IN LIGHT VEHICLE MECHANICAL TECHNOLOGY

<b>COURSE CODE:</b>	AUR30620
<b>CRICOS CODE:</b>	103669J
<b>COURSE LENGTH:</b>	60 weeks
<b>CAREER OUTCOMES:</b>	Automotive mechanic
<b>ARTICULATION PATHWAY:</b>	Certificate IV in Automotive Mechanical Diagnosis
<b>CAMPUS:</b>	Ashmore Campus, Brisbane Campus

Do you dream of working in the automotive industry? By choosing to begin your automotive training with Imagine Education, you can be assured that you are giving yourself the best possible start to your automotive career.

Throughout your 60-week course you will be given hands-on training and work on real vehicles at our purpose-built automotive workshop. You will also receive quality theory training that is tailored to compliment your practical lessons.

Your course will cover; knowledge of a wide range of fundamental principles relating to industry practices and procedures; how to service, repair, and diagnose faults in a motor vehicle weighing up to 4.5 Tonnes; how to diagnose, service, and repair faults in light vehicle engines, transmission, suspension, steering, brake, electrical systems and components; and a sound understanding of the vehicles' construction, component identification, and operating principles.

*For course entry requirements; please see pages 46 & 47*

## AUR50116 DIPLOMA OF AUTOMOTIVE MANAGEMENT

<b>COURSE CODE:</b>	AUR50116
<b>CRICOS CODE:</b>	103025A
<b>COURSE LENGTH:</b>	30 weeks
<b>CAREER OUTCOMES:</b>	Workshop Manager, Dealership Manager
<b>ARTICULATION PATHWAY:</b>	BSB50420 Diploma of Leadership and management
<b>CAMPUS:</b>	Main Campus

Give yourself the confidence and skills to become a leader and advance your career by studying Imagine Education's Diploma of Automotive Management.

This 30-week course will give you the skills to undertake the tasks and responsibilities required in a management role in the automotive industry. You will learn important skills that are key to successfully taking on a leadership role. These include; managing workplace relationships and team effectiveness; managing sustainability and best practice; ensuring a safe workplace; recruiting, selection, and induction of staff; and business planning.

*For course entry requirements; please see pages 46 & 47*

# FACULTY OF CHILDREN'S SERVICES



Imagine Education Australia's Faculty of Children's Services is committed to providing our childcare students the best possible practical and theory training to give them the knowledge and tools to work in the in-demand field of childcare. Our Gold Coast students have the unique benefit of having a childcare centre on-site at our Main Campus to access for their live practical training. This centre, Imagine Childcare and Kindergarten, is known for excellence in service and facilities. Our Brisbane Campus students are placed in highly reputable childcare centres to complete their practical training. Having access to such high-calibre childcare centres means our students graduate with many hours of invaluable practical training, mentored by highly-qualified senior staff.





## CHC30121 CERTIFICATE III IN EARLY CHILDHOOD EDUCATION AND CARE

---

<b>COURSE CODE:</b>	CHC30121
<b>CRICOS CODE:</b>	107589K
<b>COURSE LENGTH:</b>	46 weeks
<b>CAREER OUTCOMES:</b>	Child care assistant, child care worker, family day care worker, nanny, playgroup supervisor
<b>ARTICULATION PATHWAY:</b>	Diploma of Early Childhood Education and Care
<b>CAMPUS:</b>	Main Campus, Brisbane Campus

By choosing to study Imagine Education's Certificate III in Early Childhood Education and Care, you can be assured you are giving yourself the best start in launching a career in this in-demand field.

As well as receiving in-depth theory and practical training from our qualified childcare trainers, you will also complete 160 hours of vocational placement. Should you choose to study this qualification at our Gold Coast Campus, this will take place at either our unique on-site childcare centre, Imagine Childcare and Kindergarten, located right next to our Main Campus, or at a selected quality childcare centre. Should you choose to study this qualification at our Brisbane Campus, you will also complete 160 hours of vocational placement. This will take place at a selected quality childcare centre.

*For course entry requirements; please see pages 46 & 47*

## CHC50121 DIPLOMA OF EARLY CHILDHOOD EDUCATION AND CARE

---

<b>COURSE CODE:</b>	CHC50121
<b>CRICOS CODE:</b>	107590F
<b>COURSE LENGTH:</b>	50 weeks
<b>CAREER OUTCOMES:</b>	Authorised supervisor (children's services); centre manager (children's services); group/ team coordinator/ leader (children's services); child care worker; child development worker; children's services coordinator; children's adviser
<b>PRE-REQUISITES:</b>	Certificate III in Early Childhood Education and Care
<b>CAMPUS:</b>	Main Campus, Brisbane Campus

By choosing to continue your childcare studies with Imagine Education's Diploma of Early Childhood Education and Care, you pave your way to a higher level of responsibility in the field of childcare. As part of your diploma you will complete up to 280 invaluable hours of vocational placement. Should you choose to study this qualification at our Gold Coast Campus, this will take place at either our unique on-site childcare centre, Imagine Childcare and Kindergarten, located right next to our Main Campus, or at a selected quality childcare centre. Should you choose to study this qualification at our Brisbane Campus, you will also complete 280 hours of vocational placement. This will take place at a selected quality childcare centre.

Once you graduate from this course, you may either choose to start your childcare career, or continue your studies with a university degree in Education or Community Services\*.

*\*This Diploma is a pathway to a university degree, but does not guarantee you entry into university.*

*For course entry requirements; please see pages 46 & 47*

# FACULTY OF COMMUNITY SERVICES



At Imagine Education Australia we recognise that there is a demand for qualified and skilled workers in the aged care and individual support sector. Our Faculty of Community Services courses are tailored to give our students the opportunity to receive hands-on, practical experience in quality care facilities. Combined with theory training from highly-skilled and dedicated trainers, our Faculty of Community Services students graduate armed with the tools and knowledge to make their mark in this in-demand field.



## CHC33021 CERTIFICATE III IN INDIVIDUAL SUPPORT

<b>COURSE CODE:</b>	CHC33021
<b>CRICOS CODE:</b>	112531H
<b>COURSE LENGTH:</b>	27 weeks
<b>CAREER OUTCOMES:</b>	Accommodation support worker; nursing assistant; care assistant/service employee/worker; community care/house/support worker; disability service officer (in some jurisdictions) residential care worker
<b>ARTICULATION PATHWAY:</b>	Certificate IV in Ageing Support
<b>CAMPUS:</b>	Ashmore Campus, Brisbane Campus

Working in client homes and other community settings under regular supervision and guidelines, you will carry out tasks such as maintaining personal care and/or other activities of living for people in aged care settings. This includes activities related to individualised plans, and reporting directly to a supervisor.

When you graduate you are qualified to enter the field in positions such as a nursing assistant. You can also continue your studies with our Certificate IV in Ageing Support or accelerate your learning by enrolling in our Certificate IV in Ageing Support (upgrade).

You will also complete at least 120 hours of practical training in a high-quality aged care centre (three weeks practical in a consecutive block), to gain the confidence and training to become another of Imagine's success stories in this industry.

*For course entry requirements; please see pages 46 & 47*

## CHC43015 CERTIFICATE IV IN AGEING SUPPORT (UPGRADE)

<b>COURSE CODE:</b>	CHC43015
<b>CRICOS CODE:</b>	090560M
<b>COURSE LENGTH:</b>	39 weeks
<b>CAREER OUTCOMES:</b>	Accommodation support worker; hostel supervisor; personal care worker; care supervisor; social programs coordinator; care team leader; residential care worker; day activity worker; support worker
<b>CAMPUS:</b>	Ashmore Campus, Brisbane Campus

Students who have completed their Certificate III in Individual Support may choose to accelerate their learning with Imagine Education's Certificate IV in Ageing Support (upgrade). You will primarily work in residential facilities learning activities related to maintaining an individual's wellbeing. You may provide services to individuals with complex needs, and work with groups of older people. You will report to service managers, liaise with professional and other service providers, and may be required to supervise other workers.

You will also complete at least 120 hours of practical training in a high-quality aged care centre (three weeks practical in a consecutive block), to gain the confidence and training to become another of Imagine's success stories in this industry.

*For course entry requirements; please see pages 46 & 47*

## CHC43015 CERTIFICATE IV IN AGEING SUPPORT

<b>COURSE CODE:</b>	CHC43015
<b>CRICOS CODE:</b>	090560M
<b>COURSE LENGTH:</b>	39 weeks
<b>CAREER OUTCOMES:</b>	Accommodation support worker; hostel supervisor; personal care worker; care supervisor; social programs coordinator; care team leader; residential care worker; day activity worker; support worker
<b>CAMPUS:</b>	Ashmore Campus, Brisbane Campus

By choosing to study your Certificate IV in Ageing Support you are taking the steps towards a rewarding career where you can really make a difference in somebody's life.

You will primarily work in residential facilities learning activities related to maintaining an individual's wellbeing. You may provide services to individuals with complex needs, and work with groups of older people. You will report to service managers, liaise with professional and other service providers, and may be required to supervise other workers. You will also complete at least 120 hours of work in a high-quality aged care centre (three weeks practical in a consecutive block), to gain the confidence and training to become another of Imagine's success stories in this industry.

*For course entry requirements; please see pages 46 & 47*

# FACULTY OF BUSINESS



Imagine Education Australia's Faculty of Business delivers training in marketing and communication, and leadership and management. Courses are offered from Certificate IV level through to Advanced Diploma level. Our highly-skilled trainers are committed to providing our students the best and most up-to-date training in their chosen area of this dynamic field. At Imagine our aim is to give our Faculty of Business students the tools and training to enter the world of business confidently.



## BSB50620 DIPLOMA OF MARKETING AND COMMUNICATION

<b>COURSE CODE:</b>	BSB50620
<b>CRICOS CODE:</b>	103734E
<b>COURSE LENGTH:</b>	32 weeks
<b>CAREER OUTCOMES:</b>	Marketing manager; marketing team leader; product manager; public relations manager
<b>ARTICULATION PATHWAY:</b>	Advanced Diploma of Marketing and Communication
<b>PRE-REQUISITES:</b>	See Entry Requirements
<b>CAMPUS:</b>	Brisbane Campus

Once you have completed your Certificate IV in Marketing and Communication you may wish to continue to develop your skill-set with Imagine Education's Diploma of Marketing and Communication. This qualification opens up a higher level of career and educational opportunities.

Over 32-weeks you will learn important skills including; planning and implementing sponsorship and event marketing; designing and developing marketing communication plans; managing budgets and financial plans; and planning direct marketing activities.

*For course entry requirements; please see pages 46 & 47*

## BSB40820 CERTIFICATE IV IN MARKETING AND COMMUNICATION

<b>COURSE CODE:</b>	BSB40820
<b>CRICOS CODE:</b>	103732G
<b>COURSE LENGTH:</b>	32 weeks
<b>CAREER OUTCOMES:</b>	Direct marketing officer; marketing officer; marketing research assistant; marketing coordinator; public relations officer
<b>ARTICULATION PATHWAY:</b>	Diploma of Marketing and Communication; a range of Diploma Level Qualifications within the business services training package
<b>CAMPUS:</b>	Brisbane Campus

Over the next 5-years strong growth is projected in areas such as Marketing and Public Relations, so now is the time to begin studying towards a career in this rewarding, varied, and in-demand field. Over 32-weeks you will develop marketing skills and a broad knowledge base in a wide variety of marketing contexts. You will learn important skills including; how to promote products and services; how to make a presentation; how to conduct market research; and how to apply digital solutions to work processes.

Once you have successfully completed your qualification, you may wish to pursue a career in a variety of exciting roles. These include marketing officer, marketing research assistant, or public relations officer amongst others. Alternatively you may wish to further your studies with your Diploma of Marketing and Communication or another Diploma course in the Business Services Training Package.

*For course entry requirements; please see pages 46 & 47*

## BSB60520 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

<b>COURSE CODE:</b>	BSB60520
<b>CRICOS CODE:</b>	103738A
<b>COURSE LENGTH:</b>	32 weeks
<b>CAREER OUTCOMES:</b>	Marketing director; marketing strategist; national, regional, or global marketing manager
<b>PRE-REQUISITES:</b>	Completion of all core units in BSB52415 Diploma of Marketing and Communication or BSB50620 Diploma of Marketing and Communication
<b>CAMPUS:</b>	Brisbane Campus

Over 32-weeks students will gain the skills and confidence to lead and manage teams of staff and perform at a managerial level. You will learn key advanced skills including; how to develop and implement diversity policy, business plans, strategic plans, and marketing plans; and how to manage risk. Students studying this qualification may choose to complete a generic marketing qualification or specialise in direct marketing, public relations, or international marketing.

Once you have completed this course you will be qualified to pursue a career in such high-level and in-demand roles as marketing director or strategist, and national, regional, or global marketing manager.

*For course entry requirements; please see pages 46 & 47*

## BSB50420 DIPLOMA OF LEADERSHIP AND MANAGEMENT

---

<b>COURSE CODE:</b>	BSB50420
<b>CRICOS CODE:</b>	103735D
<b>COURSE LENGTH:</b>	36 weeks
<b>CAREER OUTCOMES:</b>	Team leader; corporate or operations manager; account manager; supervisor in both business and government
<b>CAMPUS:</b>	Main Campus, Brisbane Campus

This 36-week course will give you the skills to undertake the tasks and responsibilities required in a management role in a variety of business related fields. You will learn important skills that are key to successfully taking on a leadership role. These include; managing workplace relationships and team effectiveness; ensuring a safe workplace and managing risk; recruiting, selection, and induction of staff; and managing an information or knowledge management system.

After you complete your qualification you may wish to continue your studies with Imagine Education's Advanced Diploma of Leadership and Management or a range of other Advanced Diploma qualifications.

*For course entry requirements; please see pages 46 & 47*



# STUDENT SERVICES

Our friendly Student Services staff are on hand at all of our campuses to assist our students with any issues, enquiries, and help they need.



# ENTRY REQUIREMENTS

You will be required to satisfy the below Entry Requirements in order to enrol. Depending on what course you are enrolling in, you may be required to satisfy further Entry Requirements specific to the course.

## GENERIC ENTRY REQUIREMENTS

---

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

Should you feel you may not possess these literacy skills or have not completed a formal leaving certificate please contact us to discuss support arrangements.

## CERTIFICATE III IN EARLY CHILDHOOD EDUCATION AND CARE ENTRY REQUIREMENTS

---

Students studying this course are required to obtain a Blue Card for working with children.

## DIPLOMA OF EARLY CHILDHOOD EDUCATION AND CARE ENTRY REQUIREMENTS

---

Students studying this course are required to obtain a Blue Card for working with children.

Completion of CHC30121 Certificate III in Early Childhood Education and Care or CHC30113 Certificate III in Early Childhood Education and Care.

## CERTIFICATE IV IN AUTOMOTIVE MECHANICAL DIAGNOSIS ENTRY REQUIREMENTS

---

Those undertaking the Certificate IV in Automotive Mechanical Diagnosis must have completed an automotive mechanical Certificate III qualification, or be able to demonstrate equivalent competency.

## DIPLOMA OF MARKETING AND COMMUNICATION ENTRY REQUIREMENTS

---

Completion of BSB42415 Certificate IV in Marketing and Communication or Completion of the following units (or equivalent competencies): BSBCMM411 Make presentations; BSBCRT412 Articulate, present and debate ideas; BSBMKG433 Undertake marketing activities; BSBMKG435 Analyse consumer behaviour; BSBMKG439 Develop and apply knowledge of communications industry; and BSBWRT411 Write complex documents. Equivalent competencies are predecessors to these units, which have been mapped as equivalent.

## ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION ENTRY REQUIREMENTS

---

Completion of BSB52415 Diploma of Marketing and Communication or Completion of the following units (or equivalent competencies): BSBMKG541 Identify and evaluate marketing opportunities; BSBMKG542 Establish and monitor the marketing mix; BSBMKG552 Design and develop marketing communication plans; BSBMKG555 Write persuasive copy; and BSBPMG430 Undertake project work. Equivalent competencies are predecessors to these units, which have been mapped as equivalent.



# CONTACT US



## EMAIL

info@imagineeducation.com.au

## WEBSITE

www.imagineeducation.com.au

## MAIN CAMPUS

+617 5552 0900  
13 Benowa Road  
Southport QLD 4215

## BRISBANE CAMPUS

+617 5521 0595  
Level 2, 170 Leichhardt Street  
Spring Hill QLD 4000

## SOUTHPORT CENTRAL CAMPUS

+617 5571 1122  
Building 3F, 9 Lawson Street  
Southport QLD 4215

## WOOLLOONGABBA CAMPUS

12 Annerley Road  
Woolloongabba QLD 4102

## ASHMORE CAMPUS

+617 5586 2244  
151 Currumburra Road  
Ashmore QLD 4214

## BRISBANE AUTOMOTIVE WORKSHOP

163 Abbotsford Road  
Bowen Hill QLD 4006

## OUR COURSES

### ENGLISH COURSES

056501E General English; 1 – 60 weeks

### AUTOMOTIVE COURSES

AUR30620 Certificate III in Light Vehicle Mechanical Technology; 60 weeks  
AUR40216 Certificate IV in Automotive Mechanical Diagnosis; 36 weeks  
AUR50116 Diploma of Automotive Management; 30 weeks

### CHILDREN'S SERVICES COURSES

CHC30121 Certificate III in Early Childhood Education and Care; 46 weeks  
CHC50121 Diploma of Early Childhood Education and Care; 50 weeks

### COMMUNITY SERVICES COURSES

CHC33021 Certificate III in Individual Support; 27 weeks  
CHC43015 Certificate IV in Ageing Support; 39 weeks  
CHC43015 Certificate IV in Ageing Support (upgrade); 39 weeks

### HOSPITALITY COURSES

SIT30821 Certificate III in Commercial Cookery; 40 weeks  
SIT40521 Certificate IV in Kitchen Management; 25 weeks  
SIT50422 Diploma of Hospitality Management; 56 weeks  
SIT50422 Diploma of Hospitality Management (Commercial Cookery) (upgrade); 27 weeks  
SIT60322 Advanced Diploma of Hospitality Management; 51 weeks

### BUSINESS COURSES

BSB40820 Certificate IV in Marketing and Communication; 32 weeks  
BSB50620 Diploma of Marketing and Communication; 32 weeks  
BSB60520 Advanced Diploma of Marketing and Communication; 32 weeks  
BSB50420 Diploma of Leadership and Management; 36 weeks

Cricos Provider No. 02695C  
National Provider No. 31302  
Imagine Education Australia Pty Ltd  
Investing in imaginations

The information in this course guide was correct  
at time of printing (November 2023).

### IMAGINE EDUCATION AUSTRALIA

**p.** +617 5552 0900  
**w.** www.imagineeducation.com.au  
**f.** Imagine Education  
**insta.** imagine\_education\_au