



Overview of Internship Program

Overview

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Introduction

AIMIA NSW has developed an internship program to educate and encourage new and emerging talent into the rapidly growing mobile and digital industries.

This initiative was developed in consultation with academic institutions, students and potential host organisations based in New South Wales, Australia since 2008.

This project is kindly supported by the NSW Department of State and Regional Development.

What is an internship?

An internship provides under-graduate and post-graduate students the opportunity to gain practical workplace skills through an assigned host company. An internship provides educational value and is relevant to the student's studies.

An internship allows a student to acquire and apply practical skills, while working toward their own career goals, and those of a supervising company.

Benefits may also include :

- professional contacts and references
- an understanding of a career in the mobile and interactive industries
- experience a job from the 'inside'
- see first hand how your candidate works within your company

AIMIA recommends that interns receive a a stipend from the host company to help student's with their travel and other expenses.

Aims of the program

The program is designed to:

- Enable students to gain real-world work experience and further enhance their employment opportunities.
- Increase students' skills and interest in careers in the mobile and interactive industries.
- Increase placement in jobs for students who complete the program.
- Demonstrate to prospective employers that intern students are solid prospects for the mobile and interactive industries.
- Introduce students to professionals in the mobile and interactive industry.

Skills gaps and shortages

Feedback from mobile companies suggests the need for people skilled in the following areas.

| <u>Management and leadership</u> | <u>Information Technology</u> | <u>Design</u> |
|--|--|--|
| Job roles: Producers, Account managers, Assistant producers <ul style="list-style-type: none">• Project management• Content development and management• Statistical analysis• Testing• Research• Maintenance• Business/ financial skills• Marketing | Job roles: Programmer, Assistant Software Engineer, Quality Assurance Testers <ul style="list-style-type: none">• Basic coding (Microsoft, .net, java, asp)• Technical management• Testing software• Investigating/fixing bugs• IT support integration• Maintenance | Job roles: Assistant Web Designer, Graphic Designer, Information Architect <ul style="list-style-type: none">• User interface design• Usability design• User experience research• Mobile design• Maintenance |

Note. Many jobs in the industry do not require 'new' skills but rather the augmenting of capabilities to fit mobile industry needs.

Who is the intern program for?

1. Students

High achieving undergraduate students, who have completed a minimum of one year, recent graduates and post-graduates wishing to pursue a career in the mobile/digital media industry.

2. Employers

Companies and organisations working in the mobile and interactive media industries who are AIMIA members and are have offices located in New South Wales.

3. Universities and Academic Institutions

Higher Education Institutions providing interactive media, software engineering or related courses.

Program benefits

For students

- Puts theory learnt through studies into professional practice.
- Enhances learning in a wide range of skills such as time management, problem solving and team work.
- Provides a realistic insight into how the industry operates.
- Develops confidence, maturity and communication skills.
- Provides the opportunity to demonstrate what you have learned and how you apply your knowledge to industry professionals.
- Make contacts – it is not uncommon for students to be offered permanent positions to return to after graduating.

Program benefits

For Employers

- Helps to secure the right graduate/s in times of economic uncertainty. (An internship can provide an ideal probation period before paid employment).
- Solves short-term staffing needs
- Helps to shape the future generation of mobile industry professionals.
- Provides new perspectives into your organisation.

Program benefits

Universities and Academic Institutions

- Builds stronger and direct links with the industry sector.
- Demonstrates the skills and knowledge taught at academic establishments.
- Provides feedback from host organisations and students to guide the future direction of course content and identify skill gaps.

Program details

- **Simple to implement**

Participants receive step-by-step guidance at all stages in the program.

- **Application**

Participants must apply via the program website or email. Host companies will be matched to the most appropriate applicants.

- **Duration**

Start and end dates for internships are flexible and vary from company to company depending on their needs. Academic schedules and student commitments need to be taken into consideration.

We recommend a minimum period of one month and a maximum period of 9 months, from 1- 3 days a week.

- **Payment, insurance and liability**

It is not mandatory to pay students whilst on the program. However, students do respond well to being rewarded for their time. We recommend that graduates receive a stipend to cover their expenses. Insurance will be covered by the Education institute whilst students are studying and by the employer if students have completed their studies.

How to get the most from the program

- Host companies need to clearly identify their needs and desired outcomes at the start of the internship as well as considering the needs of the student intern and academic institute.
- It is recommended that a brief document be drafted with clearly defined terms and conditions and that these are agreed upon. This should include:
 - a description of the internship project
 - period of time required (le. 3 days per week)
 - assigned supervisor
 - stipend
- Set realistic expectations and learning objectives.
- Make use of the program support tools and resources to guide and inform the Internship.
- Evaluate the success of the Internship.

Who wants to be involved?

- ABC www.abc.net.au
- Amethon www.amethon.com
- HWW www.hww.com.au
- News Digital Media www.newsdigitalmedia.com.au
- ninemsn www.ninemsn.com.au
- Sensis www.sensis.com.au
- Telstra www.telstra.com.au
- S2m www.s2m.com.au
- The Weather www.theweather.com.au
- Tigerspike www.tigerspike.com.au
- Yahoo!7 <http://au.yahoo.com>

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