

The Australian Consortium for 'In-Country' Indonesian Studies

# Creative Arts and Design Professional Practicum

Opportunities to Sponsor



**ACICIS**  
Study Indonesia

# Creative Arts and Design Professional Practicum (CADPP)

Opening up Indonesia's creative economy to Australian university students

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## What is ACICIS?

The Australian Consortium for 'In-Country' Indonesian Studies (ACICIS) is the longest running provider of in-country Indonesian study programs for Australian university students and the primary mechanism through which Australian students pursue study in Indonesia for academic credit.

From small beginnings as a facilitator of accredited in-country Indonesian language study, ACICIS' program offerings have grown to include semester-long and six-week professional practicum programs in a range of disciplines, including journalism, development, business, law, and international relations.

ACICIS is a consortium of twenty-four Australian member universities (including all of the Group of Eight) as well as overseas centres-of-excellence in the field of Indonesian and Southeast Asian Studies, such as SOAS at the University of London and Leiden University.

## Industry Sponsors

ACICIS is seeking sponsorship from businesses interested in increasing their links with Indonesia, and in supporting the development of Indonesia-literate students in the fields of creative arts and design.

Industry support for the program may include:

- ◆ One-off or ongoing financial contributions to the ACICIS CADPP program,
- ◆ Scholarships and/ or travel grants provided directly to CADPP students, or;
- ◆ Internship positions for CADPP students – either in Indonesia or in upon return to Australia.

In return, ACICIS will:

- ◆ Acknowledge the support of sponsors and supporters in promotional material;
- ◆ Provide talented interns for industry placements; and
- ◆ Enable sponsors to attract talented Indonesia-literate graduates to their organisations.

Contact Saskia at the ACICIS Secretariat to discuss sponsorship options.

## What is the CADPP?

- ◆ A six-week intensive academic and vocational study program in Indonesia for high-achieving upper undergraduate Australian and international students studying in the field creative arts and design;
- ◆ This includes a four-week industry practicum placement with a participating Australian or Indonesian host organisation;
- ◆ 30 students are selected each year on a strictly competitive-entry basis, with evidence of excellent academic achievement, voluntary and professional experience;
- ◆ Students are eligible to receive academic credit for the program towards their home degree.

## Benefits of Sponsoring

ACICIS has a significant social media and online presence, including the following:

- ◆ 4,000+ Unique monthly website visits
- ◆ 18,000+ Monthly page views;
- ◆ 1,300+ Twitter followers;
- ◆ 1,400+ Facebook Page 'likes'; and 3,200+ Email subscribers.

ACICIS also has extensive links into the consortium's constituent member universities and undertakes routine promotional campaigns at all member university campuses. Students and academics at the consortium's 26 member universities receive information about ACICIS programs on a regular basis.

By promoting your organisation to the 2,000+ alumni of ACICIS programs, this recognition will not only reach the Indonesia-Australia community but also reach out to creative arts and design students and academics from within Australia and overseas.

If your organisation is wanting to take **advantage** of the exciting business and marketing **opportunities of Indonesia's creative economy**, partnering with ACICIS will enable you to promote your brand successfully in Indonesia.

## Why is it important?

Home to millennia-old indigenous traditions of art, design and cultural production, Indonesia in the 21st century is a modern, industrial nation with a burgeoning local film industry, a vibrant domestic fashion industry, growing centres of graphic design, animation, and game-design, and thriving pop, rock and indie music scenes.

**In 2013**, Indonesia's creative industries generated approximately **7%** of the country's GDP making the sector one of the **top ten largest sectors** of the Indonesian economy.

Graduates of ACICIS' CADPP program will gain a deep appreciation of the importance of Indonesia's creative economy to Australia, and the skills and knowledge to contribute to greater collaboration and trade between Indonesia and Australia.

## Contacts

### AUSTRALIA

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## Sponsorship Options

ACICIS has been successful in attracting Commonwealth Government funding for the CADPP through the Department of Foreign Affairs and Trade (DFAT)'s New Colombo Plan initiative, with the consortium receiving approximately \$400,000 to support more than 60 students to undertake the CADPP program between 2017 – 2019. This funding is provided directly to students in the form of scholarships or mobility grants, with only a small fraction retained by ACICIS for grant administration. None of this Commonwealth funding is expressly earmarked for program development, the cost of which must be funded internally by ACICIS, or through philanthropic donations, corporate sponsorship or other sources of external funding.

As an example of program development costs, ACICIS' Journalism Professional Practicum (piloted in 2002) was only possible with a \$275,000 grant from the Sidney Myer Foundation, and the consortium's Development Studies Professional Practicum (piloted in 2010) was only made possible with a \$200,000, two-year grant from the Commonwealth Department of Education and Training.

ACICIS is seeking support for development of the CADPP Program, including one-off or on-going financial contributions, in-kind support and student internship placements.

To discuss any of these options further, please contact Saskia at the ACICIS Secretariat, on +61 8 6488 6681 or at [sziemann@acicis.edu.au](mailto:sziemann@acicis.edu.au).

Benefits	Activity	Amount
<ul style="list-style-type: none"><li>◆ Receive exclusive naming rights for up to two years.</li><li>◆ Your company logo placed on all ACICIS online and print marketing material and correspondence relating to the CADPP program, including in correspondence to government, private business, students and academics.</li><li>◆ Receive acknowledgement at all ACICIS events and on the ACICIS website as a major sponsor of the consortium.</li><li>◆ Other benefits, as requested.</li></ul>	Support CADPP program development costs in Australia and Indonesia including university consultation, marketing and promotion.	\$200,000
<ul style="list-style-type: none"><li>◆ Your logo placed on all ACICIS online and print marketing material and correspondence relating to the CADPP program, including in correspondence to government, private business, students and academics.</li><li>◆ Receive acknowledgement at all ACICIS CADPP events and on the ACICIS website as a major sponsor of the consortium.</li><li>◆ Other benefits, as requested.</li></ul>	Support of Perth-based annual expenses related to the CADPP Program Development Officers.	\$80,000
<ul style="list-style-type: none"><li>◆ Receive acknowledgement at all ACICIS events and on the ACICIS website as a major sponsor of the consortium.</li></ul>	Support of CADPP academic consultation process.	\$30,000
<ul style="list-style-type: none"><li>◆ Receive acknowledgement at all ACICIS events and on the ACICIS website as a major sponsor of the CADPP program.</li></ul>	Support for ACICIS' publicity and promotional strategy for the CADPP program.	\$20,000



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