

PARTNERSHIP BROKERS

SCHOOL + BUSINESS + COMMUNITY



everyone's family

QUT AdSpace

Purpose:

To develop real-life learning experiences and career insight for high school students interested in advertising, media and design, through an inter-school advertising competition.

Partnership Members:

- Queensland University of Technology (QUT)
- Australian Teachers of Media QLD (ATOM)
- Sandgate District State Highs School (DSHS)
- Design Minds (State Library of Queensland)
- The Communications Council (QLD)

Context and Goals

AdSpace is an inter-school advertising competition where students compete as an advertising team to create a campaign for a real-life client. The students are briefed by the client and work with university and industry mentors to create a pitch for a panel of judges from the advertising industry.

AdSpace grew from Sandgate DSHS's media and business teachers, who wanted to engage their students with real-life workplace and community learning opportunities. The school believed that linking with industry would further enhance their students' learning experiences.

Industry partners, who had previously explored ways in which to connect with schools to promote the industry and highlight career and study options to young people, were eager to develop the competition idea.

The Partnership's Approach

Partners worked closely and contributed equally to key decision making and program design. QUT provided university students as student mentors, and facilitated the competition at their campus. QUT also identified a client for 2013 – the Brisbane Lions.

Education partners such as ATOM and Design Minds utilised their networks to promote the event, while The Communications Council provided judges for the day. All cross-sector partners worked closely to link the competition to school curriculum.

QUT and Design Minds recorded the information shared at the event and developed school-based and online resources. This will enable richer learning opportunities for all schools and support future AdSpace competitions.

Benefits

- 35 students from six schools competed in AdSpace 2013, enhancing their problem solving and communication skills critical to the industry.
- 12 mentors had personal 'career' discussions with students about their own pathway choices.
- Eight teachers developed connections and increased their knowledge of the advertising industry.
- Industry increased their awareness of student skill levels and identified opportunities for future school-industry relationships.



Next Steps

Partners are now reviewing the competition structure to try and increase the opportunities for students to be involved in 2014. This could include utilising online resources and teacher-mentor relationships to expand its reach. The AdSpace website is being improved, so partners can share and coordinate project actions effectively in the future.

" [AdSpace] educated and inspired me to consider studying at university "

Student

Support from the Partnership Broker

Sandgate SHS approached the Partnership Broker and requested assistance identifying potential community partners. The Broker responded by bringing partners together and helped define a shared goal for the partnership. They worked with partners to clarify their roles and ensure they were communicating effectively. The Broker supported partners to develop and administer an evaluation process for the partnership and program.

TOP TIP

Involving all partners in planning and decision making is critical to maintaining an effective and sustainable partnership.