

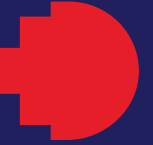


Impact Agency

Work Integrated Learning
for the 21st Century

 RMIT
activator





RMIT Activator is the University's growth engine for impact-driven innovation and entrepreneurship.

Since 2017, RMIT Activator has been unlocking entrepreneurial potential across founders, innovators, educators and student talent.

We play into RMIT's strength as a global university of technology, design and enterprise and enable the conditions, capabilities and collaboration to drive innovation and sustainable venture creation.

Our experiential approach aims to create unique opportunities for industry engagement and delivers talent advantage, brand value and positive impact for all stakeholders.

Melbourne
Campuses
Australia



Saigon South and
Hanoi Campuses
Vietnam



Barcelona
Office
Spain



Singapore Institute of
Management

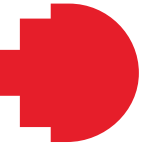




RMIT Activator presents Impact Agency

Work Integrated Learning (WIL) for the 21st Century





Impact Agency

Impact Agency is a semester-long program designed to provide RMIT students the opportunity to gain an edge on future employment. Students are exposed to multiple career pathways by working with a diverse portfolio of clients – corporates, startups, NGOs or government – on projects linked to SDGs.

RMIT Activator provides the hosted environment, which is designed around a modern agency. Our team of innovation experts guide students through an applied learning experience that replicates the workplace, or ‘agency’ environment. Students set the internal dynamics of the agency, including culture, communications and technology.

By working directly with industry partners on challenge-based sustainability projects, students gain professional experience and industry knowledge relevant to their future careers. They learn and apply an innovator’s toolbox in a collaborative way, reflective of the modern work environment, and are equipped to become the change makers of our future work force.

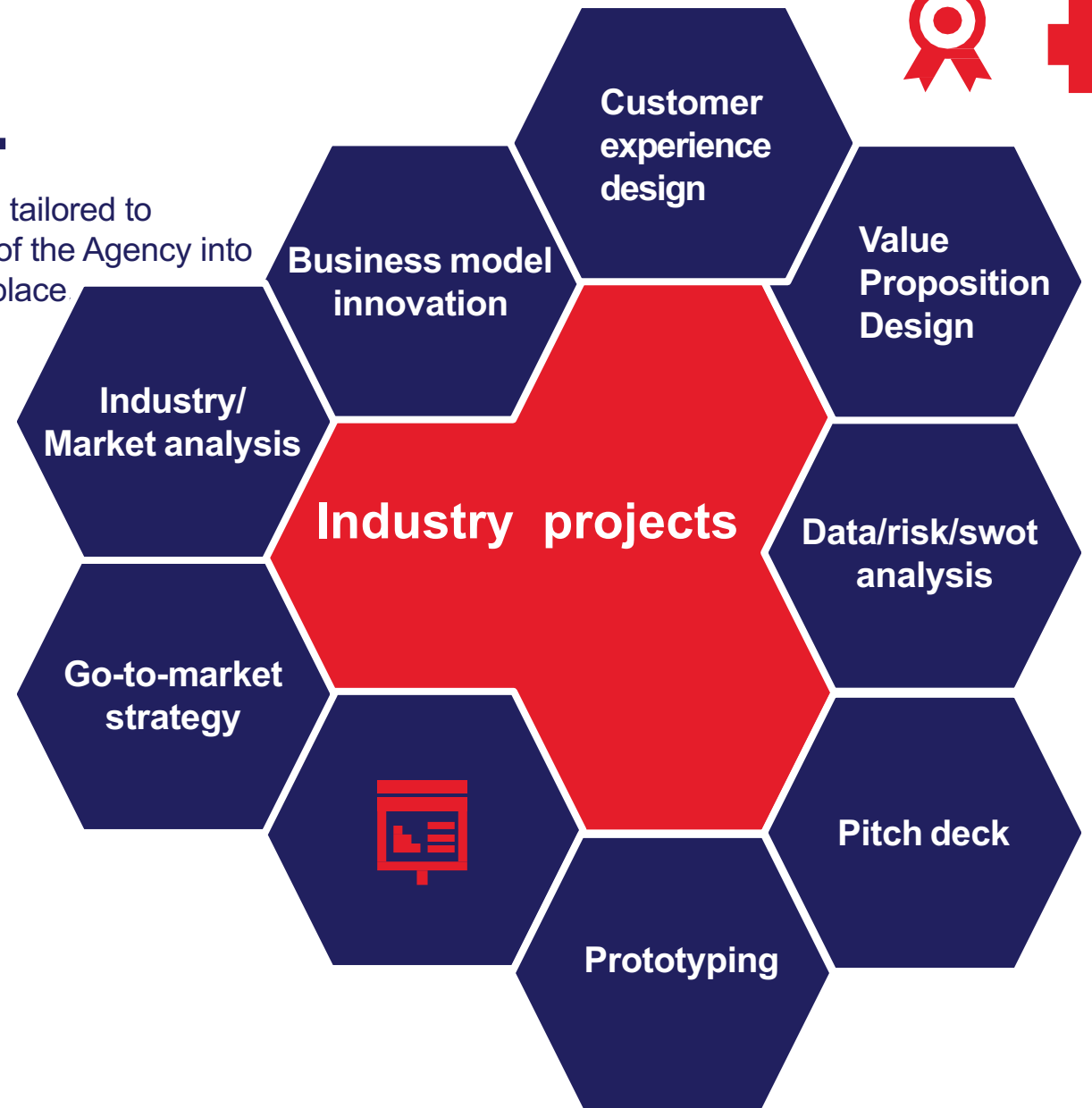


RMIT has been ranked number three overall in the world in the 2021 Times Higher Education (THE) University Impact Rankings. This ranking assesses universities' contributions to the SDGs.



Challenge based WIL

We support industry to define and develop impact projects that are tailored to students and linked to SDGS. We structure the internal dynamics of the Agency into functional teams that own and deliver various aspects of the workplace.





Impact Agency – Program Overview

Identify

Focus group with industry partners to identify skills gaps

Establish projects with industry partners

Marketing & Recruitment of students from courses across RMIT

Application & Selection Process

Preject

Students co-create their innovation agency at Activator by collectively aligning their learning goals, vision, values, culture and ways of working.

2 day immersive

Sprint

Students are assigned a wicked challenge to solve over one week, working with industry standard innovation tools and methods

1 week immersive

Prime

Students are introduced to the client projects, form teams and are taken through a series of "just-in-time" workshops that help them kickstart their projects and create momentum

1 week immersive

Agency

Students work in teams as innovation consultants on two external industry projects and one internal agency project, meeting with clients every week.

8 week immersive

Weekly client touchpoints

Departure

Students go through a reflection process and feed forward their learning, articulating their experience for future employment. All projects are presented at the final showcase.

1 week immersive

Impact

- Improved employability outcomes for students and clients
- Diversity of work experience and pathways
- Impact-driven project outcomes linked to SDG's
- Network & relationship building



Impact Agency – In Numbers

People

45

Students

Multidisciplinary teams of students selected from diverse schools, experiences and programs to attend the Impact Agency.

1

Activator Innovation Facilitator

The Agency experience is designed and guided by RMIT Activator's dedicated, in-house, innovation expert and learning designer.

1

Activator Delivery Lead

The Agency and its respective clients and stakeholders are holistically coordinated by an expert RMIT Activator Delivery Lead.

Projects

15

External Industry Projects

Students self-select two contemporary industry innovation projects that aim to create viable impact and progress towards the SDGs.

10

Internal Agency Projects

Students work on one internal organisation project that supports the vision and mission of the Agency.

1

Final Showcase Event

An end-of -program event aimed at showcasing the student work to industry, stakeholders and RMIT staff.

Resources

15

Innovation Workshops

A selection of cutting-edge capability workshops, aimed at equipping students with the right mindsets, competencies and tools for their project work.

2

Hours of dedicated coaching

Each student has compulsory individual and group-based coaching, to ensure they feel confident and comfortable with their projects, teams and outcomes.

1

Dedicated Innovation Workspace

Students will have their own dedicated workspace and meeting rooms in the Activator Co-working space, together with other start-ups and innovators.

Student learning outcomes



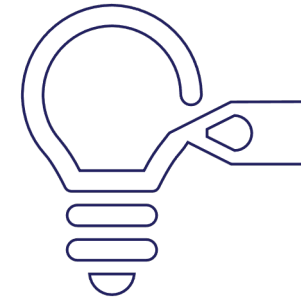
MINDSET & BEHAVIOURS

- Curiosity & Creativity
- Growth Mindset
- Internal Locus of Control
- Experimentation
- Bias-to-Action
- Empathy
- Accountability



COMPETENCIES

- Critical Thinking
- Opportunity Generation
- Creative Problem Solving & Ideation
- Stakeholder and Conflict Management
- Cognitive Flexibility
- Leadership & Collaboration



TOOLKIT

- Creative Team Building
- Problem Exploration & Framing
- Design Thinking Fundamentals
- Human Centered Design Research
- Agile Innovation
- Business Model Design
- Value Proposition Design
- Prototyping & Testing
- Pitching and Presenting

We work with industry partners to identify competencies they are looking for in future employees!



What students say about the experience



“ RMIT Activator provides you with the opportunity to get valuable work experience from a range of industries. The time spent with group members is very rewarding and you learn a lot from each other. This experience enables you to identify your skills and weakness and provides areas from improvements. You ultimately have to guide yourself through the journey and organise your time and resources which in turn provides you with valuable skills.”



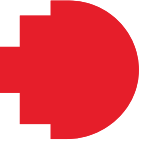
“Impact Agency was a great experience that provided me with real industry experience, as I was presented with the opportunity to collaborate with clients and deliver projects within a group setting, similar to a real-life working environment.”

“My experience here at Impact Academy well exceeded my expectations. I developed valuable set of skills that I was able to apply to practical scenarios. It was a very rewarding experience that I recommend to any business student seeking placement.”



“Since the initial introduction session, I was intrigued and hooked by the opportunity to work with real clients on different projects that they will actually use and value.”

“Impact Agency has been a highlight of my university experience. It provided me with a sense of community unlike one that I have experienced in my course forming valuable relationships with both clients as well as with other students. Impact also provided me with real life industry experience gaining new skills making me feel more confident for when I step out into the workforce.”



Industry outcomes



Unbiased perspectives & innovative solutions.

Students bring fresh perspectives and identify potential areas of improvement, fueled by a keen interest in innovation.



Capability building

Build mentoring capability in your own teams as they guide projects pathways and outcomes throughout the semester.



Talent advantage

Establish connections to the next generation of talent, equipped with work-ready skills and an entrepreneurial mindset



Workplace learning experience

Contribute towards real-world learning experiences for students



Building networks

Build a deeper and broader relationship across RMIT with academics & professionals.



Brand recognition

Develop brand value for your organisation amongst students and explore opportunities for joint publicity.



What industry says about the experience

“The RMIT team have readily engaged with our organisation's values and the purpose of the project, leading to real insights and creative responses to the project brief. We are very pleased with the outcome.”



“The experience was great as it enabled us to work with students who have fresh perspectives into the business model and helped us with validation. They were very professional and delivered to a professional standard, even though they were working with a short timeline and limited consultation time with us. There is a lot of talent in RMIT.”



“ Working with the students as part of RMIT Activator Impact Agency was a great experience - and helped us see our business problems and potential solutions from a new perspective.”

“The Impact Agency allowed our company to explore the feasibility of long term retail marketplace strategy. For our team of students, this was a difficult assignment as it's uncharted territory with no precedent of a company achieving the result we desire. What made this a fantastic program was brainstorming throughout the 10 weeks with the team on how best to build the strategy. The team were engaged and understood the task at hand. They were able to provide a plethora of data in a concise report.

This was a valuable experience for our business and for the students.”

Case Study: Impact Academy

Fairtrade Australia and New Zealand planned to introduce a new product category in 2021: Fairtrade certified cut flowers.

This was a new market for Fairtrade, and the organisation wanted to understand:

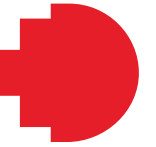
- local consumer preferences and demand for cut roses
- the competitive landscape
- potential sales channels.

It also wanted to develop a marketing and communications strategy around Fairtrade Cut Flowers.

Fairtrade partnered with Impact Academy, engaging a team of five students. The team conducted survey and other research, preparing a comprehensive report with relevant data and insights. They also identified communication opportunities, including through digital channels.



FAIRTRADE
AUSTRALIA
NEW ZEALAND



*“The students gave us a fresh perspective. They were able to apply **cutting edge expertise** to explore areas of potential new growth for Fairtrade.”*

*“They gave us an amazing 48-page report with **solid data on market size and structure.**”*

*“whether you’re not-for-profit or for-profit...**there are constant pressures around resource allocation.** Impact Academy offers a great opportunity to **test the water in a new area**...and gave us a front row seat to tomorrow’s talent.”*

**- Meg Jones, Strategic Partnerships and Strategy,
Fairtrade ANZ**

Contacts

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