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Marketing and PR Internship in Australia

Trip Name: Marketing and PR Internship in Australia **Trip Code:** OZIM **Duration:**

Key Facts

Our Marketing internship programme provides second year university students, university graduates and post graduates with a fantastic opportunity to work alongside top professionals in Australia's leading Marketing companies across a broad range of industries and specialism's.

Internships are hosted in Sydney, Melbourne, Adelaide, Brisbane and Perth and run for between 8 and 12 weeks. With strong and closely managed partnerships with several key companies ranging from multinational to small start-ups, we will tailor your placement to meet your preferences. Participants typically gain experience in the following, each internship will be custom made to suit your career preferences;

• Managing marketing and PR budgets
• Planning and execution of marketing strategy
• Generate and take forward new marketing ideas

• Develop and execute social media strategies

• Analysing web statistics

• Writing and editing analyst reports

Overview

Experience/ Qualifications required: 2nd year Undergraduate or Graduate in Marketing, PR or related subject. Applications from students of other subjects with a strong interest in marekting may be considered.
Nationalities: This programme is open to all nationalities (subject to visa requirements.)
Typical Hours: Monday-Friday; 6-8 hours per day; Occasional work at weekends but usually free for personal time and travel.
Remuneration: Unpaid position

Destination Info

Itinerary

Marketing is a rapidly expanding profession that offers an extraordinary diverse range of opportunities to develop and shape your career. Taking an overseas placement demonstrates to employers that you are adaptable, proactive and motivated, and it looks great on your CV or resume. Whether you are looking to specialise in digital marketing, advertising, PR or social media we have extensive network of businesses throughout Australia ranging from multinationals to start-ups so we can tailor your placement to suit your requirements.

We place students and graduates from around the world across all facets of marketing in a wide range of industries from fashion to travel, engineering to NGO's. We recognise that every participant and their host company have different requirements and preferences so it is important to match your skills and interests to that of the businesses. With this in mind placements are selective and participants have two Skype interviews with our internship placement staff and with the host company in Australia to ensure a mutually beneficial placement.

Partner companies put an emphasis on practical experience and development of every intern giving participant's excellent exposure to working in this field, from strategic campaign planning to final delivery.

There is a lot to take in when you arrive in a foreign country. That is why we offer you a program induction before you start your internship. It gives you the chance to:

• discover what to expect from your internship experience
• learn about the resources and support services available during your stay
• be introduced to Australian workplace culture
• get your head around Australian culture and slang
• understand what it means to live in Australia
• Meet other interns from around the world

When you first arrive into your city your personal mentor will meet you at the airport. They will take you to your accommodation where you will have a chance to settle in over the weekend to get used to your surroundings.

Host Company Introduction

After your induction session we will take you to visit your host company either on the morning you start your placement, or in the days running up to your placement should you wish to arrive early.

Host Company Supervisor /Mentor
Within your host company you will be allocated a supervisor/ mentor who is highly experienced in marketing. They will be your main contact throughout your stay although our team are always available should you have any questions.

Now it's time to meet the team! Throughout your placement you will have numerous opportunities to network with other industry professionals both on a business and social level and your mentor will introduce you to those you will be working with over the next few months.

Initial Check In
Our team will contact you to see how they've settled in typically during the first or second week of your placement.

Midway Review
Our Placement Coordinators will conduct a midway review with both you and the host company mentor, to ensure all aspects of the internship are going well.

End Review
Our team will conduct an end review at the offices as a debrief to discuss your experience. Here you will receive your Certificate for successful completion.

Note: Participants are asked to remain flexible throughout the placement as the roles and priorities may change according to the business needs during the time you are there. The placements are designed to challenge you and at times you will need to take initiative on tasks you are involved with.

Our team will contact you to see how they've settled in typically during the first week of your placement.

Living in Sydney
Sydney is a vibrant, international city. It is home to more than 4.5 million people and over 150 spoken languages. Situated on a spectacular harbour, this city offers an enormous variety of alfresco dining venues, public parks and outdoor activities. Residents also have free access to over 70 beaches that spread along the city's coastline and inner harbour.

Sydney is one of the world's most multicultural cities and, like the rest of Australia, likes to celebrate its diversity and recognise its many cultures. As Australia's largest city, Sydney plays host to international events as well as

local festivals and shows. With such fine weather, outdoor events are held throughout the year across metropolitan and greater Sydney. For more information, visit www.sydney.com.

Living in Melbourne
Melbourne is the capital city of Victoria and is located on the southeast coast of the Australian mainland. It is a cosmopolitan city with a population of around 3.8 million people and more than 140 cultures. The city is famous for its local and international sporting events, diverse music and arts scenes and outstanding dining options. For more information, visit www.melbourne.com.au.

Living in Brisbane
Brisbane is the state capital and largest city in Queensland, with a population of around 1.8 million people. It offers all the facilities and services expected in a large modern city yet retains a relaxed easy pace of life without traffic and pollution. With a wide diversity of cultural and ethnic backgrounds, Brisbane also offers the high level of personal freedom that comes with a truly multicultural society.

Living in Adelaide
Adelaide is regarded as the food and wine capital of Australia, producing 50 per cent of Australia's wine, and has more restaurants per head of population than any other major Australian city. It also plays host to many music and cultural festivals, and is home to the largest fresh produce market in the Southern Hemisphere.

Living in Perth
Perth is the capital of Western Australia, with more than 1.6 million residents in the greater metropolitan area. It is well known for being friendly, safe and relaxed, yet offers all the cosmopolitan attractions of a large international city. It is home to a large student population and its warm, sunny climate makes it an ideal place to study, work and unwind.

Step 1: Registration

In order to register we will ask for the following details, along with a deposit payment of £199. We will then proceed with matching you with the companies that best suits your requirements and preferences set out in your application. We will require the following.

• A completed application form (provided upon deposit payment)
• Current CV /resume detailing your work and study history
• Current passport sized photo
• Cover letter outlining your key objectives you plan to achieve during your Internship
• One professional and one personal reference
• Academic transcripts/qualifications
• A copy of photo page of your passport

Note: If your internship is part of your university course, and requires accreditation we also request a letter from your tutor supporting your application for an internship.

Step 2: Telephone/Skype interview with our Internship Coordinator (within 5 days of receiving your application)

Once we have your application pack we will contact you to arrange an informal interview with our internship coordinator who will be your main contact before you leave for Australia.

Once the interview is finished we will begin contacting the host companies that best suits your requirements.

Step 3: Accepting the placement

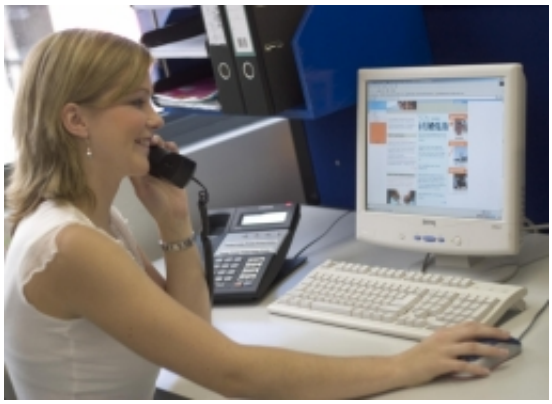
We will send you a formal offer letter for you to sign, along with a clear summary of the types of roles you will be involved with during your internship.

Step 4: Interview with your host company

Your internship coordinator will arrange a date and time for an interview with your host company.

Step 5: Payment of full program fees and sign placement description and agreement

At this stage we will help you to organise a suitable visa to enable you to work in Australia. Visa applications are straight forward and take around 2-4 weeks to obtain.



Of course all work and no play makes Jack a dull boy, or so the saying goes. Throughout your time in Australia you will have weekends free to explore.

Whichever location you are based there's loads to see and do to make the most of your Australian Experience.

Here's a few ideas on trips and tours to get you started...

Sydney

Walk the Bondi to Coogee coastal path and take in the spectacular views.
Escape the city for a while and take a day trip to the stunning Blue Mountains.
Immerse yourself in the arts scene by visiting one of Sydney’s free art galleries.
Feed the animals at Taronga Zoo and discover another side to Sydney Harbour.
Jump on a Sydney Explorer bus and visit Sydney’s most iconic landmarks.

Perth

Discover the city's theatrical and cultural scene at the Perth International Arts Festival.
Take a cruise from Barrack Square to Rottnest Island.
Head to Kings Park and take in the spectacular city and Swan River views.
Learn to surf at any one of Perth's incredible beaches.
Jump in a car and drive south to swim with dolphins and visit one of the world famous wineries.

Melbourne

Experience the thrill of the Formula 1™ Australian Grand Prix.
Indulge the senses at the Melbourne Arts festival.
Enjoy a night of fun and laughs at the annual Melbourne Comedy Festival.
Discover beautiful beaches and rugged coastlines along the Great Ocean Road.
Join the excitement of the Australian Open tennis championship.

Adelaide

Pack a picnic basket and take a tour of the local wineries.
Take an adventure through Adelaide's Wildlife Trail.
Swim with the dolphins at Glenelg.
See the world's largest collection of Aboriginal art at the South Australian Museum.
Visit the cafes and bars of Rundle Street.

Brisbane

Take a drive to the top of Mt Coot-tha for an amazing view of Brisbane.
Pack a hat and towel and head to South Bank's sandy beach.
Learn about Australian culture at the South Bank Cultural Centre or Queensland Museum.
Get up close and friendly with koalas at the Lone Pine Koala Sanctuary.
Wait for sunset, then take a cruise down the Brisbane river.

Accommodation

Please note that accommodation is not included in the price of the internship as the costs of renting houses or apartments vary according to the city your internship is located.

Many participants on this programme choose to live in a comfortable homestay while you are completing your program in Australia. This is the most cost effective form of accommodation and a great option as you will make Australian friends faster, meet students and travellers from around the world and develop an understanding of the Australian culture. We work with over 5000 families throughout Australia. You will stay with a family close to your place of work. In larger cities this will be a maximum of 1 hour commute, although this is rare.

The homestay accommodation option includes:
A fully furnished bedroom inclusive of a study desk, a chair and a lamp. All gas, electricity and water services are supplied at no extra cost. Bed linen, towels, toilet paper and soap are to be supplied by the host family.

The costs for homestay accommodation are as follows...

Homestay with meals- 4 weeks: £1000 (for those who would like to get settled before finding alternative accommodation)
Homestay with meals- 8 weeks: £1800
Homestay with meals- 12 weeks: £2400

Meals

Meals are not included unless you request to live with a homestay with meals.

Typically our participants budget approx. 500 – 1500 AUD$ per month for other living costs e.g. food, public transport, entertainment etc.

What's Included

- A tailor-made marketing Internship Placement with a reputable Australian business
- Airport meet and greet on arrival by our friendly Australian staff
- Detailed orientation with your personal mento
- Visa Assistance (visa fee not included)
- Full support throughout your placement
- Professional training plan to ensure you get the most from your experience
- International Career readiness certificate

What's Not Included

- Accommodation and food (we can help with this)
- Flights
- Transport to your workplace
- Travel insurance (we can help with this)
- Visas

Is This Trip For You?

This trip is ideal for those who are keen to learn and expand thier knowledge and experience within their industry. This is a practical programme that is designed to give you the best experience possible.

As an intern you will need to be flexible and proactive to get the most of your placement. Our placement consultants will guide you through the placement and continuously monitor your progress to ensure your learning goals are met.

FAQs

1. **ARE THESE INTERNSHIPS PAID?**
   Our internship opportunities in Australia are unpaid due to immigration laws & local norms. Interns will receive academic credit if desired.

2. **WHY SHOULD I DO THIS PROGRAMME**
   This program is an investment in your future and will give you a substantial advantage. International work experience will significantly aid you when searching for long term employment. You will have demonstrated the ability to think outside the box and handle another culture and language while working for a highly respected company. The above doesn't even touch on your personal development and the fun you will

have!

3. **WHEN IS THE DEADLINE TO APPLY?**
   We accept applications on a rolling admissions basis throughout the whole year. New interns start every month. Internships with specific companies generally open and fill on an ad-hoc basis but as we have partnerships with a wide range of organisations there are always top opportunities available in your field of interest.

4. **WHEN WILL I KNOW WHERE I AM INTERNING?**
   You are in complete control of which company you will accept an offer from and be placed.

5. **WHAT HAPPENS IF I DON'T GET THE INTERNSHIP I WANT?**
   All students who are accepted into our program are provided guaranteed placement. This means we promise to place you in an internship, in the industry of your choice, with a company you approve of, by the start of the program.

6. **HOW MANY HOURS WILL I BE EXPECTED TO WORK?**
   Typically, participants work an average work week of no more than 40 hours. The company at which you are interning will set your work hours but the majority of internships will take place between 9 am and 5 pm.

7. **WILL I RECEIVE ACADEMIC CREDIT?**
   All participants will receive academic credit if desired

8. **WHEN SHOULD I APPLY?**
   You should apply at least eight weeks before you wish to begin your internship in India.

Police Check

This trip requires a Police Check to be carried out - please contact us for further information on how to do this.

Support & Advice

Your safety is paramount which is why all our programs have been visited and assessments have been conducted to ensure any major risks have been minimized.

In addition, you will have access to a 24 hour emergency contact number so you can contact one of our staff at any time should you need to. In addition our overseas partners and coordinators are on hand in-country to assist you.

Financial Security

We know that the last thing you want to worry about when you're planning your trip of a lifetime is whether your money is in safe hands. As a leading global gap year provider it's our job to make sure your finances are secure, so when you book with us you can be confident that we do just that.

Real Gap Experience is part of TUI Travel Plc, one of the largest travel organisations in the world, and these days in the travel industry, large means secure.

Insurance

Whether you're traveling for two weeks or two years, trekking the Amazon in Ecuador or on safari in Africa, insurance is an essential part of your adventure and will help you enjoy your travels, secure in the knowledge that you have the protection you need. In fact, everyone traveling with us must have adequate cover before their trip

begins.

Of course you are free to buy insurance from any provider, however at Real Gap Experience, we have partnered with World Nomads to offer policies that have been specifically designed to meet the needs of global travel. If you think you're already covered by an existing policy, such as those offered by credit card providers, check the policy wording very carefully to ensure it covers you for your Real Gap Experience.

For more information on travel insurance please contact us to speak to one of our travel advisors.

Money Matters

The unit of currency is the Australian Dollar. Changing foreign currency or travellers cheques is usually no problem at banks throughout Australia or at licensed moneychangers.

Australia is affordable by Western European and American standards, but if you are travelling on from Southeast Asia you'll notice a big increase in costs!

Meal, Inexpensive Restaurant 13.37 $

Domestic Beer (0.5 litre draught) 5.04 $
Coke/Pepsi (0.33 litre bottle) 2.40 $
Water (0.33 litre bottle) 2.14 $

(Prices quoted in US Dollar)

Passports and Visas

You should ensure that you have a full passport that is valid for 6 months beyond the intended length of stay. It is your responsibility to have the correct personal documents and to obtain your own visa, if one is necessary, in accordance with the regulations of the country you are to visit. The information provided below is to help you with that process. We are not responsible for the actions of local immigration and customs officials, whether at points of entry or otherwise, and any subsequent effects.

All visitors to Australia need a visa – only New Zealand nationals are exempt, however you will receive a 'special category' visa on arrival.

For entry into Australia you will require an eVisitor visa. UK passport holders can apply for a 90-day tourist visa online at www.immi.gov.au All other nationalities should consult the relevant embassy.

If you intend to work after your week in Sydney you will be required to apply for a working holiday visa.

Working Holiday Visa
To take part in this programme you will require a working holiday visa. The working holiday visa is available to anyone age 18-30. The emphasis is on casual employment: you are meant to work for no more than six months at any one job. If you want to stay in Australia for up to 24 months, this is now possible for some nationalities. Speak to one of our sales advisors for more information.

To be eligible for a Working Holiday Visa, you must:

- Be aged between 18 and 30 years at the time of application
- Have a valid passport for one of the countries listed at Australian Immigration, www.immi.gov.au
- Have no dependant children
- Have not previously entered Australia on a working holiday visa
- Meet health and character requirements
- Be outside Australia at the time of visa grant

To be granted a working holiday visa you must also agree that:

- Your main reason for coming to Australia is to holiday
- You must not undertake studies or training for more than 4 months
- You will leave Australia at the end of your authorized stay
- You must have sufficient funds to support yourself for the initial part of your stay. AUD$5000 minimum is regarded as sufficient. You may have to provide evidence of this in the form of a bank statement.

For the most up to date information on visa requirements, please visit http://www.immi.gov.au/

Cultural Considerations

Australia is a melting pot of different cultures. It has a population of over 21 million people with most of the population living on the east coast between Adelaide and Cairns. High waves of immigration from England, Ireland, Italy, Greece, Malta and Eastern Europe have occurred during Australia's brief history, particularly after World War II, and the later waves from the Middle-East, East, and South-East Asia, as well as the Indian subcontinent, have created a truly diverse population.

Although Australia has no official language, English is spoken by 80% of the population. Chinese, Italian and Greek are respectively the next most common languages, reflecting Australia's cultural diversity and concentration of nationalities. Australians have very strong attitudes and belief systems which are reflected in their culture. Australians traditionally have a very ironic sense of humour.

Vaccinations & Health

Travel health can often be something people forget about before going away, but a little preparation and knowledge can go a long way to help you stay fit and healthy while abroad. The risks to your health whilst travelling will vary depending on your general health and the type of activities you are going to be partaking in and the length of your stay.

Since we are not medically qualified, it is recommended that you consult with your Doctor or a recognised Travel Medical Advisory Service who will assess your particular health risks before recommending vaccines and/or anti-malarial tablets and advising you on what precautions you should take.

Safety

As in most countries there are people who try to take advantage of tourists. The following advice is intended to help you keep safe:

- Always keep your personal items such as passport, money and camera with you and in a safe place. You can buy mini padlocks to prevent people from going into your bag without your permission.
- Don't carry excess amounts of cash
- Wherever possible, walk around in groups, especially after dark, and avoid taking short cuts
- Do not pick up hitchhikers if you are driving and do not hitch hike yourself
- When you are out do not leave your drinks unattended, as there have been reports of drinks being spiked

We advise that you check your government's advice before travelling abroad. For UK and American customers please see the relevant links below;

UK: www.fco.gov.uk
USA: www.travel.state.gov

ATM Theft

It is very likely that you will need to withdraw cash at some point during your travels. Please be cautious when withdrawing money from an ATM and ensure that you are vigilant of other people near the ATM, especially those that offer unsolicited assistance if your card is detained. It has been recognised that individuals are operating unlawful withdrawals by placing 'traps' in ATMs whereby personal bank cards are being detained, causing the victim to believe their card transaction has not been completed, and leaving their bank card in the ATM which is then later retrieved by the thief.

If your card is confiscated or you are concerned that your card has been tampered with, please report immediately to the bank or cancel your card.

Language Guide

Here are some Australian terms and phrases that you might find useful:

Bottle Shop - *Off-licence/Liquor store*
Bonzer - *Good*
Bush - *Unsettled country area*
Dag - *Nerd*
Esky - *Portable insulated box to keep food/drink cold*
Fair Dinkum - *Honestly, truly*
Pokies - *Gambling machines*
Pom - *Person of English descent*
Singlet - *Sleeveless cotton vest*
Smoko - *Tea break*
Thongs - *Flip flops/Sandals*
Ute - *Utility vehicle/pick-up truck*

Food & Drink

You will find food in Australia to suit all taste buds, with the larger cities in particular offering a great range of places to eat. Due to the large amount of British settlers, Australian food is reasonably similar to that in Western Europe, but if you are feeling particularly adventurous get involved in some bush tucker (kangaroo, emus) or the infamous vegemite. For less scary Aussie food, look out for fresh seafood and of course, a typical Aussie barbecue!

Please let Real Gap know before you depart if you are a vegetarian or have any other dietary requirements.

Public Holidays

When planning your trip, you should be aware of the major national holidays celebrated throughout the country.

To view a list of the public holidays for Australia, please see the link below:

www.timeanddate.com/holidays/australia/

Weather

Australia is located in the southern hemisphere, where seasons are the opposite of those in the northern hemisphere.

The summer months in Australia (November to March) can get very hot. Up north, in Queensland for example, the summer period brings the rainy season and the weather can be very hot and humid with lots of rainfall. The winter months (June to August) in Queensland bring much dryer weather but still heat. The further south you go the colder and wetter winter becomes and in some mountainous areas of New South Wales, Victoria and Tasmania skiing is possible.

Time

Australia is such a big country that it has three time zones:

Eastern Standard Time (Queensland) – 10 hours ahead of GMT depending on Daylight Savings
Central Time – 9.5 hours ahead of GMT
Western Time - 8 hours ahead of GMT

Electricity

Electricity in Australia is 240 Volts, alternating at 50 cycles per second.

Sockets in Australia are V-shaped flat prongs.

Trip Note Disclaimer

The information contained in this trip note has been compiled with great care and is provided in good faith. Any itinerary featured is correct at time of release. However, our itineraries may change as make improvements that result from travellers' comments, our own research or from time to time as a result of reommended travel advice.

You can rest assured that it is always our goal to provide you with the most rewarding trip and experience ever!

Our Details

If you have any questions about this trip please do not hesitate to contact us and we'll be happy to answer them.

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