STUDY AUSTRALIA

INDUSTRY EXPERIENCE PROGRAM

CASE STUDY 2024
PROGRAM OVERVIEW

2-week/25-hour virtual industry project, in which multidisciplinary teams of students collaboratively work on live industry challenges set by real industry partners

PROGRAM MODEL

Multi-national Student Team

Industry Client

Program Manager

- 3+ points of authentic industry engagement (virtual project briefing, 2x online reviews by industry)

- 2 Synchronous workshops (Student Induction and Project Briefing)

- This model has been delivered to >40,000 students globally with an average of 86% student satisfaction scores

- Practera sources industry clients and quality assures project briefs across the UK, APAC, Europe, Middle East, Africa, and the Americas.

- Project briefs could be connected to any of the following themes: International Market Entry, Business Innovation and growth, Social Media Analysis, Funding and Finance, and Sustainable Impact.

- Proven to develop skills including professional communication, virtual teamwork, problem-solving, innovation and cultural intelligence

Practera

PROGRAM AT A GLANCE

Australian project & experiential learning edtech company partnering with Universities, Governments and businesses

DELIVERY

- 2 week/25 hours project
- In over 9 States, Territories & Jurisdictions
- 53 Australian IET Providers (including 3 offshore in Dubai)
- 6,000+ Students & industry participants
- National, cross-institutional virtual student teams & employer pool
- Australian Government endorsed digital certificate and badge
- Non-exclusive focus on International Students
- Delivered by Australian edtech partner Practera
- Student places fully funded by Study Australia Partners

RESULTS

- 76% Completion Rate
- 90% Satisfaction with Practera App
- 62k hours collaborative student & ndustry work valued at >$2m
- 87% Student Willingness to Recommend
- 86% Industry Willingness to Recommend
- 200+ Marketing Assets Produced
- 82% of students enhanced social and professional connections
- 86% Students improved global employability skills

OBJECTIVES

Develop a scalable virtual industry program enhancing students' employability through collaborative market research projects, providing valuable industry exposure, strengthening CVs, and cultivating workplace competencies alongside their other commitments.

SOLUTION

Practera designed a short 2-week authentic Industry Experience program that brings together international and domestic tertiary student teams from across Australian institutions to work on real industry projects with Australian and global employers for a two-week period. Project themes range from International Business, Sustainable Impact, Growth Strategy, Digital Marketing Strategy and Funding sources
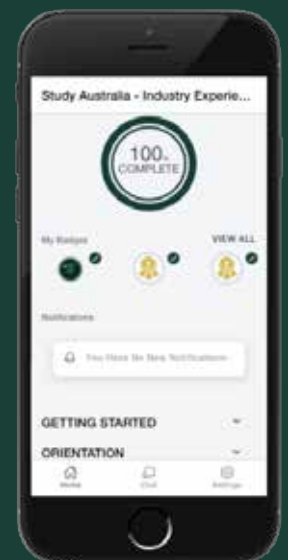
HOW IT WORKS

WEEK ZERO:

Attend the compulsory orientation workshop to understand the expectation, deliverables navigating the practera platform and team work ethics

WEEK 1:

Meet the team & client to receive the project brief

WEEK 1:

Students complete the draft report and submit it for feedback

WEEK 2:

Students reflect on the feedback and submit the final report and present their report to the client

WEEK 2:

Reflection provided to the students on their presentation and report along with their completion badge for sharing with their network

Study Australia
INDUSTRY EXPERIENCE PROGRAM
✓ Completer

WHAT IS SAIEP ABOUT?

The Study Australia Industry Experience Program (SAIEP) is a national, flagship digital industry project program to engage international students with Australian employers – providing authentic professional experience, skills & connections for students.

Launched in July 2021, within 30 months, SAIEP has delivered authentic 2 week remote industry experiences to 6039 student & 851 industry participants in Australia and offshore in >70 countries, with participation from 86 Australian Institutions in 9 states, territories & jurisdictions, with 87% student willingness to recommend.

ENHANCING STUDENT EMPLOYABILITY: SAIEP'S PROVEN IMPACT

6,000+
Students Globally
Have participated in similar employability programs

100%
Guaranteed Placement
Practera sources industry clients and quality assures projects across the globe

9/10
Students
Say they would reference their Practera Industry Experience Program in their CV

87%
Student Willingness
And satisfaction to recommend after completing Practera Industry program

Study Australia Industry Experience Program

- COLLABORATIVE VIRTUAL TEAMWORK
- E-LEARNING, TEMPLATES & WEBINARS
- MENTOR AND CLIENT FEEDBACK
- PLATFORM MONITORING, MANAGEMENT, AND ANALYTICS

STUDENT TESTIMONIALS

The program exceeded my expectations, offering comprehensive and engaging content that was both informative and practical. The instructors were knowledgeable, the resources provided were invaluable, and the interactive elements facilitated a deep understanding of the material. The seamless blend of theory and hands-on practice made it highly effective.

Sanyam Chawla (Student, Edith Cowan University)

It was a great experience that was very convenient as it was over a two week duration. It was highly useful due to the skills that I learnt and the real-world experience that I was able to undergo with a client doing an industry report.

Aleena Jacob (Student, University of Queensland)

It is an amazing opportunity to work with a real world client, working alongside such a diverse group of team members from different cultural and educational backgrounds. This course helps develop all key skills required to be successful in real life work experience and it is highly recommended to participate in this course.

Ammar Koreshe (Student, University of Sydney)

CLIENT TESTIMONIALS

The program seems very well organised and easy to navigate through. The brief was totally understood and the report was beautifully done with all feedback incorporated. We received some unique insights for the task we had given [which meant] we had a very good time with the participants and got very mature work presented by them.

Toai Chowdhury (Marketing Manager, Infosys)

The level of autonomy that the students display in general is very good. As long as you are clear about the parameters of your project they all add additional knowledge that can be acted on by your organisation.

Zane D'Mello (CEO, ATLAS)

STUDY
AUSTRALIA

Interested in signing up your learners for future SAIEP programs?

Connect with Katrina Greig to learn more about our programs and offers:

Connect for a discussion

Click here to claim our special offer and enrol your students for the next program at a discounted price