



Career News 2019 #9 / 10



CareerNews Key Dates & Reminders

For all Students:

Inside Monash Seminars

When: Running until August.

To view the faculties and seminar dates visit: <https://www.monash.edu/inside-monash>

Monash Information Evenings

When: Running until September. at various locations across Victoria. Visit:

<https://www.monash.edu/information-evenings>

Melbourne Career Expo - 2019

When: 26th – 28th July

Where: Melbourne Exhibition and Convention Centre (Door 9).

This expo exhibits a vast array of career advice, employment opportunities, and large university and training representation. With over 150 exhibitors, this one is not to be missed.

For more details please visit:

<http://www.careerexpo.com.au/attend/event-details/>

YEAR 12s ONLY

We hope you had an enjoyable and restful mid-year break and wish you all the best for a productive term 3.

You will notice that the open day schedule has been included in the last few newsletters to ensure you are aware of your preferred institution's up and coming open days.

These events are a fantastic opportunity for students to get a feel for the culture, resources, staff, societies and courses offered.

To help make your tours less overwhelming, it is recommended that you have an plan of what you intend to see, do and explore on campus. Here are a few tips to get started!

1. Firstly, if you haven't already, research your areas of interest and the courses available (including entry requirements) to create your open day shortlist. (Visit: <https://www.vtac.edu.au>)

2. Register for each day you wish to attend. This will ensure you are aware of when all information sessions are being held and that you will be updated of any changes beforehand.
3. Get an 'Open Day Guide' from the institution's website before you attend their open day.
4. Plan your day. Allow sufficient time for your visit, two hours or so is advisable to explore the campus and talk with current students.
5. Tour nearby accomodation if you are planning to move closer to campus.
6. Finally when you're finished, review your options!



Remember:

If you're short on time during your open day visits, prioritise the parts of campus and the buildings or facilities you'll be most likely to use.

Also consider a rural campus, ATAR's are often lower at rural campuses and they can offer other advantages (eg smaller classes).

Goodluck and have fun!

News & Updates

Australian College of Applied Psychology Update

Standardised Entry Criteria Changes

ACAP have introduced standardised entry criteria for all ACAP undergraduate courses which includes the removal of ATAR requirements. Students are now required to complete a Senior Secondary Certificate of Education (or equivalent) and participate in a phone screening interview. Students will be contacted through VTAC to arrange a screening interview which will be with a ACAP course adviser. The interview will focus on academic ability and career aspirations.

ACU Update

Complete ACU's Bachelor of Arts in 2.5 years

ACU students can complete their Bachelor of Arts in only 2.5 years, by studying some units in summer and winter full time. ACU Arts degree offers 20 majors and minors in the humanities, social sciences and visual arts. To learn more visit:

https://courses.acu.edu.au/undergraduate/bachelor_of_arts

Community Achiever's Program (CAP)

ACU has just announced their minimum ATAR requirements for 2020 entry for their Community Achiever Program (CAP). The Community Achiever Program (CAP), formerly named the Early Achievers'

Program (EAP), offers future students who are active in their community, early entry to their undergraduate course of choice. It also provides opportunities to enhance leadership and volunteering skills.

If you're successful in applying for the CAP, you could receive an offer to study at ACU as early as August!

To learn more, visit:

<https://www.acu.edu.au/study-at-acu/admission-pathways/i-volunteer-regularly>

Collarts Update

Collarts Welcomes Comedy

Collarts have announced that they will be offering a course in Comedy, you can read more here:

<https://www.collarts.edu.au/comedy>



Early offers via VTAC

Collarts will now be offering all of their courses during the early VTAC December round offer. Students will need to complete their audition, interview or portfolio prior to offers being made on 18th of December 2019.

Deakin University Update

Attention Sport Enthusiasts!

You can win a behind-the-scenes elite sport experience. Deakin are offering two incredible opportunities to win an all-access immersive experience with either the Geelong Cats or Suncorp Super Netball. The winners will go behind the curtain for the day and see experts prepare players, join the media pack, and watch a game from top seats. To win the Geelong Cats experience in August follow this link:

<https://www.deakin.edu.au/allaccesscats>

To win the Suncorp Super Netball Grand Final experience in September visit:

www.deakin.edu.au/allaccessnetball

Exercise and Sport Science Course Information Session

When: 24th July, 6:00 pm – 7:30 pm

Where: Burwood

Register here:

<https://www.eventbrite.com.au/e/deakin-exercise-and-sport-science-course-information-session-registration-56076214467>

Exercise and Sport Science Course Information Session

When: Sat 27th July, 2.30 pm – 4.00 pm

Where: Warn Ponds campus

Register here:

<https://www.eventbrite.com.au/e/deakin-exercise-and-sport-science-course-information-session-registration-55949122331>

Nursing and Midwifery Course Information Sessions

When: 25th & 27th July

Where: Burwood and Geelong Waterfront

Register here for Burwood:

<https://www.eventbrite.com.au/e/deakin-nursing-and-midwifery-course-information-session-registration-56077649760>

Register here for Geelong Waterfront:

<https://www.eventbrite.com.au/e/deakin-nursing-and-midwifery-course-information-session-registration-56078226485>

Health Sciences Course Information Sessions

When: 30th July, 6:00 pm – 7:30 pm

Where: Burwood

Register here:

<https://www.eventbrite.com.au/e/deakin-health-sciences-course-information-session-registration-56076650772>

When: 31st July, 6:00 pm – 7:30 pm

Where: Waterfront campus

Register here:

<https://www.eventbrite.com.au/e/deakin-health-sciences-course-information-session-registration-56077015864>

Faculty of Health – Information Sessions in July

Health Sciences Course Information Session

When: 31st July, 6:00 pm – 7:30 pm

Where: Waterfront campus

Register here:

<https://www.eventbrite.com.au/e/deakin-health-sciences-course-information-session-registration-56077015864>

Deakin Nursing and Midwifery Course Information Session

When: Wed 7th August, 6:00 pm – 7:30 pm

Where: Warnambool campus

Register here:

<https://www.eventbrite.com.au/e/deakin-nursing-and-midwifery-course-information-session-registration-56078443133>

Macleay College Update

New course – Diploma of Digital and Social Media Marketing

Macleay College has campuses in Melbourne and Sydney and offer courses in; Advertising and Digital Media, Business, Marketing, Journalism and Accounting. They are now adding a fully accredited 8-unit course in Digital and Social Media Marketing to their list which runs over 7 months. This course is designed to take students from beginner to expert in this rapidly evolving digital industry.

If this is of interest to you please contact jforde@macleay.edu.au or 0475 754 090.

Monash University

Update

New Bachelor of Politics, Philosophy and Economics Course

This new course studies the inter-relationship between politics, philosophy and economics. You will develop your ability to think critically about analysis, strategy and leadership.

The requirements will be an ATAR of 90+ with English and Math's plus an interview. For more information, you can contact Georgina Gibson on 03 9902 0344.

Swinburne Update

New course – Bachelor of Laws/Bachelor of Criminal Justice and Criminology

This double degree is ideal for those who want to specialise in criminal prosecution, criminal defence or government policy development. To find out more, visit and/or enquire further at Swinburne's open day.

<https://www.swinburne.edu.au/study/course/Bachelor-of-Laws-Bachelor-of-Criminal-Justice-and-Criminology/?c=noread>

University of Melbourne

Update

The Future Park Design Idea's Competition

Victorian high school students studying art, design, environmental studies and associated subjects are invited to submit proposals for the design of a new park in Melbourne. You could win work experience at a landscape architecture office! Entries close on the 1st August for this one. For more information, visit:

<https://facultyofarchitecturebuildingandplanningtheuniversityofmelbourn.cmail20.com/t/ViewEmail/j/6708FFoFA3762D242540EF23F3oFEDED/029C53FD5D9DDB99FE6194DE962A274B>

Girls Do Jazz!



The 'Girls Do Jazz 2019' short course at UOM incorporates a repertoire of blues, jazz standards, modal playing, original tunes and free improvisation. You will foster relationships with emerging and established musicians, engage with a like-minded creative community and develop your musical skills and career path through informal performances, rehearsals and discussions.

This course is suitable for 15-20 year-old, female and gender-non-conforming student instrumentalists with an interest in jazz and improvisation, and those intending to audition for Jazz and Improvisation at the Faculty of Fine Arts and Music at Melbourne in the future.

The course details are:

When: 11th August, 8th September, 13th October, 10th November, 8th December (at the Jazzlab as part of the Melbourne Women's International Jazz Festival).

Where: Victorian College of the Arts, St Kilda. Cost: \$525

For more information and enquiries:

<https://finearts-music.unimelb.edu.au/study-with-us/short-courses/girls-do-jazz-2019>

To book:

<https://www.trybooking.com/book/event?eid=441620&>

'Cyber Security' study options at UOM

The cyber security courses offered at UOM have been approved by and partnered with the Federal Government. This partnership ensures that UOM is actively informed about the future of cybersecurity in Australia.

There are two areas students can pursue after completion of their undergraduate degree, the technical world with the Master of Information Technology (MIT) or focus on business, policy and governance with the Master of Information Systems (MIS).

To read more on these specialist areas follow the following links:

MIT -

<https://study.unimelb.edu.au/find/courses/graduate/master-of-information-technology/>

MIS -

<https://study.unimelb.edu.au/find/courses/graduate/master-of-information-systems/>

Open Days 2019

INSTITUTION	DATE	TIME	CONTACT DETAILS
Australian Catholic University Melbourne Campus Ballarat Campus	Sun 11 Aug Sun 25 Aug	10am – 3pm 10am – 2pm	1300 ASK ACU Email: https://www.acu.edu.au/student-life/experience-uni-before-you-start/open-day
Box Hill Institute of TAFE Box Hill Campus Lilydale Campus	Sun 25 Aug Sun 15 Sep	10am – 3pm 10am – 3pm	1300 269 445 www.boxhill.edu.au/openday
Chisholm Institute Dandenong	Mon 16 Dec	5pm - 7pm	1300 244 746 https://www.chisholm.edu.au/open
Deakin College Geelong Campus (Waurm Ponds & Waterfront) Melbourne (Burwood) Campus Deakin University Geelong Campus (Waurm Ponds & Waterfront) Melbourne Burwood Warnambool	Sun 18 Aug Sun 25 Aug Sun 18 Aug Sun 25 Aug Sun 4 Aug	9am – 3pm 9am – 3pm 9am – 3pm 9am – 3pm 10am – 2pm	1800 334 733 http://openday.deakin.edu.au/
Federation University of Australia			1800 333 864 https://federation.edu.au/openday
JMC Academy	Sat 24 Aug		1300 410 311 https://www.jmccademy.edu.au/events/open-days
La Trobe College Melbourne (Bundoora) La Trobe University Shepparton Campus Melbourne (Bundoora) Campus Albury-Wodonga Mildura Campus Bendigo Campus	Sun 4 Aug Fri 2 Aug Sun 4 Aug Sun 18 Aug Sun 14 Aug Sun 25 Aug	3pm - 7pm 10am - 4pm 10am - 2pm 4pm - 7pm 10am - 3pm	1300 135 045 https://www.latrobecollegeaustralia.edu.au/ https://www.latrobe.edu.au/openday
Melbourne Polytechnic Preston Campus	Sun 18 Aug	10am – 3pm	9269 1200 https://www.melbournepolytechnic.edu.au/open-day
Monash University Peninsula Campus Clayton & Caulfield Campuses Parkville Campus	Sat 3 Aug Sun 4 Aug Sun 18 Aug	10am – 3pm 10am – 4pm 10am – 3pm	1800 666 274 https://www.monash.edu/open-day
Richmond Institute of Sports Leadership			
RMIT Bundoora City & Brunswick Campuses	Sun 4 Aug Sun 11 Aug	10am – 4pm 10am – 4pm	9925 2260 https://openday.rmit.edu.au/
Swinburne University Hawthorn	Sun 28 July	10am – 4pm	1300 SWINBURNE https://www.swinburne.edu.au/
University of Melbourne Parkville Dookie Werribee	Sun 18 Aug Sun 22 Sep Sun 20 Oct	10am – 4pm 10am – 4pm 10am – 4pm	1800 801 662 https://openday.unimelb.edu.au/
Victoria University			1300 171 755 https://openday.vu.edu.au/
William Angliss Institute of TAFE City	Sat 3 Aug	10am – 3pm	1300 ANGLISS http://www.angliss.edu.au
SAE Creative Media Institute	Sun 11 Aug	10am – 2pm	https://sae.edu.au/news-and-events/events
Collarts (Australian College of the Arts) Fitzroy, Collingwood (Wellington St & Cromwell St)	Sat 31 Aug	10am – 3pm	https://www.collarts.edu.au/open-day



Career Focus – Advertising Account Executive

Advertising account executives create and coordinate advertising campaigns to encourage consumers to purchase particular products or services. Employment can be in advertising agencies which can vary in size and scope. Large agencies are often confined to metropolitan areas as the industry must have direct access to major business districts, associated industry groups and media. You can also find advertising sales and account management positions at media companies in, print - daily and metro newspapers, radio, outdoor, digital (online) and television. Overall, the future is strong for this industry. The Australian Government projects that advertising and marketing professionals will see a 12.5% increase in employment opportunities within the next 5 years*.

Advertising account executives:

- Discuss the product or service to be advertised with clients and/or other stakeholders.
- Develop the campaign strategy and details, then brief other specialists.
- Analyse data and buying behaviours.
- Present concepts, campaigns and media plans to clients along with a summary of expenditure.
- Negotiate rates and spend according to budget.
- Supervise and coordinate the work of the relevant production departments to ensure the campaign meets deadlines and budget requirements.
- Communicate with clients throughout projects and deal with problems if they arise.
- Work as part of a team and closely with their clients.

To be an advertising account executive, it is helpful to:

- Be creative and imaginative.
- Have an analytical ability.
- Be well presented and have a pleasant manner.
- Have good communication and negotiation skills.
- Be able to network effectively and work under pressure to deadlines.
- Be able to present well.
- Have a sales focus (in advertising sales positions).

There are various ways to enter the advertising industry. Some companies find a degree with a major in advertising and marketing desirable and others value work experience and performance. Over half of the workers in the industry have a university degree, to do this you will need to have gained your VCE with prerequisites in one or more of English and Mathematics.

You can visit these websites for further information:

www.ami.org.au

www.communicationscouncil.org.au

www.gooduniversitiesguide.com.au

www.joboutlook.gov.au

Below is a list of the courses and tertiary study options in Victoria:

Tertiary – Bachelor (Undergraduate) Degrees				
Institution	Campus	Course	Duration	ATAR
Academia Australia	Melbourne	Certificate IV in Business (VET)	6 months	NA
		Diploma of Marketing and Communication (VET)	1 Year	NA
Holmesglen	Chadstone	Certificate IV in Business (Intro to Marketing) (VET)	6 months	NA
		Diploma of Marketing and Communication (VET)	1.5 Years	NA
Macleay College	Melbourne	Diploma of Advertising & Media	1 Year	NA
		Diploma of Marketing	1 Year	NA
Melbourne Polytechnic	Preston	Certificate IV in Marketing and Communication (VET)	6 months	NA
		Diploma of Marketing and Communication (VET)	6 months	NA
		Advanced Diploma of Marketing and Communication (VET)	6 months	NA
RMIT University	Melbourne	Certificate IV in Marketing and Communication (VET)	6 months	NA
		Diploma of Marketing and Communication (VET)	6 months	NA
		Advanced Diploma of Marketing and Communication (VET)	6 months	NA
Swinburne University	Hawthorn	Diploma of Marketing and Communication (VET)	1 Year	NA
Torrens University	Online	Diploma of Marketing	1 Year	NA
Tertiary – Bachelor (Undergraduate) Degrees				
Institution	Campus	Course	Duration	ATAR
Charles Sturt University	Albury-Wodonga, Melbourne.	Bachelor of Business (Marketing)	3 Years	NA
Deakin University	Cloud, Burwood	Bachelor of Communication (Advertising)	3 Years	60.35
Federation University	Berwick, Gippsland, Mt Helen, Off-campus.	Bachelor of Business (Marketing)	3 Years	37.4 (Berwick)
Latrobe University	Bundoora	Business (Diploma) / Business (Marketing) (Degree)	2 years/8 months	NA
	Melbourne	Bachelor of Business (Marketing)	3 Years	50.90
Macleay College	Melbourne	Bachelor of Advertising and Media	2 Years	NA
Monash University	Caulfield	Bachelor of Business and Bachelor of Marketing	4 Years	83.80
		Bachelor of Marketing	3 Years	80.60
		Bachelor of Marketing and Bachelor of Media Communication	4 Years	83.90
RMIT	Melbourne	Bachelor of Communication (Advertising)	3 Years	NA
		Bachelor of Business (Marketing)	3 Years	68.15
		Bachelor of Business (Marketing) (Applied)	4 Years	80.05
Torrens University	Online	Bachelor of Business (Marketing)	3 Years	NA
Victoria University	Footscray Park	Bachelor of Business (Marketing)	3 Years	NA

Note: * NA – Not applicable or under 5 offers were previously made, ATAR is based on the lowest selection rank with adjustment factors. (As subjects, course structures and requirements can vary between institutions, it is necessary to contact your chosen institution for further information).

Sources: <http://lmip.gov.au/default.aspx?LMIP/EmploymentProjections>.

Career Profile – Advertising Account Executive

Name: Varena Lyell

Current Position: Marketing Account Director at LinkedIn

Can you tell us where you studied, how long your course duration was and where you undertook your work experience (if any) to become qualified as an Advertising Account Executive?

I did not undertake any study, but rather worked my way through the advertising industry to achieve my current role.

Whilst you were studying at secondary school, did you know that you wanted to work in the advertising industry?

Not at all, I wanted to be an Oscar winning actress.

What do you love about your job?

I love presenting in front of an audience for obvious reasons stated above. I also love the fast-dynamic pace of the industry as well as it being a creative environment that allows me to do more creative thinking when approaching my client's strategic responses. I'm very much a people person and this industry is all about relationships and I love that I am able to get out and interact with people, rather than being stuck at my desk all day. I also LOVE the perks.

What personal requirements would you say are necessary in your position?

- To have an ability to work and adapt within a fast paced deadline-orientated environment
- To have a relationship driven personality
- Be a strategic thinker
- Be able to follow through and have attention to detail

What are the challenges of your job and the best ways to overcome those challenges?

At LinkedIn, there is an unbelievable amount of information coming at you all the time, as the company encourages a growth mindset. The challenge is not allowing this to overwhelm you, rather create processes to get through what is most relevant. The other challenge is also protecting my core clients that spend while investing time to build on other business units within the restricted client base I look after. This is where relationships and contacts come into play to help develop more business (accounts).



Career Focus – Graphic Designer

Graphic Designers produce visual communications, including art and layouts of text for reproduction in print and electronic media such as magazines, newspapers, books and websites, as well as image designs for corporate identity programmes, exhibitions and advertising. Graphic designers may specialise in a number of fields including; brand and identity strategy, digital and web-based design, television, film and computer graphics, set and exhibition design, corporate design, book and magazine design, and advertising and illustration. They may progress to positions such as design directors, art directors or creative directors. The Australian Government projects that graphic designers, web designers and illustrators will see a 12.6% increase in employment opportunities within the next 5 years*.

Graphic designers:

- Talk to clients to get a clear understanding of their visual communication requirements and develop 'roughs' (sketches).
- Prepare comprehensive layouts of the design using techniques such as photography, illustration and computer-generated imagery.
- Identify communication problems and develop visual solutions.
- Present and propose designs to clients for approval.
- Prepare designs for print or digital publication and signage.
- Design and set up exhibitions for advertising or educational purposes.
- Supervise all design production stages, including arranging and supervising printing.

Graphic designers may work as members of a design team in design studios or advertising agencies, or alone undertaking consultancy or freelance work.

To be an advertising graphic designer, it is helpful to:

- Be creative and imaginative.
- Understand colour and form.
- Be able to work under pressure and meet deadlines.
- Have good communication skills.
- Have good marketing abilities.
- Be able to work as part of a team.

To become a graphic designer, you usually have to complete a VET qualification. Applicants may be required to attend an interview and/or submit a folio of work. As subjects and prerequisites can vary between institutions, you should contact your chosen institution for more information.

Entry into this occupation may be improved if you have a degree in graphic design or a related area such as digital media or visual communication design. To get into these courses, you usually need to gain your Senior Secondary Certificate of Education. Prerequisite subjects, or assumed knowledge, in one or more of English and a visual arts or design subject are normally required. Applicants may also be required to attend an interview and/or submit a folio of work.

Below is a list of the courses and tertiary study options in Victoria:

Certificate's, Diploma's & Advanced Diploma's				
Institution	Campus	Course	Duration	ATAR
Box Hill Institute	Box Hill	Advanced Diploma of Graphic Design (VET)	1 Year	NA
Chisholm Institute	Dandenong	Diploma of Graphic Design (VET)	1 Year	NA
CQ University	Online	Diploma of Digital Media	1 Year	NA
Federation University	Ballarat	Diploma of Graphic Design (VET)	1 Year	NA
		Diploma of Graphic Design (VET)	1 Year	NA
		Advanced Diploma of Graphic Design (VET)	1 Year	NA
	Mount Helen (Ballarat)	Certificate IV in Digital Media Technologies (VET)	1 Year	NA
		Diploma of Digital Media Technologies (VET)	1 Year	NA
Holmesglen Institute	Chadstone	Certificate IV in Design (VET)	1 Year	NA
JMC Academy	Melbourne	Diploma of Design (Visual Communication)	8 mths	NA
Latrobe College of Art and Design	Collingwood	Diploma of Graphic Design (VET)	1 Year	NA
Melbourne Polytechnic	Fairfield	Diploma of Graphic Design (VET)	1 Year	NA
		Advanced Diploma of Graphic Design (VET)	1 Year	NA
	Collingwood	Certificate IV in Screen and Media (VET)	1 Year	NA
		Advanced Diploma of Screen and Media (VET)	2 Year	NA
RMIT University	Brunswick	Diploma of Graphic Design (VET)	1 Year	NA
	City	Diploma of Digital Media Technologies (VET)	1 Year	NA
		Advanced Diploma of Screen and Media (Interactive Media) (VET)	1 Year	NA
Swinburne University of Technology	Hawthorn	Diploma of Graphic Design (VET)	1.5 Years	NA
SAE Creative Media Institute	Melbourne	Diploma of Graphic Design	7 mths	NA
Torrens University	Melbourne & Online	Diploma of Graphic Design	1 Year	NA
Victoria University	Footscray	Diploma of Graphic Design (VET)	1 Year	NA
Tertiary – Bachelor (Undergraduate) Degrees				
Institution	Campus	Course	Duration	ATAR
CQ University	Online	Bachelor of Digital Media	3 Years	NA
Deakin University	Cloud, Geelong, Burwood.	Bachelor of Communication (Digital Media)	3 years	62.65
	Geelong, Burwood.	Bachelor of Design (Visual Communication)	3 Years	52.50
JMC Academy	Melbourne	Bachelor of Design (Visual Communication)	2 Years	NA
LCI Melbourne	Melbourne	Bachelor of Design Arts (Graphic & Digital Design)	2 Years	60.00
Macleay College	City	Bachelor of Digital Media	2 Years	NA
RMIT University	City	Bachelor of Design (Digital Media)	3 Years	70.55
SAE Creative Media Institute	Melbourne	Bachelor of Animation (Character Animation, 3D Modelling or Visual Effects)	2 Years	NA
		Bachelor of Design (Graphic Design)	2 Years	NA
Torrens University Australia	Melbourne	Bachelor of Digital Media (3D Design and Animation)	3 Years	NA

Note: * NA – Not applicable or under 5 offers were previously made, ATAR is based on the lowest selection rank with adjustment factors. (As subjects, course structures and requirements can vary between institutions, it is necessary to contact your chosen institution for further information).

Sources: <http://lmip.gov.au/default.aspx?LMIP/EmploymentProjections>, VTAC, Good Universities Guide.