



SYDNEY INTERNSHIP PROGRAM - INTERNSHIP PLACEMENT INFORMATION AND FIELD GUIDE

Introduction to the Internship Placement Process

This is a guide to the internship placement process and fields in which students on the Sydney Internship Program are typically placed. All program applicants are asked to read this introduction and the sections relevant to your internship interests. An index is listed on the following page.

Once you have done this, you will be ready to write your Internship Interest Statement that will provide the internship placement team in Sydney with a preliminary indication of your interests and serve as a starting point for the placement search.

The Sydney Internship Manager will then contact you directly to discuss your specific interests and needs, and suggest potential placement sites. Further to this, the team will then contact potential placement providers with your CV and program details. Once a suitable match has been found, Arcadia will contact you via email with a placement offer, including information about the organization and a brief description of the placement duties.

Where required, the internship team will facilitate an interview with the placement provider. After this interview, Arcadia will follow up with both you and the placement provider to confirm your mutual interest, finalizing the placement. On arrival in Sydney, you will be personally introduced to your workplace prior to commencement.

About Internship Placements

Arcadia guarantees an internship placement for every participant on the Sydney Internship Program/ Please bear in mind that while we make every effort to accommodate stated preferences, we cannot guarantee any particular field, organization or type of organization.

Sydney is a highly competitive environment for sourcing internships, which is why we must have a good degree of flexibility in the placement search.

Please also remember that any placement offer received is provisional and ultimately subject to the employer's discretion.

Internship Interest Statement

The Internship Interest Statement is document written by you that provides the Sydney Internship Program team with brief background information on your experience, interests and future goals, all of which will inform the sourcing of a suitable internship placement in Sydney. Please think carefully about your interest statement and your professional and academic goals – this document will be the basis for our sourcing process and we may supply sections of the document to prospective employers describing your experiences and interests. Please note that placements in highly competitive areas such as the arts, film and television, journalism, marketing and advertising may require you to submit a portfolio of your works showcasing your skills.

Submitting your statement, along with your CV, is the first step in the internship placement process. In addition to questions regarding current experience and future goals, we ask you to indicate 3 fields of interest for your Sydney internship, as well any further details about what kind of internship you would like. These points may be taken directly from the relevant field sections in this handout.

While your statement will serve as a starting point in the placement search, students should be aware that a member of the internship placement team will contact them to determine their flexibility and additional fields of interest.

Internship Field Information

Below you will find information on possible internship fields in Sydney, providing ideas on what to expect in these types of placements. It is by no means a definitive list of the tasks you may undertake, and should be seen as a guide only.

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Key Fields Not Available

There are several fields of interest that are difficult to place within the Sydney Internship Program. This is due to the high demand by domestic students for work experience or clinical practice within these fields.

These include, but are not limited to, the following:

Medicine - placements in medicine, including observation, are not available as most hospitals and healthcare facilities have existing agreements for students in local medical programs and do not offer availability for US undergraduate students on short-term Programs

Physical Sciences - placements in chemistry and physics are extremely difficult to find for a short-term Program and, as with medicine, are usually reserved for students in domestic university Programs.

Engineering - placements in engineering are difficult to source, as most employers prefer students available for six months or more, making short-term placements very rare and limited in scope. Furthermore, US undergraduates usually do not possess the academic experience required for work experience in this sector.

Other Fields

If there is a field you are interested in that is not listed here, please contact a Sydney Internship Program Manager to discuss the possibilities available.

ADVERTISING

Advertising promotes a product, service or event to portions of the general public commonly referred to as the target audience to fill a desire or need in the marketplace. Advertising is written by advertising copywriters and finished with artwork by graphic designers and reaches its target audience through print, broadcast, internet, outdoor and [point of purchase](#) (POP) channels. The most common areas for internships in Advertising are Account Planning and Media Buying.

Account Planning

Account Planners play a key part in developing advertising campaigns with responsibility for writing the formal creative brief and for providing the ideal environment for creative development. They combine market data, qualitative research and product knowledge within a brief to enable the creative team to produce advertising ideas that resolve defined business problems.

Media Buying

Media Buying involves the purchase of media space – television, film, radio, print, billboards, etc. - at optimal placement and price. The main task of media buying lies within the negotiation of price and placement to ensure the best possible value can be secured.

Account Planning internship duties may involve work with:

- ☐ Analyzing and interpreting customer response and sales data to evaluate the effectiveness of the campaign.
- ☐ Communicating with colleagues within the agency, such as creatives, in the process of developing a campaign;
- ☐ Meeting the client to learn the background to the brand and advising on approach to the target market;
- ☐ Providing the creative team with a clearly defined brief that contains concise information on the product, audience and strategy;
- ☐ Researching the product or service to be advertised, which may involve gaining technical or specific knowledge;

Media Buying internship duties may involve work with:

- ☐ Booking individual advertising spots, e.g. pages, posters, internet banners, broadcast adverts, etc.
- ☐ Identifying the target audience for a particular media campaign;
- ☐ Keeping up to date with industry research figures, including distribution figures (newspapers and magazines) and audience figures (TV and radio);
- ☐ Liaising and building relationships with clients and media sales companies;
- ☐ Negotiating with media sales companies to obtain the best rates and most appropriate media spaces in online, broadcast and print advertising;

ARTS

Arts placements can be found in a variety of galleries, museums, archives and organizations that display, preserve, restore or help promote art in its various formats. This can include administration in fine arts as well as performing arts, although students should note that there is also a separate section on theatre.

With so many types of organizations under one industry heading, it is difficult to give specifics on duties. However, most placements in arts tend to take place in galleries, and particularly commercial art galleries, of which there are many in Sydney.

Commercial galleries tend to be small and are focused on the display and sale of its works. Students working in commercial galleries usually have the opportunity to get involved in or exposed to all aspects of the gallery's operations, often including the handling and display of works, organizing events or exhibitions, liaising with artists, marketing, PR and administration, to name a few.

Placements in larger, well-known art galleries can be very difficult to secure, and when found tend to be administrative in nature (for example, marketing or PR) as opposed to handling art or being involved in curatorial work. Most large galleries do not take interns for less than 6 months.

Similarly, large, well-known museums tend not to take students for short-term placements (less than 6 months) and many have current arrangements with universities for placements with postgraduate students. There are many smaller, specialized museums in Sydney and we do sometimes find roles within these.

Other types of arts organizations may include arts councils or other organizations involved in the general promotion or fundraising for art in the community or education.

Arts internship duties may involve work with:

- ☐ Assisting in the organizing and display of works, sometimes in conjunction with the artist (commercial gallery);
- ☐ Cataloguing works of arts; ☐
- Fundraising and development; ☐
- General administrative duties. ☐
- PR/marketing/event planning; and

BUSINESS OPERATIONS (including HR)

In addition to the specific fields covered elsewhere in this document, there are some business functions that take place across various industries, and we will cover two in which we've had success placing interns in Sydney:

- ☐ Human Resources and Recruitment
- ☐ Entrepreneurship

Students interested in Business Operations should also note that this can also include in-house accounting (company finance) as well as in-house marketing and public relations, and anyone interested in these areas should refer to the sections on Accounting, Marketing and Public Relations for further details on these.

Human Resources and Recruitment

Human resources (HR) officers develop and implement policies relating to personnel within an organization. Their aim is to ensure that the organization employs the right balance of staff in terms of skills and experience, and that training and development opportunities are available. Internships in HR focus on administrative

support for the varied functions within this area of business.

Internships can sometimes be found in recruitment consultancies – agencies that provide third-party sourcing (sometimes known as ‘headhunting’) for executive-level and senior management in fields such as financial services.

Entrepreneurship

Opportunities for placements can often be found with small start-up organizations. Such placements can provide a creative working environment where ideas and resourcefulness are highly valued. Students seeking entrepreneurial placements should possess initiative and an open mind towards the potentially wide variety of tasks that will help the business to grow.

Human Resources internship duties may involve work with:

- ☐ Administering payroll and maintaining employee records.
- ☐ Liaising with a wide range of people involved in policy areas such as staff performance and health and safety;
- ☐ Marketing (within recruitment consultancies);
- ☐ Recruiting staff - developing job descriptions, preparing job adverts, checking application forms;
- ☐ Working closely with departments, assisting line managers to implement policies and procedures;

ENVIRONMENT & SUSTAINABILITY

Opportunities for placements in this field can often be found within government departments as well as within small entrepreneurial start-up organizations. Business opportunities in environment and sustainability are characterized by a sense of innovation and excitement as the business world adapts to the realities of a changing climate.

Environment and Sustainability internship duties may involve work with:

- ☐ Closed loop economics
- ☐ Managing opportunities within the ‘shared economy’
- ☐ Product design for sustainability;
- ☐ Carbon trading;
- ☐ Waste and recycling management;
- ☐ Water catchment management;
- ☐ Monitoring and developing business friendly compliance mechanisms

FINANCIAL SERVICES

Financial Services placements can be found in a variety of organizations, including those that deal with the management of money and the raising of capital, such as commercial banks, smaller investment firms, accounting, financial marketing and financial information services.

Investment and Commercial Banks

Investment banks work with corporations, governments and high net worth clients to raise capital, restructure businesses, provide financial advice and other financial services. Commercial banks offer a variety of services to the public and businesses, including deposits, mortgages and consumer lending, savings accounts and basic investment products. Banking placements are extremely competitive in the current economic climate and placements that are found generally take place in back office/support type of roles.

Accounting

Internships with accounting firms tend to take place in smaller firms, and students should note that placements in Management Consultancies in large international firms are rarely found. However, there is also the possibility of working in the finance department of a particular company in any number of industries.

These placements can involve all aspects of a company's financial transactions and bookkeeping – recording sales, purchases, income, payroll, payments and reporting these to the relevant authorities.

Smaller Investment Firms

There are a number of other types of organizations that raise capital for various purposes. These tend to be smaller than investment banks (usually less than 30 people) and can sometimes give an intern a broader overview of the overall operations of the business and a chance to get a little more closely involved. Placements have taken place in firms focused on Private Equity, Venture Capital and Hedge Funds. We've also seen several companies in venture capital with a focus on "Green" or "Clean" Technology.

Financial Marketing

Many smaller firms in financial services, as well as some larger firms, offer placements in the area of marketing for various kinds of financial products.

Financial Information Services

There are a number of organizations that provide information and analysis on the financial services industry, and these can include sales of financial software, research on financial news and industry analysis. Such placements can provide a great overview of the finance industry.

Please note: students wishing to undertake placements in financial services should be aware that many employers in this field require a GPA of 3.5 or above. Those with lower GPA's may still indicate this field as an area of interest, but will be expected to understand this and provide a high degree of flexibility with regard to an internship in this area and/or the offer of a possible backup option.

HEALTH

As discussed above there are limited opportunities within mainstream health as clinical practice for domestic students takes priority. However, opportunities with private health providers and health related business do exist. Students have made use of these opportunities in the past to explore possible careers beyond their undergraduate degrees.

Health internship duties may involve work with:

- ☐ Aged Care;
- ☐ Child and Youth Services;
- ☐ Diet and Nutrition;
- ☐ Disability Services;
- ☐ Music Therapy;
- ☐ Physiotherapy; ☐

Radiology;

- ☐ Rehabilitation Services (Drugs & Alcohol);
- ☐ Rehabilitation Services (Injury & Prosthetics);
- ☐ Speech Pathology; and
- ☐ Sports Medicine and Exercise Science;

****SPECIAL NOTE FOR ALL HEALTH PLACEMENTS****

All students wishing to undertake a placement that will involve contact with clients/patients (contact and research) must obtain a police background check before coming on the Program. Please contact your local community police department to enquire about obtaining the background check and liaise with the Program Managers on this process

HOSPITALITY

The field of hospitality covers a wide range of organizations, although most placements tend to take place in hotels, travel/tourism companies, corporate events, concierge services and, to a lesser extent, bars and restaurants.

Hotels

Hotels are among the more commonly found venues for internships in hospitality, and there are many areas within hotels in which an intern can gain experience. These include front desk, sales and marketing, food and beverage operations, event planning, supply chain management, finance and accounting, human resources and facilities management. If interested in a hotel, please indicate which of these areas you would like.

Bars and Restaurants

Sydney is a center for food and nightlife, and some interns have been placed in various roles in restaurants and bars, including event planning, marketing, PR, food & beverage operations and administration.

Travel/Tourism Companies

As a major tourism destination, there are many companies in Sydney that administer tourism activities, some of whom have taken students in the past for internships. There are also travel companies who undertake bookings for international tourist destinations. Students in these areas have worked in finance, marketing and PR.

Corporate Events

A number of interns have been placed in the area of corporate events, with specialist organizations who arrange events geared toward relaying brand value and company vision to a target group. These range from parties, conferences to brand launches. Interns may be involved in a range of event planning activities, as well as marketing and PR, administration and finance.

Concierge Services

There are several luxury concierge organizations that provide a range of services covering every facet of the luxury lifestyle market including travel, real estate, wine, art, luxury retail, events, public relations, publishing and more. Interns in this field can get involved in event planning, marketing, PR and finance.

MARKETING

Marketing involves making sure that an organization identifies and meets the needs of its customers and promotes its product or services. These activities include the market research necessary for the identification, selection and development of a product and its customer base.

Marketing also includes analyzing competitors, positioning products or services, pricing, and promotion through continued advertising, events, public relations and sales.

Internships within marketing will generally be **in-house** (in one company's marketing department) although we do occasionally find internships in marketing agencies who work provide marketing services for multiple organizations.

Marketing internship duties may involve work with:

- ☐ Communicating with target audiences and managing customer relationships;
- ☐ Conducting market research such as customer questionnaires and focus groups;
- ☐ Contributing to, and developing, marketing plans and strategies;
- ☐ General administrative duties.
- ☐ Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organizations;
- ☐ Liaising with designers and printers;
- ☐ Maintaining and updating customer databases;
- ☐ Managing the production of marketing materials, including leaflets, posters, flyers, newsletters;
- ☐ Monitoring competitor activity;
- ☐ Organizing and attending events such as conferences, seminars, receptions and exhibitions; and
- ☐ Sourcing advertising opportunities and placing adverts in the press - local, regional, national and specialist publications - or on the radio, depending on the organization and the campaign.

NON-GOVERNMENT ORGANIZATIONS (NGOs)

There are many different types of organizations that we classify under the category of Non-Government Organization including those working in social, political, and economic spheres that are not part of governments or political parties.

NGOs can be focused locally, nationally or internationally and include not-for-profit organizations, charities, advocacy groups, political consultancies, lobbying groups and research organizations. We have broken these down into two broad categories - socially focused organizations and politically/economically focused organizations.

Socially Focused NGOs

Many interns have worked with socially focused organizations with an emphasis on areas such as youth advocacy, women's issues, health and poverty, human rights, race issues, refugees, immigration, LGBT and environmental matters, to name a few. Some organizations may have an international focus, while others may be more local or community based.

Socially Focused NGO internship duties may involve work with:

- ☐ Campaigning, including marketing and public relations in raising awareness to the organization's cause;
- ☐ Event planning;
- ☐ Fundraising, including liaising with donors;
- ☐ General office administration; and
- ☐ Research.

Politically/Economically Focused NGOs

Although not as easy to source as with socially focused NGOs, we have had placements in the past with organizations with a political or economic focus, including policy research, economic development, foreign policy, security/defense, political lobbying, political consultancies, and public affairs.

Politically/Economically Focused NGO internship duties may involve work with:

- ☐ Assisting with research projects;
- ☐ General office administration;
- ☐ Marketing and event planning; and
- ☐ Press monitoring/PR.

Tasks will vary from placement to placement but may include research, event planning, marketing/public relations and general office administration.

PUBLIC RELATIONS

Public Relations involves making use of all forms of media and communication to build, maintain and manage the reputation of organizations ranging from public bodies or services to businesses and voluntary organizations. PR officers communicate key messages, often using third party endorsements, to defined target audiences in order to establish and maintain goodwill and understanding between an organization and its public.

PR officers monitor publicity and conduct research to find out the concerns and expectations of an organization's stakeholders. They then report and explain the findings to its management.

They often work in-house and can be found in both the private and public sectors, from the utility and media sectors to voluntary and not-for-profit organizations. Some PR officers may be based in consultancies.

Public Relations internship duties may involve work with:

- ☐ Administrative duties.
- ☐ Collating and analyzing media coverage;
- ☐ Liaising with and answering enquiries from media, individuals and other organizations, often via telephone and email;
- ☐ Maintaining and updating information on the organization's website;
- ☐ Managing the PR aspect of a potential crisis situation;
- ☐ Organizing events including press conferences, exhibitions, open days and press tours;
- ☐ Planning, developing and implementing PR strategies;
- ☐ Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia Programs;
- ☐ Researching, writing and distributing press releases to targeted media;
- ☐ Writing and editing in-house magazines, case studies, speeches, articles and annual reports;

SPORT

Australians are known for their passionate interest in sport. Opportunities to participate in sport are available at all levels and across all age groups. Community sporting groups along with school and university based programs are heavily supported by the playing public and attract considerable government support, media interest and backing.

The business of sport and sport management is a growing field in Australia. Sydney and Melbourne sit at the very centre of this growing industry.

Sport based internship duties may involve work with:

- ☐ Child and youth sport services;
- ☐ Fitness & personal training;
- ☐ Funding bodies;
- ☐ Managing community sport;
- ☐ Planning, developing and implementing media, social media and PR strategies; and
- ☐ Regulatory bodies.
