Thank you for taking the time to consider hosting a Victoria University student within your organisation.

Final year students in a range of communication related courses are required to complete fifteen days professional placement within their chosen field of study under the guidance of an appropriately qualified/experienced industry professional.

The following courses are involved in the program:
- Public Relations
- Digital Media
- Professional Writing
- Creative Arts Industries

Prior to undertaking a professional placement students will normally have completed a minimum of two years study, including six units specifically relating to their chosen field, and a second, and sometimes third, complementary major. For example, many of our Public Relations students undertake a second major in either Communication Studies or Professional Writing.

Cost

There is no cost to your organisation. You do not have to pay the student for their work on placement, however if you wish to pay some small amount to cover their travel and meals, then this is permitted.

Insurance

Victoria University has taken out public liability and personal accident insurance to cover students during their placements.

Benefits to the organisation

- You would gain the skills of a competent near graduate to assist you with stand alone or ongoing activities within your organisation.
- Students bring new perspectives, creative ideas, and are familiar with the latest research and best practices within their field.
- Provides you with an opportunity to try out employees before hiring permanently.
• Builds a relationship with staff and students at Victoria University (which is the largest employer in the western suburbs)

The aim of the placement (for the student)
• To gain valuable industry experience prior to graduating (build up their resume)
• Gain new knowledge and skills through on the job learning
• Increase employability on graduation (a number of our students have been offered ongoing employment with host organisations following a placement)
• Apply skills/knowledge learnt throughout their degree to real life situations
• Gain clearer direction/focus within their chosen vocation
• Make industry contacts / network
• Produce work for their employment portfolio (students should receive a copy of any work produced by them to showcase to future employers)
• Gain better industry understanding / adapt to culture of organisation
• Gain confidence in their own abilities and knowledge
• Learn negotiation skills
• Give students a realistic look at the current employment situation and the vocational possibilities of where their skills could be used.

Placement format
The placement is for 15 days in whatever arrangement best suits your needs, e.g. 5 days x 3 weeks; 3 days x 5 weeks or 1 day x 15 weeks. Students negotiate with employers regarding when the placement will commence and the appropriate number of days per week to be worked.

What can you expect from the student
• To be punctual
• Conform to the dress code of the organisation
• Advise the organisation if they are unable to attend in the time specified
• Be professional in attitude, complete work to deadlines; show drafts of work; request feedback and assistance as required
• Adapt their approach to the style of the organisation
• Show enthusiasm and initiative
• Be flexible and adaptive
• Provide ongoing feedback to the host supervisor about how they are progressing in the placement
• address any concerns they have at the earliest convenience

Expectation of the Host Organisation
• That students be provided with the opportunity that is agreed upon at the initial meeting (duties/expected learning outcomes to be listed on the LiWC Contract (Attachment A)
• Be given ongoing support and encouragement
• Be included as part of the team
• Be given appropriate and relevant tasks which will be used, in total or in part, by the organisation
• Provided with assistance when required
• Provided guidance in completing tasks in the style of the organisation
• Be given an understanding of the scope, codes of conduct and values of the organisation
• That consideration be shown to them as a beginner in their professional field
• Receive ongoing feedback from the host supervisor about their performance
• That any issues arising are dealt with quickly and openly
• Completion and return of the Site Supervisor’s Assessment Report at the conclusion of the placement (Attachment B)

What if the student is unsuitable for the placement or the organisation?
The College’s Partnerships Coordinator should be contacted should any unresolvable problems occur, or if any additional information or assistance with regards to the Professional Placement Program is required.

Projects
When there is an opportunity for a larger cohort of students to become involved with industry or community organisations, VU will determine the suitability for undertaking the opportunity as a small group project rather than a placement. Projects are supervised by University staff in collaboration with the organisation. Some examples of projects are listed under the specialisations below.

BACHELOR OF COMMUNICATION
(PROFESSIONAL WRITING)

Professional Writing students are expected to undertake professional level work experience under the supervision of an experienced professional writer. Students have completed at least 6 professional writing subjects which practice a variety of skills and writing styles including; editing; publishing; journalistic, advertising, public relations, web writing and scriptwriting, before they undertake a professional placement.

For assessment of the placement, each student is expected to complete a range of writing for their portfolio and a reflective placement journal.

Students could work on writing tasks including:

• Researching and writing articles
• Writing flyers and advertisements
• Media releases
• Newsletters and newspaper/magazine/online articles
• Conducting interviews and writing up for publication
• Writing and layout of brochures
• Writing reviews and reports
• Editing and proofing (though should not exceed 25% of placement time)
What is considered not appropriate for a student?

- Writing requiring detailed and new subject knowledge (eg. financial, technological)
- Complex, research-based documents which require more reading than writing
- Complex writing tasks, eg. writing annual reports
- Be required to work entirely without supervision
- Be able to immediately use software programs which are unfamiliar, eg. Dreamweaver

Examples of professional writing projects / placements

Several professional writing students each year form a cross-disciplinary team, alongside digital media and public relations students, to produce the annual Offset Literary Magazine under the direction of University staff. Students have also written and produced a play with grade 6 students at the Sydenham/Hillside Primary School, teaching students to write the script, develop the characters, and then put on the production for the rest of the School. One student undertook her placement with a local Member of Parliament and wrote speeches that were delivered to the media.

BACHELOR OF COMMUNICATION
(PUBLIC RELATIONS)

This degree is accredited by the Public Relations Institute of Australia (PRIA). A Course Advisory Committee has been established which includes senior and influential practitioners from both the public and private sectors.

Students have undertaken core majors in both Public Relations and Communication Studies. Units studied include writing for public relations, media management, research, campaign management, communicating in organisations, marketing, law and other key areas. Students also take a third major or electives in a range of relevant areas including sociology, marketing, politics, management, psychology or gender studies.

Students are interested in working in any and all aspects of public relations and communications and would like to develop their skills in:

- media relations
- client management
- publicity and promotions
- organising campaigns
- event management

Examples of public relations projects / placements

Students have undertaken a marketing campaign for the Sunshine Visy Cares Hub; have been involved in the production of a book for the Vietnamese Women’s Association; and have developed a communication sustainability strategy for the Facilities Department at VU entitled *Environment at VU*.
BACHELOR OF COMMUNICATION (DIGITAL MEDIA)

Digital media students can work on stand-alone multimedia projects or assist you with ongoing multimedia or video related projects or documentation. Students have undertaken nine core units in their first two years including; introduction to web technology; animation; digital sound and video; interactive programming; communication technologies in context and dynamic web development. Many of the students undertake professional writing as their second major and therefore have content writing skills as well as multimedia production skills.

Digital Media students are experienced in the use of; Animation (using Flash); Interactive project development, including dynamic website development; Flash interfaces on databases, screen design; (Photoshop/Fireworks) digital sound preparation / design content development, including writing for digital mediums; HTML (Dreamweaver); website maintenance; video production, shooting, editing, digital video / video post and DVD production.

Students are able to:

- work with a community group to produce a film or animation
- make a promotional film or animation
- produce simple publications
- establish a range of websites
  - database driven
  - forums
  - shopping-carts
- undertake primary research into an audience group (run a focus group or interviews)
- I-pod tours
- I-phone applications
- Podcasts

Examples of digital media projects / placements

Digital Media students have recently been involved in a range of activities with both industry and the local community. Recent activities have included the production of a series of safety DVD’s for the Victorian Police; an animation for the Orygen Youth Health website, and a virtual tour of Victoria University’s campuses for offshore international student marketing.
BACHELOR OF CREATIVE ARTS INDUSTRIES

Specialisations in Creative Writing, Digital Media, Performance Studies, Visual Arts and Music

Creative Arts students undertake units of study in Creativity and Innovation, Arts Industries – The Inside Story, Introduction to Web Technologies, Creative Arts in Context, Introduction to Small Enterprise and two Professional Engagement units, in addition to selecting two specialisations (at least one from the list above).

Students who nominate to undertake a professional placement within industry or the community sector, will use the opportunity to immerse themselves in all aspects of the organisation, in order to gain both hands on experience and a deeper understanding of the range of functions associated with operating such an organisation.

For further information, or to advise of a placement or project opportunity, please contact:

Joyce Mckenzie               Phone: 9919 2234
Email                         Joyce.Mckenzie@vu.edu.au

Postal address:
College of Arts
Victoria University
PO Box 14428
Melbourne City Mail Centre
MELBOURNE VIC 8001
Attachment A

LEARNING IN THE WORKPLACE AND COMMUNITY
CONTRACT AGREEMENT BETWEEN:

1. The Host Organisation
2. The Student
3. Victoria University

This contract agreement sets out the terms on which Victoria University will place the Student with the Host Organisation for the purposes of the Student undertaking the learning in the workplace described below.

THE HOST ORGANISATION:

<table>
<thead>
<tr>
<th>Organisation Name:</th>
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<tbody>
<tr>
<td>Address:</td>
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<tr>
<td>(location of placement)</td>
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</tr>
<tr>
<td>Contact Person / Supervisor:</td>
<td></td>
</tr>
<tr>
<td>Position / Qualifications held:</td>
<td></td>
</tr>
<tr>
<td>Telephone Numbers</td>
<td>Business:</td>
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<tr>
<td>Faxsimile:</td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
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<tr>
<td>Website:</td>
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I hereby agree to abide by the conditions set out in Section 3 of this Contract Agreement:

SIGNED for and on behalf of the HOST ORGANISATION

<table>
<thead>
<tr>
<th>Signature:</th>
<th>Date:</th>
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</thead>
</table>

THE STUDENT:

<table>
<thead>
<tr>
<th>Last Name:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Given Name:</td>
<td></td>
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<tr>
<td>Address:</td>
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</tr>
<tr>
<td>Emergency Contact Person:</td>
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<td>Emergency Contact Phone:</td>
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<tr>
<td>Enrolled Course:</td>
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<tr>
<td>Course Coordinator:</td>
<td></td>
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<tr>
<td>Telephone Number:</td>
<td>Home phone:</td>
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<tr>
<td>Email Address:</td>
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</tbody>
</table>

I hereby agree to abide by the conditions set out in Section 2 of this Contract Agreement:

SIGNED by the STUDENT

<table>
<thead>
<tr>
<th>Signature:</th>
<th>Date:</th>
</tr>
</thead>
</table>
**1. PARTICULARS OF THIS LEARNING IN THE WORKPLACE ACTIVITY**

<table>
<thead>
<tr>
<th>Dates of LiWC activity:</th>
<th>Commencement date:</th>
<th>Exp. completion date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours of Standard Work Day:</td>
<td>Start time:</td>
<td>Finish time:</td>
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</tbody>
</table>

The following section is an Agreement between the Supervisor and the Student, and should be completed with both parties present. This Agreement is to ensure that the experience is mutually beneficial, with a balance between the achievement of goals required by the organisation, and the provision of a learning experience for the student.

The student has contributed to, and agrees to undertake the following tasks during the placement:

- 
- 
- 
- 

At the completion of the placement, it is anticipated that the following outcomes will be achieved, based on the above list of tasks:

1. 
2. 
3. 
4.
2. THE STUDENT AGREES TO:

a. read and comply with the information provided in this Memorandum of Understanding by signing and returning this contract to the University PRIOR to the commencement of the LiWC experience, which will activate coverage by the University’s Insurance Policy;

b. behave in a professional manner, this includes being punctual, attending when required, behaving professionally, not disclosing any confidential information of the Host Organisation, dressing appropriately and performing tasks satisfactorily.

c. work in accordance with the policies, procedures, directions and requirements of the Host Organisation (including, without limitation, those relating to occupational health and safety, equal opportunity, confidentiality and information privacy);

d. advise the Host Organisation if the Student suffers from any medical condition or disability that may affect his/her work performance;

e. comply with the statutes, policies and procedures of the University (including, without limitation, the Learning in the Workplace Policy & Procedures and the procedures relating to occupational health and safety, equal opportunity);

f. maintain communication with the University and the workplace supervisor(s);

g. be available and prepared to discuss relevant issues when visited or contacted by the University, complete relevant LiWC evaluation documentation and submit to the University at the completion of the LiWC experience;

h. address any issues/concerns that arise with the workplace supervisor in order to resolve them, referring any unresolvable issues on to the University;

i. immediately advise the Host Organisation and the University of any accident or incident in the workplace; and

j. at the completion of the activity return to the Host Organisation all its property or equipment including security cards, computer disks, documents and records and all copies of such material in the possession or control of the Student.

3. THE HOST ORGANISATION AGREES TO:

a. read and comply with the information provided in this Contract Agreement by signing and returning it to the University PRIOR to the commencement of the LiWC experience, which will activate coverage by the University’s Insurance Policy;

b. provide and maintain a safe workplace environment, free from discrimination/harassment, with appropriate occupational health & safety and equal opportunity safeguards in place;

c. provide proper supervision of the Student by a suitably trained supervisor;

d. continuously provide constructive and supportive performance feedback to the student throughout the workplace experience.

e. meet with the student for a reasonable amount of time each day in order to brief, debrief, and provide any training / guidance and feedback necessary for him/her to satisfactorily undertake the assigned tasks;

f. provide a learning environment with adequate opportunities for the Student to meet the learning objectives of his/her learning in the workplace experience;

g. provide an appropriate orientation to the Host Organisation, its work culture, policies and procedures;

h. comply with, and ensure that its personnel comply with all relevant Commonwealth and State legislation, regulations, rules, codes of practice and Australian Standards, including, without limitation those relating to OH&S to ensure that the Student is not exposed to any uncontrollable or inadequately controlled
hazards or risks;

i. quickly address any issues or concerns that arise in relation to the Student in order to resolve them with the Student in the first instance, referring any unresolvable issues to the University at your earliest convenience;

j. immediately advise the University of any accident or incident that occurs in the workplace;

k. allow visits by the University to monitor and assess the Student’s progress; and

l. complete and return the student evaluation documentation to the University at the completion of the LiWC experience.

4. THE UNIVERSITY AGREES TO:

a. ensure the tasks and activities which are proposed to be undertaken in the workplace by the Student are relevant, appropriate and consistent with the maturity, academic background and year level of the Student;

b. use best endeavours to ensure there are opportunities for the Student to meet the learning objectives of the workplace experience;

c. monitor and assess the Student’s progress;

d. provide constructive and supportive feedback to the Student;

e. liaise with the workplace supervisor responsible for the Student if any issues arise; and

f. act promptly to address any concerns about the safety and suitability of the workplace and well-being of the Student.

5. TERMINATION

This agreement may be terminated at any time by the University, the Student or the Host Organisation on the provision of 2 weeks written notice to the other parties.

6. VARIATION

This agreement may be varied by written agreement between the University, the Host Organisation and the Student.

7. PROCESS FOR DEALING WITH DISSATISFACTION

The placement should ‘NOT’ be discontinued until the following process has been completed, unless there is a reasonable Occupational Health and Safety risk.

a. Any issues encountered during a placement should be raised with the party concerned in the work environment, in order to find a resolution in the first instance.

b. If the issue is found to be unresolvable, the issue should then be raised with the Placement Coordinator, advising any action taken to date.

c. The Placement Coordinator will then contact the other party in order to gain an understanding of the issue from their perspective.

d. The Placement Coordinator will liaise with the Unit Co-ordinator, and if deemed necessary, a meeting will be arranged for all parties to discuss the issues and explore possible resolutions.
e. In the situation where a meeting is not deemed necessary, the Partnership and Unit Coordinators will discuss the issue/s and offer some possible solutions.

f. All parties will be kept informed throughout the process.
Can you please take a few moments of your time to complete the following report based on your experience supervising the above VU student. This report forms part of the student’s formal assessment, so should be completed and returned at your earliest convenience, following the completion of the placement. With our thanks.

**THE EVALUATION OF THE STUDENT:**

<table>
<thead>
<tr>
<th>Please mark the appropriate box with an X</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>N/A</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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</thead>
<tbody>
<tr>
<td>1  The student behaved in a professional manner (punctual, appearance)</td>
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<td>2  The student exhibited a good attitude towards staff</td>
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<td>3  The student exhibited a good attitude towards the tasks allocated</td>
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<td>4  The student fitted in with the culture of the organisation</td>
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<td>5  The student was able to follow instructions</td>
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<td>6  The student was able to ask questions and seek clarification on tasks</td>
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<td>7  If the student experienced problems, he/she was able to raise the issue in order to seek a resolution</td>
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<td>8  The student was accepting of constructive feedback and prepared to explore alternative options</td>
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<td>9  The student demonstrated creativity</td>
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<td>10 The student showed initiative</td>
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<td>1  The student attended as required</td>
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<tr>
<td>2  The student’s studies properly prepared them for the placement</td>
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</table>
THE SELF-EVALUATION OF YOUR ORGANISATION:

13 The student was provided with the opportunity to meet the agreed learning objectives (refer signed LIWC contract)

14 I was able to meet with the student regularly.

15 The student was given the opportunity to undertake a variety of tasks.

16 The student was provided with a legitimate learning opportunity.

PLEASE EXPAND OF ANY OF YOUR ABOVE RESPONSES HERE:

Can you please summarise the experience of having this student in the workplace with you?

Can you suggest any improvements to the current Professional Placement Program or process?

Total number of days student attended:

Would you be prepared to host another VU student?

If so, when is the best time of the year to make contact with you?

Please indicate your preferred method of communication in relation to this program?

Email

Phone

Business letter

Meeting in person

Are there any final comments that you would like to make about any aspect of the student or the placement program?
Please return completed survey via email to Joyce.Mckenzie@vu.edu.au

or post to: College of Arts
Victoria University
PO Box 14428
Melbourne City MC
MELBOURNE VIC 8001

Please feel free to contact me on 9919 2234 if I can be of any further assistance.