

GAMAA LAUNCHES NEW \$15,000 INDUSTRY GRANT AND NEW LOOK AT SYDNEY EVENT

Sydney, 26th October, 2011: Last night in Sydney at The Establishment GAMAA launched the next step in its Leadership Education initiative - the \$15,000 GAMAA Industry Overseas Internship Grant.

The GAMAA Industry Overseas Internship Grant replaces the previous GAMAA scholarship and workshop program, which GAMAA President Ian Martin said reflected the evolution of the GAMAA Leadership Education program, which the Association instituted in 2002.

“Over the past eight years GAMAA has awarded 38 further education scholarships and conducted more than 20 industry-dedicated workshops focused on fostering leadership skills in our industry. The launch of the new GAMAA Industry Overseas Internship Grant is a further extension of our Leadership Program and is reflective of GAMAA’s commitment to working towards a sustainable industry.”

Continuing, Martin said, “If Australia is going to compete in a global economy we need to continue to invest in people to ensure we are working at the leading edge and with world’s best practice. There is increasing focus on the importance of further education, not only for our industry, but in relation to the entire Australian economy. GAMAA believes the launch of this new Internship Grant will enable a dedicated and focused analysis of trends and opportunities that will assist in adding to the body of knowledge for our industry”.

New look for GAMAA

GAMAA also took the opportunity to reveal its new branding at the launch. Martin said at last year’s bi-annual GAMAA Membership Retreat the members determined to revisit the Association’s logo and brand identity to create a more contemporary look.

“Engaged, passionate and relevant – these words represent the core of the GAMAA brand and we believe our new logo reflects the energy, enthusiasm and commitment the GAMAA members have for our industry,” he concluded.

About the GAMAA Industry Overseas Internship Grant

*“Opening Doors * Expanding Boundaries” are the key opportunities presented with the GAMAA Industry Overseas Internship Grant. This Grant allows the successful applicant to undertake an internship with companies of their choosing anywhere in the world.*

Internships can be undertaken in marketing, new media, print, graphic design and other nominated disciplines related to the print media field. The outcome of the Grant will be a research paper documenting the recipient’s experience and how these learnings can be applied to the Australian market.

GAMAA will award one \$15,000 Overseas Internship Grant in 2012

Eligible Categories:

Marketing/Promotion:

Undertake an internship with leading marketing/advertising/promotion firm servicing the print and graphic media industry
Link this internship with attendance at a recognised international print media trade event eg; drupa (Germany), IPEX (UK), Print (US), Print China.

New Media:

Undertake an internship with social media/new media firm to understand the ways in which new media is being employed in commercial marketing environments
Link this internship with attendance at a recognised social media/new media event eg; Direct Marketing (San Francisco)

Print:

Undertake an internship with leading print or print management company to assess buyer trends in market and how these trends can be applied to the local Australian market

Graphic Design:

Undertake an internship with leading graphic design company working at the cutting edge in communications

Independent Research:

Applicants who want to undertake an internship outside of the prescribed areas above are advised to discuss their concept with the Executive Director, GAMAA prior to submitting an application.

For further information about the GAMAA Industry Overseas Internship Grant please visit www.gamaa.nef.au or contact the Executive Director, Karen Goldsmith 02 9869 0010. Please note applications forms will be available online from 4th November.

GAMAA is a not-for-profit Association.

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