

IDEA is an alternative option to mainstream education for young creatives, innovators and entrepreneurs.



WELCOME TO IDEA

We help you to thrive in your education, guide your transition from school into the real world and prepare you for the future of work.

IDEA is an alternative option to mainstream education for young creatives, innovators and entrepreneurs. We are an academy for senior secondary aged students and recent school leavers. We work with our global and local networks to arrange portfolio-based pathways to university, training and employment driven by your individual interests.

- 1 Welcome to IDEA
- 3 Why IDEA
- 4 The IDEA Difference
- 6 Career Opportunities
- 7 Case Study
- 8 IDEA Founders
- 10 IDEA Advisors
- 12 Program Overview
- 14 IDEA Academy
- 16 IDEA Future Ready
- 17 IDEA Pathways
- 18 Student Stories
- 20 Join Us





68% of young people did believe that high school did not adequately prepare them for success in the 'real world'.

— AFTER THE ATAR II

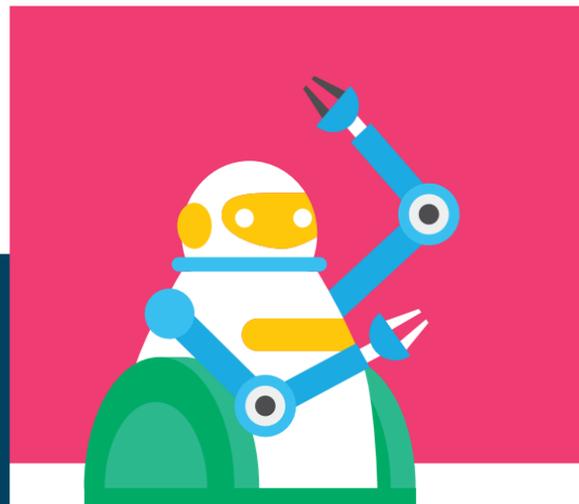
WHY IDEA

A complex world requires a future-focused change in education.

The traditional one-size-fits-all model of education does not recognise or develop niche talents and potential. It alienates many young people, who don't feel that they belong and don't see the relevance of school. We created IDEA because we want you to know you have value and to understand what and how you can contribute to the world.

Australia is in a global innovation race where the prize at stake is better jobs and a better share of global wealth. Education is at the core of instilling innovation skills in the next generation of our workforce.

THREE GLOBAL FORCES ARE RAPIDLY CHANGING THE WAY WE WORK. →



Automation

Machines may complete tasks quicker, but they fall short in creative and emotional skills. The most sought-after employees are the ones who possess the skills that machines can't reproduce.



Globalisation

Possibilities are no longer limited by regional boundaries. It doesn't matter where you are, everyone can now access or create opportunities in a global market.



Flexibility

The nine-to-five job for life and linear career pathway is a thing of the past. Flexible work gives you the chance to design a career that matches your interests, skills and lifestyle, while meeting the world's needs.

THE IDEA DIFFERENCE

IDEA is not only a different model, it's a different culture.

We get you. We see your magic. Everyone has something to offer the world, and we want to help you find yours.

” *When you do what you love, it doesn't feel like work. It is just a bunch of cool projects.*

– REBECCA LOFTUS, IDEA CO-FOUNDER



Co-designed program

We offer a flexible timetable that we co-design with you based on your interests and aspirations. Your time at IDEA is spent building a customised portfolio of contemporary credentials and experiences.



Community connections

We know that it takes a community to educate a young person. We connect you with a local and international network of peers and industry mentors. We also invite parents and guardians to contribute to the IDEA journey. Our campuses are based in co-working spaces and innovation hubs with unique access to businesses and the startup community.



Integrated learning

Learning is based on the principles of emergence and self-organisation. Rather than working in subject silos, you work on transdisciplinary projects. Curriculum content and skills are seamlessly integrated into practical learning experiences that are relevant for each student.

Wellbeing focus

We are relentlessly focused on supporting you to thrive and find your reason for being in the world. At IDEA, you will be supported to develop skills of self-awareness and emotional intelligence throughout the program.

Real world experience

Real World Learning is about shifting learning into the world beyond the classroom. The program includes industry project briefs, job shadowing, work placement and pitching events, which add professional experiences and references to your portfolio.

Brokered pathways

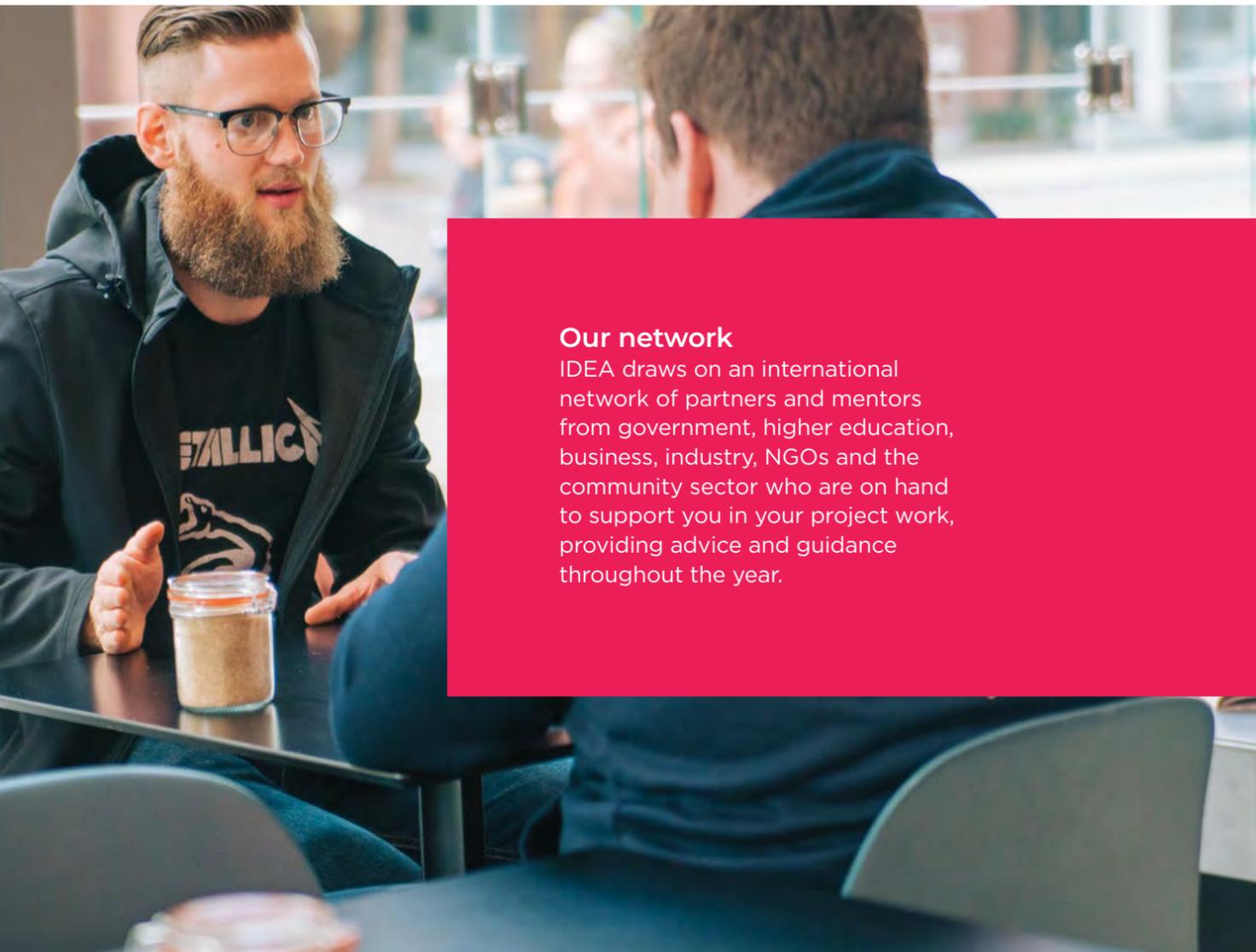
We work with you to map out a strategic pathway plan and broker your transition to university, training and employment. We measure the success of the program on the success of these transitions: how are you doing six months, one year or three years down the track? Are you thriving? If not, what can IDEA do about it?

CAREER OPPORTUNITIES

You will graduate with an understanding of what you enjoy working on and what your career opportunities are.

At IDEA, you will access meaningful work and study experiences with the support of our global and local network, opening up further future opportunities.

IDEA gives you access to industry networks in your areas of interest, propelling your career objectives and building your relationships with mentors who have the potential to become lifelong connections.



Our network

IDEA draws on an international network of partners and mentors from government, higher education, business, industry, NGOs and the community sector who are on hand to support you in your project work, providing advice and guidance throughout the year.



CASE STUDY

Sarah's story

Sarah loves technology and is passionate about sustainable development. For one of her IDEA projects, Sarah decides to develop the concept for an app that encourages users to complete location-based 'Earth-friendly' activities using a gamified learning experience.

She completes a micro-credential in Learning Experience Design from NovoEd and takes on a work placement with Perth-based company, Holonic, to learn more about the 'New Economy' and concepts such as circular economy and donut economics.

She enrolls in the She Codes Plus online coding workshop series. In addition to her core IDEA credentials, she completes a Certificate III in Information, Digital Media and Technology at TAFE one day a week.

In her second year at IDEA, Sarah begins building and testing her app with a user base. She completes an internship with Perth tech startup Audio Scriptr (accumulating over 200 hours of work placement) and enrolls in CurtinX's IOS app development course. After trialing two undergraduate units at Curtin University, she decides she'd like to pursue a degree in computing, majoring

in software engineering. To be eligible, she completes the Curtin UniReady Enabling Program and an online Maths Application WACE (ATAR) course. The IDEA team broker her admission to Curtin university via portfolio entry.

Sarah decides she would like to spend three months travelling in Europe before starting at university. The IDEA team help her to secure an internship with the CoderDojo Foundation at Dogpatch Labs in Dublin, Ireland as part of her trip. After returning to Perth and starting her university studies, she attends IDEA as a guest speaker and student mentor. IDEA support her application to Spacecubed's Plus Eight pre-accelerator, where she will continue developing her app.

Sarah's story is just one example of how we work with students to customise the IDEA portfolio to match your interests and aspirations.

Our founders are at the forefront of the education innovation agenda.



Nicole Gazey

Nicole began her career as a lecturer and trainer in the VET sector. She was appointed to the Curriculum Council of WA as a principal consultant for Vocational Education and Training in 2007. In this role, she was instrumental in the development of programs and recognition arrangements within the WACE for non-traditional education programs, brought about by the raising of the school leaving age in Western Australia.

She has worked as a consultant for the School Curriculum and Standards Authority, Department of Education and the non-government school sector, as well as in leadership positions in schools and on school boards.

Nicole is a strong advocate for innovative, personalised education that recognises young people's talents and empowers them to reach their potential and thrive in an ever-changing world.

IDEA was sparked by her personal experience as the mother of a young creative who did not fit the traditional system.



Rebecca Loftus

Rebecca has worked in the education sector for over a decade as a high school STEM teacher and curriculum manager. She became a PhD candidate in 2016, based on her work developing an integrated, project-based 'STEAM' curriculum in a high school setting.

She subsequently worked in the non-profit sector, where she developed an initiative focusing on innovation, systems change strategy and policy advocacy in education.

Rebecca has led award-winning communities of over 4,500 members in the education and tech communities in WA. She has worked as an education consultant and researcher, providing expertise to schools looking to develop innovative education programs.

Rebecca is passionate about equity, systems change and sustainable development in education.

IDEA ADVISORS

IDEA is supported by a team of educators, business leaders and industry experts who are passionate about the future of education.

“The final two years of school are the first two years of a young person’s career – they should be the most strategic and rewarding years of education.

– NICOLE GAZEY, IDEA CO-FOUNDER



Tom Goerke
Chair of the Board of Directors, StartupWA



Adam Jorlen
Co-Founder and Futurist, Enkel Collective



Kammi Rapsey
Principal, Media on Mars



Jeremy Chetty
Co-Founder and Chief Product Officer, Student Edge



Prof. David Gibson
UNESCO Chair, Data Science in Higher Education Learning and Teaching, Curtin University



Chandra Sundaeswaran
General Manager, Spacecubed



Annie Fogarty
Executive Chair, Fogarty Foundation



Peter Hutton
Co-Founder and Director, Future Schools Alliance



Dr Sandy Chong
President (WA Division) and National Board Member, United Nations Association of Australia

PROGRAM OVERVIEW

IDEA programs focus on creative and innovative thinking, self-discovery and future-ready skill development.

We support you to make a seamless transition to life beyond school, with a portfolio of contemporary credentials that showcases your niche talents and potential.



FULL-TIME PROGRAM

IDEA Academy

The Academy is for our full-time program for young innovators, entrepreneurs and creatives who seek a contemporary, customised approach to education that is designed around their unique talents, interests, and aspirations.

You will graduate with a sophisticated understanding of how you can use your particular talents and interests to design a meaningful and rewarding career.

OTHER PROGRAMS

Our other programs are for external students who want to access the IDEA experience and network, with the option to undertake nationally recognised qualifications.

IDEA Future-Ready

Vocational education and training

IDEA Pathways

Transition support

FULL-TIME PROGRAM

IDEA Academy

At the Academy we support you to make a seamless transition to life beyond school, with a portfolio of contemporary credentials that showcases your niche talents and potential.

STUDENTS	15 to 18 years
MODE	Flexible Full-time
LOCATION	IDEA campus / work placements
DURATION	4 semesters (2 years)
FEES	4,800 per year



CO-DESIGN

Academy programs are co-designed with each student, alongside business and industry.

Your journey begins with a strategic meeting with a member of the IDEA leadership team and your parents or guardians. This meeting explores where you have been, where you are now, and where you aspire to be in the future.

This marks the beginning of an ongoing process of co-design that includes:

- a customised study plan
- personal learning goals
- relevant and interest-based work experiences
- supplementary micro-credentials and qualifications
- an individualised wellbeing plan.

You are guided to re-evaluate your plan, assess your progress and modify your learning journey throughout your time at IDEA.

REAL WORLD LEARNING

Real World Learning is about shifting learning into the world beyond the classroom, preparing you for your transition from the program.

Real World Learning provides an opportunity to discover work and study pathways that connect your talents and interests with meaningful and rewarding career options.

Project briefs

Project briefs are developed by IDEA and our partners. These are short-term to medium-term projects with real outcomes. When undertaking project briefs, you will help businesses and startups with key tasks like social media and events management, content development, business administration and tech support. You are invited to select from a range of project briefs that match your interests and aspirations. On completion, you are given a written reference for your portfolio.

Job shadowing

This is a professional hangout. As well as observing business and project management in action by shadowing professionals at their jobs, you have the opportunity to speak with and learn from some of Perth's coolest innovators, entrepreneurs and creatives.

Work placement

We arrange work placements, traineeships and apprenticeships when you demonstrate work-readiness and capability. IDEA brokers placements that align with your interests and education pathways. On completion, you are given a written reference for your portfolio and may use the hours to contribute towards your WACE.

Community service

IDEA supports you to become an active citizen, an advocate for social inclusion and one of the new guardians of our planet. IDEA encourages you

to engage in social impact projects and volunteering by arranging opportunities for you to engage positively with your community.

Pitch night

Pitch night is the culmination of a year of hard work. You are invited to present your project work to an audience of peers, family members and VIP guests. Whether your presentation is a hit or a 'flearning' experience (failing + learning), pitch nights are about having a go and getting friendly feedback from experts.

QUALIFICATIONS

An IDEA portfolio is your ticket to work and study life after school.

The portfolio typically includes Western Australian Certificate of Education (WACE) courses and IDEA Future Ready Certificates, as well as work experiences and professional references gained through our Real World Learning program. You customise your portfolio with a series of micro-credentials and additional certificates gained through partner programs and third party providers.

Western Australian Certificate of Education

If you wish to work towards a WACE, you are typically enrolled in four WACE courses.¹

Vocational Education & Training Certificates II-IV

Choose from the following nationally recognised qualifications, delivered on campus by IDEA²:

- BSB20120 Certificate II Workplace Skills
- BSB30220 Certificate III Entrepreneurship and New Business
- BSB40120 Certificate IV Business

Additional VET qualifications can be accessed through other registered training providers.

Diploma

You may apply for entry into the diploma program via portfolio.

- BSB50120 Diploma of Business

Micro-credentials and other programs

You can add additional credentials to your portfolio by taking part in Massive Open Online Courses (MOOCs) and partner programs. Hobbies, volunteer experiences and extracurricular activities are also added to their portfolio as micro-credentials.

Work experience and professional references

Our Real World Learning program adds professional experiences to your portfolio. It also enables you to gain professional references, which are an important asset for future employment.

¹ WACE courses are delivered by a registered school or by IDEA under the auspice of a registered partner school.

² Vocational Education and Training is delivered by IDEA on behalf of Skills Strategies International (RTO CODE 2401)

IDEA Future Ready

This program for external students combines work placement in Perth's business and startup community with a nationally recognised VET qualification (Certificate II-Diploma) that prepares you for the world beyond school.

STUDENTS	15 to 21 years
MODE	1 to 2 days per week
LOCATION	IDEA campus / work placements
DURATION	2 semesters (1 year)
FEES	BSB20120 Certificate II Workplace Skills: \$1,000 BSB30220 Certificate III Entrepreneurship and New Business: \$1,200 BSB40120 Certificate IV Business: \$3,300 BSB50120 Diploma of Business: \$9,800

Vocational Education and Training is delivered by IDEA on behalf of Skills Strategies International (RTO Code 2401)

IDEA Pathways

IDEA Pathways are annual subscriptions that offer a case-managed approach to career planning and student support, and access to IDEA's wraparound services. Alternatively, you can create a customised program using Pathways pay-as-you-go.

STUDENTS	15 to 21 years
MODE	By appointment
LOCATION	IDEA campus / online / at home
DURATION	Annual subscription or on-demand
FEES	Student: \$2,100 Online: \$1,400 Pack: \$495 Pay as you go: \$150 per hour



Using a design thinking framework, Future Ready introduces you to concepts and experiences that help you develop skills that are growing in demand in the world of work, such as:

- critical thinking
- creative problem solving
- collaboration
- communication.

The program is project-based – you choose from a selection of project briefs or develop your own project in an area of interest. The program guides you through various levels of business design, development and management.



IDEA Pathways offers pathway planning meetings with an IDEA mentor (including the development of a personalised Pathways Plan)

- Ongoing, on-demand support from your IDEA team
- Portfolio development in preparation for post-school transitions
- Brokering admissions to university and training providers
- Support accessing apprenticeships and traineeships.

Student Stories



DILLON'S STORY

Finding your own path based on individual talents and interests.

Dillon is a creative, capable young man whose performance at school was not reflective of his ability or potential.

Having dyslexia meant that he needed to receive information in a different manner to a typical standardised classroom. This began to have a negative impact on his self-worth and represented a missed opportunity to develop his niche talents.

At IDEA, Dillon was supported to understand how he best learned, and to identify his strengths and align these with a clear post-school pathway. As a result, he saw that his education was relevant, he achieved better academically and gained greater understanding of what he has to offer the world.

Dillon completed school very successfully and has now transitioned into studying film.



MAYA'S STORY

Alternative pathways to a lifelong dream.

Maya knew from a young age that she wanted to be a doctor. She had to work hard to achieve good grades, but her determination to become a doctor meant she was highly committed to her studies.

Despite maintaining relatively good grades, Maya's school counselled her out of the prerequisite courses for medicine.

When Maya came to IDEA for advice, she was disillusioned and unclear about her direction. The IDEA team worked with Maya to identify an alternative pathway to medicine and brokered her entry to university.

Maya was amazed that there was still an opportunity for her to fulfil her dream and was grateful for the support she received by the IDEA team.



HARRISON'S STORY

Greater learning opportunities and an expanded peer group.

Harrison is an intelligent, mature, self-motivated teen who found that traditional schooling did not align with his learning style. Nor did they provide the flexibility he required to explore the world around him.

Harrison left school to become an independent learner, however for years 11 and 12 he wanted to expand his learning and extend his peer group. A key concern for Harrison was the uncertainty of navigating his final years of school without knowing his chosen career path.

IDEA is working with Harrison and his family to help Harrison identify his strengths and establish a strategic pathway plan, setting him on a path to either university or training.

Today, Harrison is more engaged, performing better academically and has confidence in himself and the direction he is headed.

Join us

IDEA campus

At IDEA, you are immersed in the real world. Our campus is located across Spacecubed venues in the heart of the Perth CBD.

Address

IDEA - Spacecubed
G/45 St Georges Terrace
Perth WA 6000

Public transport

Our campus is easily accessible by public transport. St Georges Terrace is serviced by a large number of buses, many of which stop at bus stops metres from our campus. The Elizabeth Quay bus and train stations are a ten minute walk away.

Opening hours

The IDEA office is open from 8:30am-4pm.

Fees

IDEA Academy

Fees cover all core program expenses. Courses are available online and no textbooks are required.

- Year 1: \$4,800
- Year 2: \$4,800

Additional fees

If you require a laptop, a technology levy of \$300 per year is applied. While IDEA will endeavour to cover the cost of partner programs and micro-credentials, some credentials may incur fees in addition to the program tuition fee.

Future Ready

- BSB20120 Certificate II Workplace Skills \$1,000
- BSB30220 Certificate III Entrepreneurship and New Business: \$1,200
- BSB40120 Certificate IV Business: \$3,300
- BSB50120 Diploma of Business: \$9,800

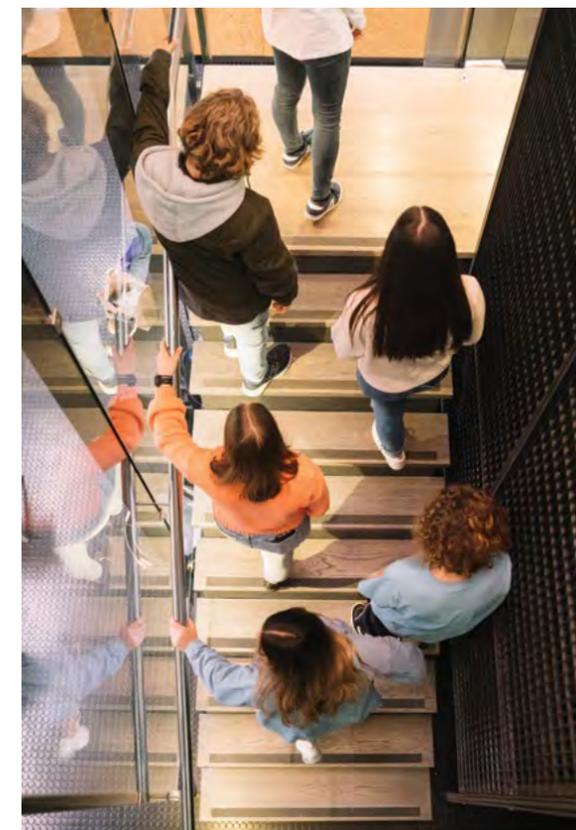
Pathways

- Student: \$2,100
- Online: \$1,400
- Pack: \$495
- Pay as you go: \$150 per hour

Enrolment

These steps only apply to the full-time Academy. For our other programs, head straight to our form online.

- 1. Submit an expression of interest.** Please fill in the 'Register your interest' form online to register your expression of interest. You may wish to book a time to chat with our team, otherwise we will see you at one of our information sessions.
- 2. Attend an information session.** Join us on campus for an information session and campus tour.
- 3. Attend an interview with our leadership team.** Book an interview with our leadership team. Details are provided at the information session.
- 4. Complete enrolment.** After the interview, if it is determined IDEA is a good fit for you, you will receive a Letter of Offer with instructions for how to complete your enrolment.
- 5. Attend orientation.** Join us on campus for an orientation day. You'll get a taste of student life at IDEA and begin planning your IDEA projects.
- 6. Start at IDEA!**



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