

## India Innovators Experience 2019

### GUIDELINES

## The India Innovators Campaign

Queensland has an enviable record as a progressive centre for international education, training and research, and the Queensland Government is unequivocally committed to making international education a cornerstone of the state's economic and cultural future.

The India Innovators Campaign is a joint program between Study Queensland and Advance Queensland, providing a unique opportunity for young, creative and motivated entrepreneurs in India to experience Queensland's world-class academic programs and connect with leading innovators across Queensland.

The campaign aims to inspire those with existing businesses to expand their operations internationally and those who are seeking an opportunity to establish a start-up in a global environment. It seeks to showcase Queensland as an innovation hub and the place for students to develop a global entrepreneurial mindset.

Study Queensland will provide two successful innovators with a fully funded visit to Queensland for seven days from Monday 1 to Sunday 7 April 2019. The itinerary will be designed by Study Queensland and Advanced Queensland and will include opportunities to engage with Queensland's leading innovators, education providers, international students and lifestyle experiences.

## About Study Queensland

Study Queensland profiles Queensland as a leading study destination. It represents Queensland's international education and training providers and the quality education and training they offer. Study Queensland is a unit within Queensland Government's global business agency, Trade & Investment Queensland. The state's international education services contribute A\$2.7 billion to the state's economy.

The Queensland Government is committed to working in partnership with international education and training providers and institutions to build a sustainable education and training industry for Queensland.

By working across government and in partnership with industry, Study Queensland provides leadership and support to Queensland's international education and training industry and works to enhance the experience international students have before, during and after their study in Queensland.

## Part of a Major Strategy

This program plays a significant role in the Queensland Government's '*International Education and Training Strategy to Advance Queensland 2016–2026*'. The strategy is led by Study Queensland, mapping out a path for the development of International Education and Training in Queensland over the next decade.

Queensland is already a thriving centre for international education and hosts approximately 129,000 international student enrolments across metropolitan and regional areas. India is Queensland's second biggest market, with the majority of students studying Business, IT and engineering related technologies.

This program is one of many projects designed to promote Queensland internationally by bringing the world to Queensland.

## Eligibility

To be eligible, entrepreneurs must:

- demonstrate they have built or contributed to building a start-up in India;
- hold Indian citizenship;
- be between the ages of 21 and 40;
- consent to the collection, use and disclosure of their personal information in so far as it pertains to the program for promotion and publicity purposes.

## Requirements

Selected applicants will be required to be successful ambassadors, support a digital marketing campaign that reaches prospective students, parents and agents and increase awareness of Queensland as a study destination and innovation hub.

This will require:

- post social media content during their visits across Study Queensland's Instagram, LinkedIn, twitter and Facebook and share on their own channels;
- write content for a blog to be showcased on Study Queensland's website with 'tips' for new entrepreneurs, such as how to 'start a start-up', how to maintain motivation and networking to build partnerships, etc;
- present at various locations in Queensland on tips of a start-up and agree to this being filmed for ongoing use by Study Queensland across various marketing channels;
- host a webinar with Queensland's student innovation challenge, [GenIn], participants;
- deliver an 'Ideas Hang-out' with the international student diaspora in Brisbane;
- help drive traffic to the Study Queensland website and media channels;
- be available to India office for speaking engagements; and
- make clear references to the positive education experience offered to all international students living and studying in Queensland.

## Project funding

Study Queensland will cover the costs for return economy airfares, accommodation, and scheduled activities for the seven-day visit in Queensland. The itinerary will be designed by Study Queensland and Advanced Queensland and will include opportunities to engage with Queensland's leading innovators, education providers, international students and lifestyle experiences.

Successful applicants are responsible for ensuring they apply for, obtain and maintain an appropriate Australian visa and travel insurance for the duration of their Queensland visit.

## Your Application

There are three components of the application. All three components need to be received by Study Queensland by Monday 11 February 2019 at 5pm AEST. The three components are:

1. Registration Form
2. Application Form
3. Submit Supporting Documents (Curriculum Vitae and supporting video) to [studyqueensland@tiq.qld.gov.au](mailto:studyqueensland@tiq.qld.gov.au)

As a key part of your submission, we ask you to submit the following via Study Queensland's webpage:

- Name, age, home city, nationality as on passport;
- Supporting statement outlining the products you have created or the services you have delivered that contribute to the cultural, economic, environmental, technological or academic prosperity of India;
- Outline the results you aim to achieve during the visit, should you be successful, and how you plan to engage with the stakeholders you connect with through the program;
- Tell us what you see as the advantages of building India-Queensland relations;
- Social media following – platforms, followers and engagement
- Provide a 45 to 60 second video introducing yourself and your innovative project\*
- Current Curriculum Vitae (no more than 3 pages).

\*Applicants will also be asked to submit a 45–60 second video introducing themselves and their entrepreneurial project, via [studyqueensland@tiq.qld.gov.au](mailto:studyqueensland@tiq.qld.gov.au)

## Selection

A selection panel will consider the applications based on the below criteria as well as their ability to deliver on the key requirements of the project (among other things). Applicants must have demonstrated the following skills in implementation of their project or start-up in India:

- Operational – transition from concept to implementation;
- Disruptive – product or service is improving the market through innovation;
- Social Impact – ethically conscious;
- Genuine Innovation – demonstrate unique ideas and ways of doing things;
- Creative Design – involved in creative industries or creative in application etc.;
- Digital and Technical – supported digital business innovation through apps, hardware or online products;
- Ideas – an idea that has the potential to be the next "big thing".

Only information submitted via the online application form will be considered. As key part of the online application we will ask you to outline how you meet the selection criteria and your network to disseminate Study Queensland's messaging. You are also required to submit a short video (45-60 seconds) to showcase your start-up project and your Curriculum Vitae.

If you are shortlisted, the team at Study Queensland will be in contact.

Candidates selected will be at the discretion of TIQ, and the selection panel's decision will be final, with no provision for appeal.

## Key Dates and Timing:

Applications close on Monday 11 February 2019 – 5pm AEST

Announcement of successful applicants will be shortly after their submission.

Successful applicants will need to accept the offer within one week following the offer is received.

Successful applicants will need to submit the visa applications as soon as offer is accepted to ensure approval before travelling to Queensland. The visa application process is the responsibility of the selected applicant.

## Terms of the Campaign

If you are selected, you will be required to enter into a legally binding financial agreement with TIQ. The entire agreement to be entered into between you (if successful) and TIQ consists of your application, these Guidelines, Talent Release Form and the Study Queensland Indian Innovator Program Financial Agreement Terms and Conditions.

In all media releases and project communications, we ask that you acknowledge the Study Queensland and Advance Queensland India Innovation Program, as well as the support of the Queensland Government.

To participate, applications must meet all Australian immigration requirements arising in connection with the India Innovator program, the applicant's travel to Australia, and the full duration of the applicant's stay in Australia, with any visa and travel insurance costs covered by the participant.

Successful applicants will be required to enter into a legally binding Study Queensland India Innovator Program Financial Agreement Terms and Conditions with TIQ. The Study Queensland India Innovator Program Financial Agreement Terms and Conditions, as well as the Talent Release Form, are in standard form for all applicants and is non-negotiable.

## Further Information

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