



Innovation  
Design  
Entrepreneurship  
Academy



# IDEA FOUNDATION Sponsorship Prospectus



2024

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[www.ideacademy.com.au](http://www.ideacademy.com.au)



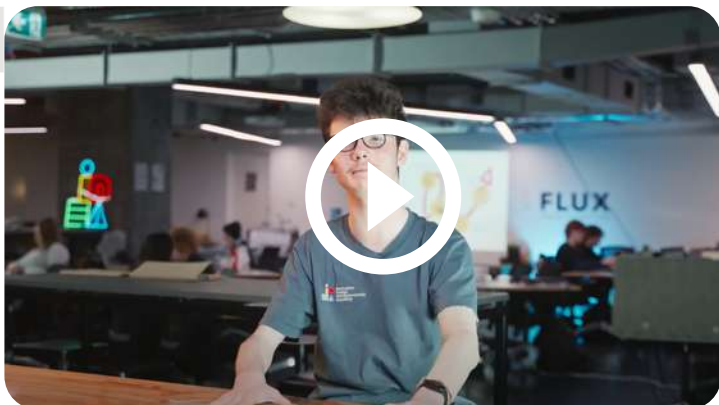


## ABOUT IDEA

IDEA aims to **unlock the potential of 100,000 young innovators, entrepreneurs and creatives who are on a mission to make the world a better place.** We do this through a fully immersive incubator-style program that replaces mainstream senior secondary school. We offer young people, aged 15 - 21 years, the opportunity to complete nationally recognised credentials, solve problems they care about, develop business ideas, and build their creative capacity and entrepreneurial mindset while embedded in a 'real world' co-working environment.

Students graduate with a sophisticated understanding of how they can use their particular talents and interests to design a meaningful and rewarding career.

The IDEA Portfolio becomes their ticket to university, further education and training, and employment



### Program Features:



- ▶ 15 to 21 years
- ▶ Flexible full-time
- ▶ Co-designed learning journey
- ▶ Real World Learning program incl.
  - ✖ Industry project Briefs
  - ✖ Work placements
  - ✖ Community Service
- ▶ Work skills transferable to any industry
- ▶ VET Certificates II – Diploma Level
- ▶ Micro-credentials
- ▶ Industry networks
- ▶ Guided transition to university, further education and training, and employment

# IDEA Difference

IDEA offers individualised, portfolio-based vocational education (Certificates II - Diploma) that supports young people to make a seamless transition to life beyond school. IDEA is dedicated to transforming the educational landscape for young people aged 15 to 21 years. Established with a mission to foster innovation, entrepreneurship, and future-ready skills, IDEA is committed to unlocking the potential of Australia's young innovators, entrepreneurs, and creatives who are on a mission to make the world a better place.

## Co-Design



We offer a flexible timetable. We **co-design** learning pathways with young people and industry partners in a dynamic, flipped learning environment.

## Explore



We support young people to **explore** their passions and talents as they **develop** real-world skills, attitudes and knowledge for success in the new world of work.

## Connect



We **connect** young people with an international network of peers and industry mentors. Our campuses are based in co-working spaces and innovation hubs across with access to the start up community.

## Broker



We **broker** post-school pathways to university, VET or employment and support each student to successfully navigate post-school transitions, creating a pipeline of opportunity for young people.







## IDEA Foundation

The heart of IDEA's mission is to ensure that every young person, regardless of their background or circumstance, has the opportunity to participate in IDEA's programs, networks and opportunities. To achieve this, we created IDEA Foundation as a vehicle to deliver contemporary, portfolio-based education, work-readiness and career development to young people across Australia. The Foundation engages in research and advocacy, and activates co-learning hubs that support alternative education models. Within the Foundation, the IDEA Fund (DGR-1) also builds a pipeline of community-supported scholarships to increase access for deserving students.

**Did you know that you can make a tax deductible donation to IDEA Foundation and help a young person attend IDEA?**

## Social Enterprise as a Vehicle for Systems Change

Schools and teachers across Australia have been pushing traditional boundaries in the classroom as consensus grows that we need future-focused change in the education system. True innovation however, only occurs when small experiments are scaled to radically transform student experience and outcomes in education. IDEA was launched after years spent unpacking research and validating small scale experiments not only on the future of education, but also social innovation and the role of innovation ecosystems in transforming education.

When we designed IDEA, we were clear that we did not want to create a school. This would hamstring innovation and limit our students, requiring us to operate within the very regulatory structures that students and families are seeking to escape. Instead, we developed a model that could **operate alongside the mainstream education system**, with the ability to sit within the policy and funding context of a mainstream public high school.

We decided to launch as a **hybrid social enterprise**, operating both for-profit IDEAcademy PTY LTD, and a charity, IDEA Foundation. This model would allow us to maintain the agility and customer-centric focus of a startup, while offering a high quality, recognised education alternative to senior secondary schooling. Our suite of nationally recognised vocational qualifications (Certificate II to Diploma level) is delivered instead of the Senior Secondary Certificate of Education. In addition to keeping all post-secondary pathways open to our students, this model enabled us to leverage funding from both private capital and not-for-profit grants / donations in the absence of any government funding for education alternatives, like IDEA.





# Why the IDEA Foundation Needs Your Help

## Building a Community Backed Education Ecosystem



At IDEA, we believe that with creative approaches to policy and funding, we can design an education system that increases accessibility and redresses the significant education 'gap' in Australia that exists between young people from lower and higher socioeconomic backgrounds, and between those with learning differences and specific social/emotional needs that make accessibility challenging in a mainstream school setting.

Currently, when a student aged 15 years+ exits mainstream schooling, their options are to:

- register for homeschooling;
- enrol in full-time training;
- engage in full-time employment; or
- a combination of these options.

However, the networks, support services, rites of passage, and opportunities typically available to them through schooling are lost. In addition, access to the **State and Commonwealth education funding allocated to that child is also lost.** Families must take on the cost of educating their young person, picking up the bill for any services accessed in the absence of school-based opportunities.

**IDEA Foundation's principal purpose is to support these young people** to access alternatives to secondary schooling, build network connections and engage in opportunities that open

work and study pathways, preparing them to transition into young adulthood with confidence, connections, and a contemporary portfolio. We also invest in research, advocating for better access to secondary school alternatives. These activities support students enrolled at IDEAcademy, and our network partners, including community-led home-schooling groups.

**We call on community and industry partners to support these young people** through the Foundation and the opportunities it provides. Many of our community supporters are highly successful entrepreneurs and early school leavers themselves. Proof that success in the real-world is about far more than academic success or even school completion. In fact, the creative talents, out-of-the-box thinking and niche interests possessed by these young people are exactly what is needed in the new world of work!

By **building an alternative education ecosystem**, funded by parents, community members, and industry partners, we can de-risk these types of innovative models for government, presenting a road map for policy and ultimately systems change in education, for the benefit of all learners.



## Our Goals at IDEA

We focus on improving young people's sense of belonging and wellness while developing their entrepreneurial capacity and employability skills. This will play a vital role in creating the next generation of motivated and innovative young people who will impact the future success of local and global economies, and the health and well-being of local and global ecosystems.

### For young people we want:

- ▶ Increased engagement, qualification fulfilment, and satisfaction in education.
- ▶ Greater confidence, motivation, responsibility, self-awareness, purpose, professionalism and industry-ready skills.
- ▶ Realistic understanding of employment opportunities, career choices and career progression pathways.
- ▶ Improved links between students and local community / employers.
- ▶ Improved life outcomes incl. health, well-being, wealth.



## Our Intended Outcomes

### Outcome 1: Young people (re)engage in contemporary learning pathways

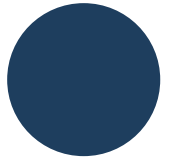
**Short term:** Young people are given the opportunity to learn entrepreneurial skills and develop business ideas while gaining nationally recognised vocational qualifications. They build/re-build confidence and their sense of community connection, belonging and purpose.

### Outcome 2: A pipeline of talent develops

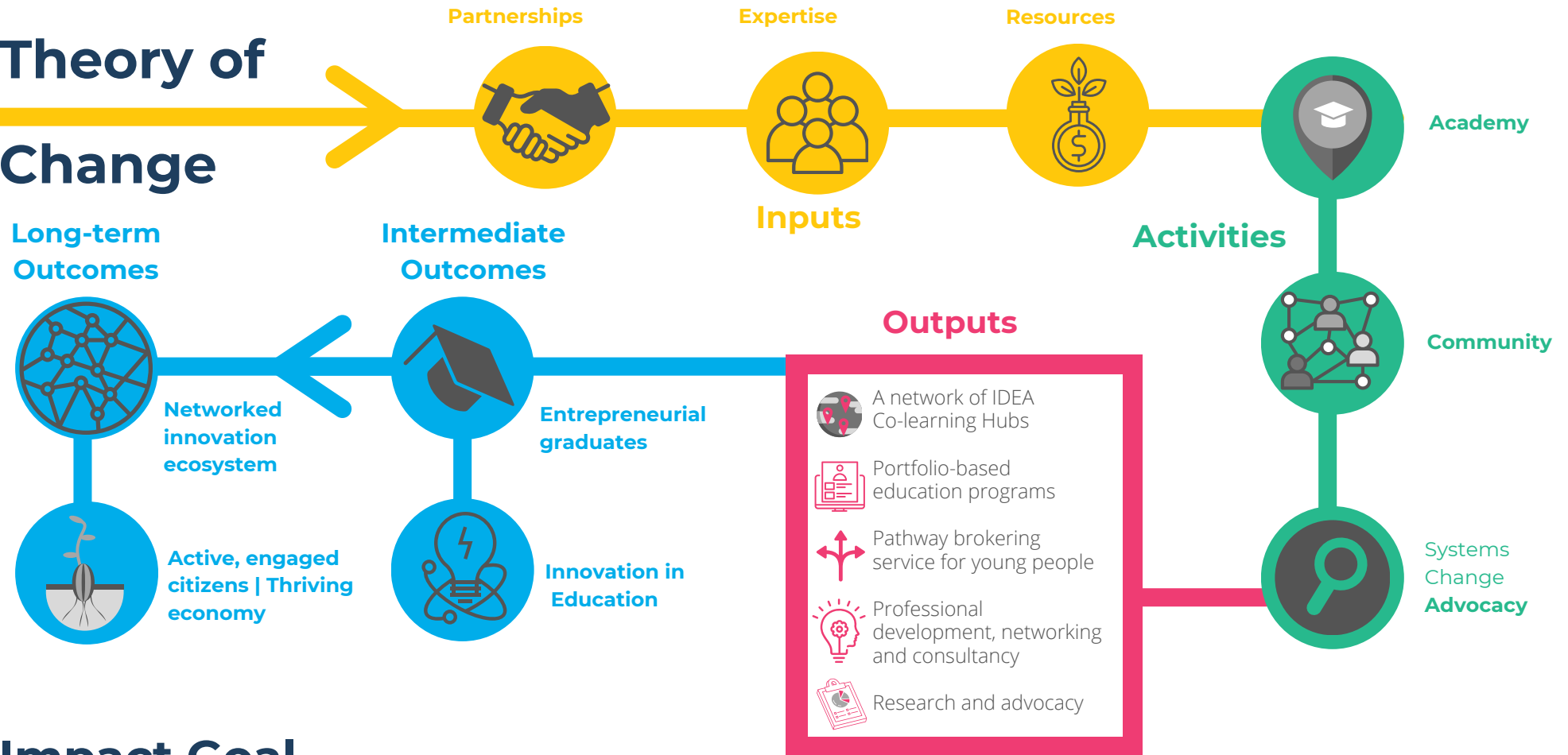
**Medium term:** Young people are captured at a point where many creatively-minded students begin disengaging from school (Year 10). They are supported through their senior secondary and post-secondary years. They have brokered access to further education and training, university, and employers. They are connected to the entrepreneurial ecosystem, including direct and unmatched access to industry, business and startup communities and the opportunities this provides. Alumni networks emerge with the skills and capabilities to form startup teams and join local industries.

### Outcome 3: Australia is seen as a leader in entrepreneurial and innovation capacity

**Long term:** The innovation capacity and capability of Australia improves, and we become known as an innovation leader. Investment into local startups, businesses and industry creates a full loop of impact.

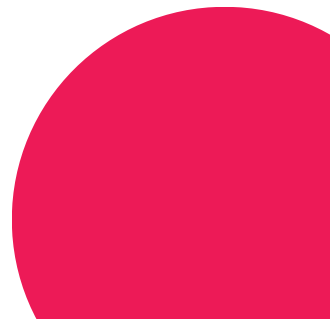


# Theory of Change



## Impact Goal

Personalised portfolio-based learning pathways, accessible to all young people









# SPONSORSHIP OPPORTUNITIES

We partner with forward-thinking individuals, organisations and community groups who are willing to explore education solutions for young people who do not fit the mainstream mold. Community champions help us to tailor our program and offering to local contexts, connecting us with local networks that can support the young people we serve. Together, we co-design solutions to maximise our impact.

There are four ways that individuals and organisations can support IDEA's mission: scholarships, campus sponsorship, general sponsorship and partnerships.

**Scholarship  
donations are tax  
deductible**

1

## SCHOLARSHIPS

A Scholarship of \$15,000 covers a full year of tuition fees for one student, or partial scholarships for two+ students who do not have the financial means to attend IDEA, but would thrive in our model.

2

## CAMPUS SPONSORSHIP

Each campus supports up to 150 students per week. We also open our campuses to Not For Profit and community organisations, who are aligned with the IDEA mission.

3

## GENERAL SPONSORSHIP

Donations support all current and future IDEA students. It enables us to engage in research and advocacy, and activate new hubs, engaging more young people in alternative learning models.



# 4

## PARTNERSHIP OPPORTUNITIES

We have multiple additional ways that you or your organisation can engage with IDEA students through a general partnership, including:

### Mentoring and Guest Speaking



Mentors can help young people to explore their interests and unlock their potential. They can have a profound impact on a young person's life. We seek to match our students with mentors who can support them on their learning journey. We also welcome guest speakers to present to our students as part of our Masterclass or Speaker Series.

### Research and Advocacy



We partner with higher education and research-driven organisations to measure our social and systemic impact. This feeds into our advocacy work. We collaborate to shape and drive a systems change agenda in education.

### Work and Volunteer Experiences



We want students to experience the world of work and shape their career and study pathways in response. We connect young people with organisations who can help them to explore different career possibilities as part of our Real World Learning program. In some cases, this may lead to a more formal apprenticeship or traineeship.

We also want our students to get rungs on the board. For smaller organisations and start-ups, students can help with everything from data entry, office management, social media support, and event support to basic programming, and web design and development (to name a few).







## Partnership Tiers and Benefits

IDEA is a piece of the path to the future. we cannot achieve our vision alone. Our partnership ecosystem is critical to our success. However you choose to engage with the IDEA Foundation, there are multiple ways that we show our appreciation to our partners. From the get go, you will be welcomed to our network of over 3000 young people, families, and community supporters. You will be kept in the loop regarding IDEA happenings, student progress and our development. You will be given the opportunity to join us as a partner for community events.

Depending on the tier of support provided, we offer a range of additional benefits to organisations outlined overleaf. We are also open to co-designing our partnership with you, depending on your impact focus, and the type of connection you want with the IDEA community.

### Tiers

<b>Legacy Builder</b>	\$50,000 +	
<b>Venture Maker</b>	\$20,000 - \$49,999	
<b>Seed Starter</b>	\$5,000 - \$19,999	
<b>Foundation Friend</b>	\$100 - \$4,999	





## Tier Benefits for organisations

	Campus Sponsor	Legacy Builder	Venture Maker	Seed Starter	Foundation Friend
The words "powered by _(your brand)" will be worked into selected IDEA hub branding e.g., wall decal with logo onsite, marketing materials specific to selected campus	✓				
Ability to provide donor banners for IDEA events	✓	✓			
Opportunity to include a quote in media releases	✓	✓			
Mentioned as a partner in media releases	✓	✓	✓		
Recognition in the IDEA Foundation annual report	✓	✓	✓		
Invitation to IDEA events and logo on event marketing as supporter	✓	✓	✓	✓	
Logo featured on IDEA website	✓	✓	✓	✓	
Social media posts / engagement	✓	✓	✓	✓	
General Partnership benefits	✓	✓	✓	✓	✓
Thank you, letter/certificate	✓	✓	✓	✓	✓
IDEA Foundation newsletter	✓	✓	✓	✓	✓



# IDEA Success Story



## Meet Jack Harvey



Jack moved to Perth as a Year 10 student. When we met Jack in 2021, he was shy, quiet and unassuming. In 2022, Jack joined IDEA part-time, completing a Certificate IV in Business as part of IDEA's Future Ready program. He developed a business called, Netic: the LinkedIn of the sporting world, connecting professional and amateur sports people of all ages with local and state teams that are seeking players.

Jack was enrolled at a public high school. After experiencing how IDEA could accelerate his entrepreneurial journey, he made the decision to apply to IDEA for Year 12 in 2023. For his Graduate Project at IDEA, Jack continued to focus on the business he developed during Future Ready, rebranding it as, "Team Play". He became the youngest founder ever to take part in Techstars Startup Weekend, coming third in the final pitch event, attracting media attention, and receiving mentoring and support from the Spacecubed community.

Through IDEA, Jack completed a work placement with WA Venture Fund, BetterLabs Ventures, working with the Drip Invest team to develop their idea. Towards the end of his Graduate year, he teamed up with IDEA student and app developer, Liam Oliver. The pair worked as Alumni at the IDEA hub after graduation, developing the Team Play app, and preparing to pitch to the IDEA team and Entrepreneur, Jeremy Chetty. After pitching successfully, Jack was awarded a \$10,000 Lotterwest Idea Starter Grant, through the IDEA Foundation.

In 2024, Jack continues to develop Team Play and has commenced his university studies, accepting an offer to complete the new Bachelor of Innovation undergraduate degree at Curtin University.





**Want to know more?  
Please get in touch:**

Book a chat with one of our directors, or use the contact details below.

**BOOK A CHAT**



**Thank you  
for your  
generosity  
and support**



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