Australian Indigenous Mentoring Experience (AIME)

**Goals**
- Cement AIME into Curtin’s campus culture as a fun and rewarding experience.
- Sign up 30 New Mentors.

**Challenges**
- Promoting and planning a recruitment event with time and resource constraints.
- Managing communications with a large database of potential mentors.
- Ensuring project deliverables align with AIME’s mission statement and brand.
- Learning that cooperation at multiple levels in an organisation is required prior to implementing proposed ideas.

**The Team**
- Carrisa Van Wieringen, PR Officer, MBus (International Business)
- Shazan Pestanj, Marketing Agent, BEng (Chemical Engineering) & BCom (Finance)
- Saheel Savadia, Resources Co-ordinator, BEng (Chemical Engineering)
- Kim Duong, Project Manager, BCom (Event Management & PR)
- Bonnie Potter, Secretary, BPsych (Hons)

**Timeline of Accomplishments**

**Pre-Event:**
- AIME Promotion - Secured over 150 expressions of interest.

**Event Week:**
- Organised and co-hosted AIME’s first recruitment party, with 62 attendees and 42 new mentors joining.

**Post-Event:**
- Established contacts including future sponsors, passed on ideas, and boosted AIME’s profile on-campus and in the local community.

**Skills Developed**
- Transferable: Time management, problem solving, goal setting, creativity.
- Knowledge based: Budgeting, promotion strategy, event and contingency planning.
- Communication: Negotiation, networking.
- Professional: Teamwork, stakeholder engagement, project management, preparing proposals and other business documents.

**Future Opportunities**
- Boost existing mentor involvement in future campaigns, i.e., social media.
- Explore other promotional strategies.
- Media liaison to increase knowledge of AIME in the local community.
- Partnerships between AIME and other Indigenous youth organisations.

**JCLA Project 2015 S1**

Curtin University

Sponsors