



IDEA DIPLOMA

BUSINESS DIPLOMA

AND

PRE-ACCELERATOR

17 - 24
Years





WHAT'S IN

HERE?

- 01 What's the big IDEA?
- 03 What is the IDEA Diploma?
- 04 Why choose the IDEA Diploma?
- 07 How does it work?
- 09 How to apply

WHAT'S THE BIG

IDEA?



Hey there!

Good to meet you.

If you're reading this then you're probably a bit pirate. For whatever reason, you're looking for something different from the status quo in education. You've come to the right place!

IDEA was born from years of frustration after watching our kids, and the young people we taught, struggle in cookie-cutter education options. Many young people are graduating from high school without a clear understanding of their options. Some jump straight into university, on study pathways that may not align with their passions.

We saw the need to develop an holistic option, that could support young people to build a professional network, develop an entrepreneurial mindset, and learn the key skills needed for success in the modern workplace, all while gaining a nationally recognised credential to add to their portfolio. Importantly, this would also provide the time and space to reflect and connect to their strengths, passions, and purpose in life.

The IDEA Diploma was developed to bridge a gap in WA's innnovation ecosystem, supporting young people aged 17 - 24years to gain the skills, knowledge, and networks needed to become creators, not just consumers; preparing them for success in a changing world.

We look forward to working with you!

Bec and Nic

IDEA Co-founders & Chief Pirates

HEY THERE.

GOOD

TO MEET YOU!

Rebecca

Nicole



ARE YOU READY

TO POWER UP

YOUR

SIDE-HUSTLE?



SO, WHAT EXACTLY IS THE IDEA DIPLOMA?

The IDEA Diploma is the ultimate blend of a Business Diploma and a business pre-accelerator. The program is designed for school leavers aged 17-24 who want to:

- Discover their career pathway
- Learn how to start and run a business or side-hustle
- Connect with a network of mentors and industry professionals

CONNECTIONS

In addition to the support of IDEA mentors, you will engage in masterclasses with industry experts, entrepreneurs and VCs within the local startup ecosystem. We support you to build professional networks.

OPPORTUNITIES

You will have opportunities to network and learn in your areas of interest. Select students also have the opportunity to attend an international trip (subject to availability) and may be invited to pitch for pre-seed capital of up to \$10,000 for their business idea.

CREDENTIALS

Complete a BSB50120 Diploma in Business*, as part of the program, and receive a nationally recognised credential on successful completion - your ticket to university (credit transfer available), employment or further training.

CAREER ADVICE

We help you understand how you can apply your strengths and interests to make a difference in the world. This may mean exposing you to multiple career pathways and opportunities, or helping you understand the team you will need to build a successful venture.

*The BSB50120 Diploma in Business is delivered in partnership with Skills Strategies International (RTO code: 2401)



WHY

CHOOSE THE

IDEA DIPLOMA?

It's amazing to see the startup and entrepreneurial talent coming out of IDEAcademy.

Jeremy Chetty - Student Edge

The IDEA Diploma is more than a credential. It's an opportunity to explore career pathways, design your own job, take your ideas from concept to creation, and connect with a community of like-minded peers, supportive mentors and industry experts.



Masterclasses

Masterclasses focus on the key skills and knowledge from the diploma that will prepare students for success after IDEA. Typically, they run for 30-minutes and include a hands-on activity. Masterclasses are often delivered by industry experts.



Coaching

Coaching sessions take place during co-learning days. This is an opportunity for us to give you specific feedback on your ideas, and for you to understand what opportunities and connections you need outside of IDEA to accelerate your journey.



Expert Clinics

We invite speakers to attend the hub regularly to discuss their business-start up journey, provide insights and advice in their career and industry areas of expertise. Students are then given the opportunity to connect one-on-one with each guest, for specific advice and connections relevant to their interests and aspirations.



Co-working Space

Enjoy access to our vibrant co-working spaces, where you can collaborate with peers, work on your business ideas, and immerse yourself in an innovative and supportive environment. Our hubs are designed to inspire creativity and productivity, providing all the resources you need to succeed.

WHY

CHOOSE THE

IDEA DIPLOMA?



Flexible Delivery

We designed the Diploma to fit around your life. With onsite delivery two evenings per week, the Diploma enables students to work or engage in additional study if desired.



Professional Networks

Your network is your army. Our team will help you connect to industry professionals, networking events, and other opportunities relevant to your interests and career progression. The Diploma is also a pipeline to the startup ecosystem.



Access to Funding

For student seeking funding to launch their ventures, we provide introductions to investors and access to funding networks. Subject to availability, select students will also be invited to pitch for up to \$10,000 of equity-free funding through the Lotterywest Idea Starter grant program.



Grant Recipients & Judges

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ARE YOU READY

TO TURN YOUR

PASSION

INTO PROFIT?



HOW DOES IT WORK?

The IDEA Diploma combines a BSB50120 Diploma of Business* and a business pre-accelerator program, delivering a contemporary option for young people aged 17 - 24 years who are wanting to gain a nationally recognised qualification while developing business ideas and building their industry networks.

The Diploma over 35 weeks (March to November) with a combination of evening and block delivery, and the option to co-work at our dynamic co-working hubs on non-contact days (Diploma students will be required to dedicate additional hours on non-contact days). The program culminates in a pitch night which includes students, their families and other guests, mentors and invited guests from the startup ecosystem, higher education, and local government.

WHY BUSINESS?

Selecting a business diploma for our program framework allows students to work across multiple contexts and interests - art, science, tech, humanities.

The program focuses on the skills of design thinking, problem solving, project management, portfolio development, networking, emotional intelligence and other executive functioning skills, so that graduates will be successful whether their goal is to launch a startup, build a side-hustle, or find their dream job. The Diploma in Business offers the perfect framework to do so.

Cost: \$15 000

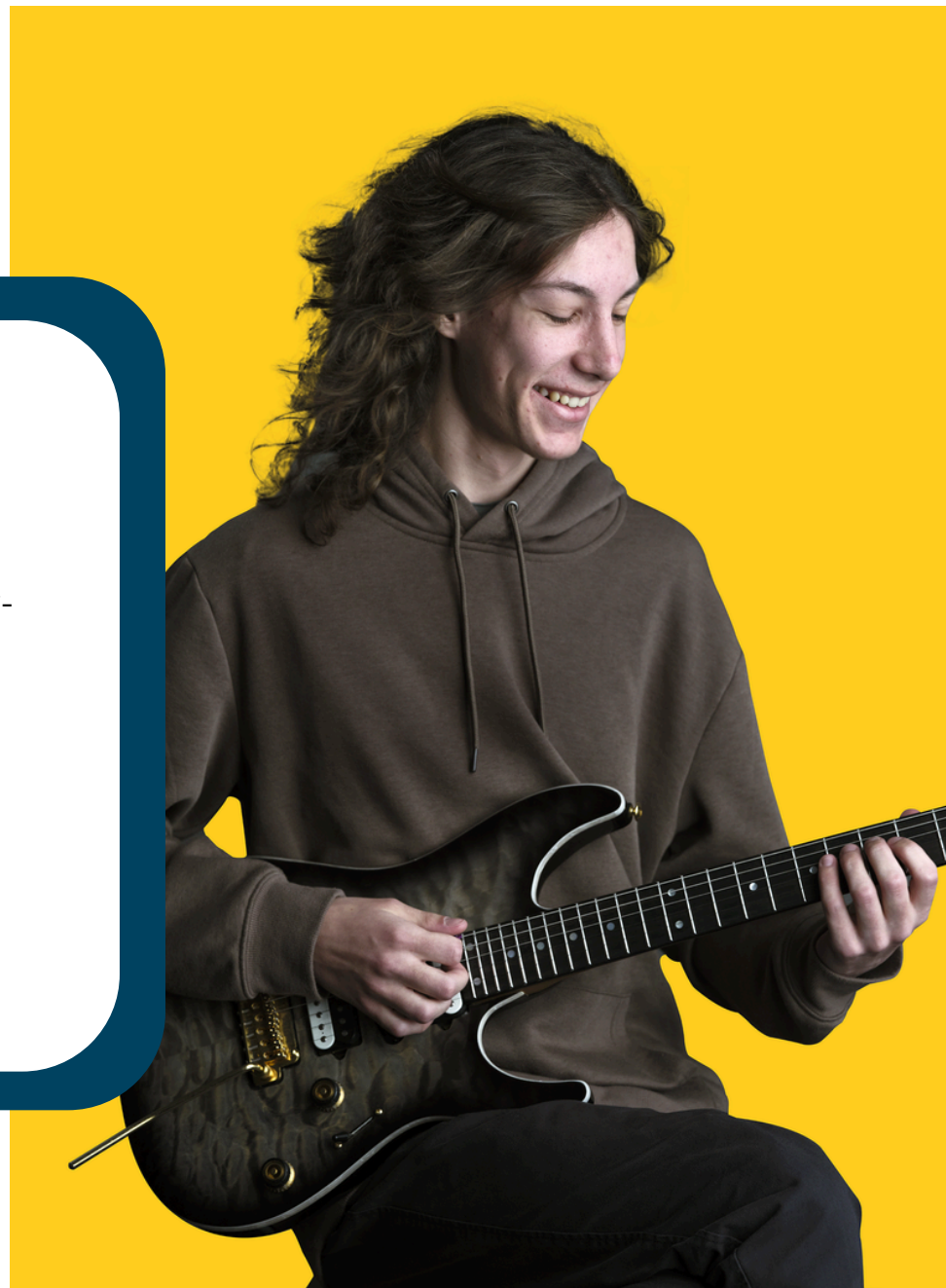
Start date: March 2025

Timing: Evening delivery, with occasional day-time block delivery

Location: IDEA HQ @ Flux, 191 St Georges Terrace, Perth WA 6000

Duration: 35 weeks (4 terms) delivered March - November

*The BSB50120 Diploma in Business is delivered in partnership with Skills Strategies International (RTO code: 2401)



HOW DOES

IT WORK?

PROGRAM STRUCTURE

IDEA delivers it's diploma in a project-based and interest driven manner. Units are clustered to support this style of delivery. The first block of delivery, **INSPIRATION**, centers on refining the focus of your major project and honing in on the interest area you want to pursue, the problem you may want to solve, and, most importantly, your *why*.

In the **IDEATION** block, you begin to ideate, thinking of multiple opportunities, ideas and angles to take for your project. You will begin the task of project management and networking to support the development of your ideas.

In block three, **IMPLEMENTATION**, you start to bring your ideas together and seek external feedback and advice. This block is all about failing fast and learning. Iterate, iterate, iterate to improve your project.

In the final block, **ACCELERATION**, you are ready to make your ideas a reality and get your name out there. You will bring together all of your learning from the program and prepare to showcase your work to an audience of family member, peers, and professionals.

INSPIRATION

Developing solutions to the world's problems starts with developing your own sense of wellness. Learn how to manage work-life priorities while designing business ideas that merge passion and purpose.

- BSBCRT512** Originate and develop concepts
- BSBPEF502** Develop and use emotional intelligence
- BSBCRT412** Articulate, present and debate ideas

01

IDEATION

Turn your idea into a viable business. Engage in market research, human-centered design, strategic and financial planning - skills that you can transfer to any career.

- BSBMKG541** Identify and evaluate marketing opportunities
- BSBCMM411** Make presentations
- BSBPMG430** Undertake project work

02

IMPLEMENTATION

Develop communication strategies and learn to work effectively with diverse and remote teams. Learn how to network like a pro and build a community of mentors and supporters.

- BSBFIN501** Manage budgets and financial plans
- BSBOPS501** Manage business resources
- BSBTWK503** Manage meetings

03

ACCELERATION

Share your vision and your solution! Effective pitches can make or break a company. Develop a pitch deck and deliver a presentation that can help get your business off the ground and open doors to new possibilities.

- BSBCRT511** Develop critical thinking in others
- BSBXCM501** Lead communication in the workplace
- BSBSUS511** Develop workplace policies and procedures for sustainability

04

HOW TO APPLY

ENTRY REQUIREMENTS

The following entry requirements apply to ensure applicants are able to fully engage in IDEA's program and have the required learning capacity to meet the course requirements. Learners must:

- be aged 18 years or over; or
- turning 18 on or before June 30th of your enrolment year; and
- be able to commit to the course attendance requirements; and
- have suitable language, literacy and numeracy skills to meet the requirements of the course determined through an LLN assessment; or
- provide a copy of a nationally recognised Certificate IV prior qualification.

These entry requirements will be confirmed through information collected on the enrolment form. IDEA will require applicants to complete a mandatory pre-training review of your language, literacy and numeracy skills to determine your readiness to undertake this training and identify any need for support services. This assessment will occur by appointment after your enrolment form has been received.

APPLICATION PROCESS

Head to our diploma website **ideadiploma.com.au** and click “apply now”. You will be invited to speak to a member of our team and watch an online information session. To enrol in the program, simply submit your enrolment form and pay a \$300 enrolment fee to secure your spot. At any point, we invite you to speak to a member of our team for a more personalised conversation, tailored to your needs and interests.

Before commencing the program, you will be given a student information pack and will be invited to complete a language, literacy and numeracy assessment to ensure your readiness for the program. Then... the fun begins!

EQUIPMENT REQUIREMENTS

You will require basic stationary and a notebook according to your own study preferences during classroom learning sessions and your own self-paced study. Access to a working laptop with internet connection is required for supervised and non-supervised study. A list of recommended laptops and suppliers are included in the student handbook once you are enrolled.

It is recommended that at a minimum, laptops have:

- Antivirus software
- Webcam (built-in to the laptop, or external)
- Headset/earphones

ARE YOU READY

TO FIND

YOUR

PURPOSE?



ideadiploma.com.au

