



**AGDA**

AGDA **MENTORING PROGRAM** 2017  
END OF PROGRAM CELEBRATION.



**The AGDA Mentoring Program is dedicated to bringing together experienced designer professionals with those that are seeking career guidance, professional advice and design business skills.**

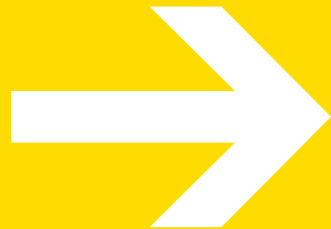
**The program aims to promote and nurture the sharing of real-world skills and the benefits of a collaborative design community.**

#### **What is the Mentoring Program?**

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The AGDA Mentoring Program is dedicated to bringing together experienced designers with those that are seeking help, advice, and/or experience.

The program aims to promote and nurture the sharing of real-world skills and the benefits of a design network to its members.



**Strategy**  
**Design Methodology**  
**Small Business Practice**  
**Client Service Approach**  
**Personal Marketing**  
**Career Progression**  
**Portfolio Development**

The program is structured so that both participants – mentor and mentee – has the opportunity to tailor outcomes more closely to individual strengths and interests, and to make this an extremely valuable opportunity for two-way sharing of benefits.

## Professional Mentoring Development Areas

### BUSINESS DEVELOPMENT

Networking, marketing, niche markets, business focus, assessing competition, techniques.

### CONCEPT DEVELOPMENT

Briefing, researching, brainstorming, sketching, processes, presentation, techniques, technical skills.

### STAFF MANAGEMENT

Recruiting, management techniques, briefing techniques, staff retention, team building, staff education & growth opportunities.

### PRESENTATION TECHNIQUES (CLIENTS)

Researching techniques, presentation processes, focus, client backgrounds, tools & methods.

### SMALL BUSINESS PRACTISE

Business registration, business development, cash flow, client management, business resources, industry participation, invoicing.

### PROJECT MANAGEMENT

Processes, time frames, deadlines, invoicing, admin, client management.

### CREATIVE PROCESS & RESEARCH

Design ideation techniques, creative mood boards, design rational advice, digital reference sources.

Briefing, research skills, methods, resources, processes, research presentation.

### STRATEGY

Support in developing skills that assist in an approach that is anchored in solid strategic insights and frameworks. Increasing the value of design.

## Who is eligible?

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The AGDA Mentoring Program is a free program **only** available to current AGDA members with a minimum of 3 years industry experience.

This **professional-level mentoring** is tailored to provide participants advice and training for issues relating to those currently employed, seeking advancement within the industry or even starting their own practice. Topics may include *[but are not limited to]* creative processes, business development, studio operations, working practices, leadership and inter-personal skills.

### Current members:

Current AGDA members who are accepted into the Mentor Program will receive complimentary tickets to one of the 2017 calendar events. Notification of event will be sent upon commencement of the program.

## Program Schedule

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The AGDA Mentoring Program Committee aims to bring together suitably matched mentors and mentees for **6-8 x 1 hour** contact sessions.

The total duration of the program is determined by the availability of both parties however will not run for longer than **9 weeks** from commencement.

Applications Open	3rd April
Applications Close	22nd April
Application Notification	27th April
<b>Program Commences</b>	<b>7th May</b>
Program Councilor Follow-up	21st May
<b>Program Completion</b>	<b>13th July</b>
<b>Program Celebration Event</b>	<b>20th July</b>

program starts...

7th  
May

## Mentee Applications

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The Program has **limited** positions available and is by successful application only. The Program will run for a 9 week period, starting in September through to November.

The application process required:

- **Complete AGDA Mentorship application form via Google Forms**
- **Include a URL link your portfolio via your own web site or a Behance portfolio demonstrating a minimum of 5 recent pieces relevant to your disciplines/areas of interest**

Applications close on **Friday 13th April** for the 2018 Program. Applicants will then be matched with mentors selected by the AGDA Mentoring Program Committee.

If successful, each applicant will be contacted and offered the Mentoring Program by both email and telephone.

“ This program gave me opportunities I wouldn’t have had otherwise, I’ve discovered new techniques, broadened my contacts and made great friends during the program.”

### What a Mentor will offer

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It is encouraged that the mentor will be available to meet over coffee, invite participants to their studios, answer their questions and offer advice and critique. Where possible, mentors could involve participants in situations such as photo-shoots, press checks and industry events if they arise.

### Mentees

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Mentees are expected to attend all meetings organised with their mentors, to show enthusiasm and to make the most of the program. Mentees will also be expected to respect confidentiality (*and may be required to sign non-disclosure forms if required*), to accept challenges and practical exercises and to be proactive and passionate in their sessions.

### **Session 01 - Setting Objectives**

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During the initial contact session, the mentor and the mentee will work together to determine a suitable and practical outcome, looking to broaden the mentee's skills and expertise in their chosen areas of interest.

AGDA Victoria will aim to match mentors and mentees according to these areas of interests to ensure a 'best fit' of personality, skills and expectations. These goals will then be sent to AGDA to ensure the expected outcomes are realistic and achievable within the 8 sessions.

### **Sessions 02-06**

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The following 5 sessions will see the mentor and mentee working together either on real-world or conceptual exercises, covering the agreed topics and exploring subject matter in detail. The mentee is encouraged to volunteer extra time in between sessions to further explore and discover exercises and concepts discussed together.

An AGDA representative will contact both the mentor and mentee during the program to assist if required.

### **Sessions 07-08**

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The final two sessions will comprise of a progress review and wrap-up. The review of the program helps ensure the agreed goals have been met, and to provide any final advice for the mentee.



*Mentors will be advised to make initial contact before the commencement date for personal introduction, venue details and to pre-brief the mentee on program goals and outcomes.*

## Program Requirements

### Mentee

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Must attend all 6 sessions over 9 weeks. On 2 consecutive absences there is the provision for the mentor to choose to terminate the program.

The mentee must respect mentor's confidentiality, workplace privacy. If required, a mentee will also be obligated to complete a non-disclosure agreement to prevent discussion of work completed or shown during the Program.

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### Mentor

Must prepare and attend at minimum of 6 sessions over the 9 week period. The mentor must keep details of mentee confidential and respect the privacy of all Program material.

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### Both Parties

If mutually agreed by mentor and mentee, the Mentor Program can be terminated at any point.

## Call for Entries

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### Applications required by 22nd April for the 2018 program intake.

Look on the AGDA website for further announcements

Questions?

Address all email correspondence subject to:

'AGDA 2018 Mentoring Program' at: [vic@agda.com.au](mailto:vic@agda.com.au)