



AIMIA Digital Internship Program Celebrates Success

SYDNEY,

Australia 16 December 2010 The Australian Interactive Media Industry Association (AIMIA) is celebrating the successful placement of more than 40 interns, including both part time and full time positions, since its digital industry internship program began in June this year.

AIMIA CEO John Butterworth said, Our internship program is going from strength to strength and has proved to be a rewarding initiative for everyone who has been involved. Its great to be able to give this support to our next generation of digital talent. Were keen for more local companies to join the program, especially in the areas of video/film and digital design.

AIMIA has received overwhelming praise and encouragement from participants and host companies in the program.

Phillip Smith, Managing Director at Apparent said, We contacted AIMIA about participating in the intern program, and were delighted with the quality and calibre of the candidates presented both on paper and in person. Our intern has been with us for three weeks now and has settled in well and is already an active contributor to the team. We all need to encourage new entrants to our industry and we will certainly be using AIMIA regularly in the future.

Riley Batchelor, Managing Director at Socialista Media said, I have nothing but good things to say about the AIMIA internship program. The selection of potential candidates we have seen has been extensive and of a great quality.

Pip Jamieson of the Loop said of the program, I couldn't recommend snapping up an AIMIA intern enough. The team at AIMIA made the whole process of hiring a cracking intern super easy and our intern was an incredible asset to the business both professionally and culturally.

Aden Hepburn, Head of Digital & Interactive, Ideaworks said, Weve been working closely with AIMIA to scout a range of new digital talent this year, in whats been a pretty tough market. We managed to find a great depth of talent, across a number of disciplines and skillsets that we just couldnt tap into anywhere else. The support from AIMIA has been great.

Sam Peters, currently interning at Ideaworks said, I'm currently a Junior Producer/ Content Editor for Ideaworks in Sydney and I'm eternally grateful to the AIMIA internship program for helping me get there. As a recent university graduate I was concerned about how difficult it might be to enter the media industry, but with AIMIA's help I entered a position within a month, and Sophie at AIMIA went above and beyond to ensure I got the best position for my skills and interests. The internship program is efficient and effective and I'd recommend it to anybody finishing their studies who is looking for good work!

The AIMIA internship program, supported by the NSW Government, is designed to create access for undergraduate and post graduate students in the rapidly growing digital media industry. The program brings together Australian higher education organisations and digital media companies to give students a formal, structured internship opportunity while they are still studying or soon after graduation.

Companies taking part in the program include Channel Ten, Ideaworks, The White Agency, Buzznumbers, La Roo, Firefly Interactive, HotHouse Interactive, Mercerbell, Pusher and Creative Digital Licence.

For more information on the AIMIA internship program, click [here](#). Companies interested in taking part should contact Sophie Adams, Internship Project Manager, AIMIA at Sophie@aimia.com.au.

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Contact:

Please contact Jennifer Jefferys at Spectrum Communications 02 9954 3299 or aimia@spectrumcomms.com.au

About AIMIA

Founded in 1992, AIMIA is the peak national industry body representing the Interactive Media and Digital Content sectors in Australia. AIMIA is devoted to the commercial development of the industry as a whole and to the commercial development of the distinct AIMIA members and AIMIA member groups that comprise the Interactive Media and Digital Sectors. See www.aimia.com.au.