

2024 Westpac Asian Exchange Scholarship

University toolkit

Application dates 4 October - 4 December 2023

What is Westpac Scholars Trust?

Westpac Scholars Trust awards 100 scholarships a year to outstanding university students, researchers and social innovators to help them reach their potential and make a difference in Australia. In partnership with leading universities, the Trust offers five scholarship programs centred around four focus areas it believes are at the heart of the nation's future growth and prosperity – technology and innovation, fostering Australian-Asian ties, creating a more inclusive country, and reducing Australia's environmental impact.

Westpac Scholars Trust was launched in 2016 with a \$100 million gift from Westpac Group to fund 100 scholarships every year, forever. Since then, the Trust has welcomed over 740+ Westpac Scholars and awarded \$40+ million in scholarships.

What is the Westpac Asian Exchange Scholarship?

The Westpac Asian Exchange Scholarship is a remarkable opportunity offered to passionate and curious individuals looking to expand their worldview, embrace new perspectives and help build stronger ties between Australia and Asia.

The Westpac Asian Exchange Scholarship, valued at \$12,250 each, offers undergraduate students an international experience to help develop their cross-cultural thinking and leadership skills, as well as access to networking opportunities with Australia-Asia thought leaders.

Approximately 35 scholarships are awarded annually to undergraduates from our 14 partner universities to undertake a university-approved exchange program in Asia for one to two semesters. Current exchange locations include mainland China, Hong Kong, Singapore, Japan, South Korea and Taiwan (pending no travel restrictions).

What makes this scholarship program unique?

(A list of benefits for your website):

The Westpac Asian Exchange Scholarship includes:

- \$12,250 to cover travel costs, accommodation, cultural immersion activities and other overseas expenses for up to two-semesters. Plus, participation in the Leadership Development Program
- A one-week residential experience in Singapore to enhance cultural-competency, establish support networks and connect with Australia-Asia thought leaders
- Access to opportunities beyond the classroom to experience the local culture, build life-

- long connections and develop scholars as Asia-capable leaders
- Lifelong membership of the W100 Scholars Network – a diverse and growing community of inspiring Aussies ready to collaborate, challenge and offer support. Plus, hard-to-access networking and professional development opportunities.
- Attendance at the Westpac Scholars Summit in Sydney.

Why is the Leadership Development Program so valuable?

The week-long residential in Singapore brings all the Scholars together before they head off on their respective exchanges. Through a combination of site visits, panel discussions, networking events and simulations, Scholars will gain the knowledge and skills they need to live and work in the region and connections to help them establish a support network. Past activities have included a crisis simulation workshop, a visit to Australia's High Commission to Singapore to hear a candid panel discussion from high-level diplomats, a guided museum tour, cross-cultural leadership boot camp, and panel discussions on everything from doing business in Asia, Singaporean art, and social welfare systems. The following are key outcomes:

1. An understanding of how macro-level geopolitics influence business and culture in Asia
2. Increased confidence as Asia-capable leaders through workshops in cross-cultural competence and innovation, and through leadership development opportunities as they help lead discussions throughout the week
3. Scholars are connected to global thought leaders and strong leadership role models in different domains (academic, industry, not-for-profit and government)
4. An established and connected cohort of Asian Exchange Scholars, facilitating collaboration, networking and peer-to-peer learning.

The following statistics were taken from the 2023 Leadership Development Residential's evaluation survey:

100% of scholars said the program:

- Provided them with skills, knowledge and networks that contribute to them developed as an Asia-capable leader
- Provided them with networks that they wouldn't have otherwise had access to
- Allowed them to connect with their fellow Asian Exchange scholars

93% of scholars said the program:

- Provided them with skills and knowledge that enhanced their cultural competency

Who are we looking for?

- Undergraduates who are highly motivated with a strong generosity of spirit and are ambitious to create positive change by contributing to the future of Australia's relationship in Asia.
- Ambitious students who want to learn more about Asian culture, language, traditions and business through a combination of academic study and cultural

immersion.

- Those willing to be active members of the Westpac 100 Scholars Network.
- Ideally people from all walks of life and diverse backgrounds.
- We're not as interested in hearing about whether you've topped your class in all your subjects: we're more interested in you as a person, what you're passionate about, and why this opportunity is right for you, now.

Important dates to note:

4 October 23	Applications open
18 October 23	Westpac Asian Exchange Scholarship online info session (5:00pm AEDT)
4 December 23	Applications close (5:00pm AEDT)
6 – 19 December 23	University shortlisting
19 – 29 January 23	Video Interview Period
1 – 15 February 23	National Selection Panel Assessment Period
19 – 23 February 23	Convene National Selection Panel
27 Feb – 1 Mar 23	Notify successful finalists

More information is available here:

- [Scholarship landing page](#)
- Email westpacscholars@westpac.com.au
- @Westpac Scholars on [LinkedIn](#), [Instagram](#) and [Twitter](#)
- [Register interest](#) on our website.
- Information session on Wednesday 18 October 2023 at 5:00pm AEDT. [Register now](#).

Marketing and communications proposal:

Burst one: 11 September – 4 October: Lead Campaign

1. Social media posts and mass-email comms to generate hype in the lead up to the application opening date

Burst two: 4 - 11 October: Applications open

1. Post on your corporate social media account and relevant faculty accounts. See suggested copy below.
2. Include the scholarship in relevant prospective UG student emails and current UG student emails. See suggested copy below.

Burst two: 11 – 18 October: Register for the Information Session

1. Promote the Fellowship Information Session in UG channels. See suggested copy below.
2. Publish a news article about the scholarship on your corporate website with a link to scholarship landing page and the information session registration.

This could be something like:

- a. 5 reasons to apply for a Westpac Asian Exchange Scholarship
- b. Meet XX, a Westpac Asian Exchange Scholar
(You may have existing content that can be refreshed from previous years)

3. Share the above news article content via social media / newsletter with a link to register for the Information Session or use the Info Session tile.



Burst three (if required): 20 November – 4 December: Don't forget to apply

4. Repeat burst one activity with a post on social media channels and inclusion in e-newsletters as available.

Creative assets:

Included in the toolkit:

<p>Lead Campaign</p> <p>1 x static hero social media post (multiple sizes)</p>	 <p>A SCHOLARSHIP FOR EVERYDAY PEOPLE DOING EXTRAORDINARY THINGS</p> <p>Register your interest</p> <p>WU Scholars</p>
<p>Applications open</p> <p>1 x email banner</p>	 <p>WESTPAC ASIAN EXCHANGE SCHOLARSHIP</p> <p>2024 applications open now. Apply today.</p>
<p>1 x static hero social media post (multiple sizes)</p>	 <p>WESTPAC ASIAN EXCHANGE SCHOLARSHIP</p> <p>Open to undergraduate students completing up to two semesters abroad on exchange.</p> <p>You'll receive up to \$12,250, plus access to a weeklong Leadership Development Program in Singapore to strengthen your cultural competence and personal skills.</p> <p>2024 applications close 4 December.</p> <p>WU Scholars</p>
<p>1 x Instagram story carousel</p>	 <p>LEARN MORE ABOUT THE WESTPAC ASIAN EXCHANGE SCHOLARSHIP</p> <p>OPEN TO UNDERGRADUATE STUDENTS COMPLETING UP TO TWO SEMESTERS ABROAD ON EXCHANGE.</p> <p>RECEIVE UP TO \$12,250 IN TUITION</p> <p>ATTEND A WEEKLONG LEADERSHIP DEVELOPMENT PROGRAM IN SINGAPORE</p> <p>APPLICATIONS CLOSE 4 DECEMBER</p> <p>WU Scholars</p>

<p>1 x static scholar quote</p> <p>(example only)</p> <p>(please advise if you'd like one made)</p>	
<p>1 x static info session social media post</p> <p>(multiple sizes)</p>	

Suggested copy:

Channel	Suggested copy
Lead Gen	<p>Expand your horizons and explore Asia with a Westpac Asian Exchange Scholarship</p> <p>Applications open soon for 2024 Westpac Asian Exchange Scholarships, valued up to \$12,250 each. With a weeklong leadership residential in Singapore and access to mentoring and networking opportunities, this scholarship is a remarkable opportunity to expand your worldview, embrace new perspectives and help build stronger ties between Australia and Asia.</p> <p>Applications open 4 October 2023. Register your interest: https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24lg2309:aff:univ:000000</p> <p>#WestpacScholars #AsianExchange #Scholarship</p>
E-newsletter	<p>Get ready for the adventure of a lifetime with a Westpac Asian Exchange Scholarship</p>

	<p>Applications are now open for 2024 Westpac Asian Exchange Scholarships, a unique opportunity open to undergraduate students completing up to two semesters abroad on exchange.</p> <p>Apply now and you could receive:</p> <ul style="list-style-type: none"> • up to \$12,250 in financial support, • a weeklong leadership residential in Singapore, • access to mentoring and networking experiences. <p>Applications close 5:00pm AEDT 4 December. Find out more: <INSERT UNIQUE LINK></p>
LinkedIn / Facebook / Instagram	<p>Are you looking to forge new links between Australia and Asia?</p> <p>Applications are now open for 2024 Westpac Asian Exchange Scholarships, valued up to \$12,250 each. With a weeklong leadership residential in Singapore and access to mentoring and networking opportunities, this scholarship is a remarkable opportunity to expand your worldview, embrace new perspectives and help build stronger ties between Australia and Asia.</p> <p>Applications close 5 December 2023. Apply now: <INSERT UNIQUE LINK> @WestpacScholars</p> <p>#WestpacScholars #AsianExchange #Scholarship</p>
Twitter	<p>Applications for 2024 Westpac Asian Exchange Scholarships are now open. Apply now and you could receive up to \$12,250 in funding, along with leadership development and overseas travel experiences in Asia. <INSERT UNIQUE LINK></p>
Info Session	<p>Thinking of applying for a Westpac Asian Exchange Scholarship, but not sure where to start? Register for the online information session that will cover everything from the eligibility criteria and funding guidelines to key attributes of a Westpac Scholar and tips to complete your application.</p> <p>You'll also get to hear from past scholars who can give you more insight into what to expect, and there will be time for Q&A at the end.</p> <p>Date: Wednesday 18th October Time: 5pm AEDT</p> <p>Register here: https://go.westpac.com.au/AE_info_session.html</p>

Unique links to scholarship website:

Lead Gen – All Uni’s	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24lg2309:aff:univ:000000
ANU	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24anu2308:aff:aust:000000
MON	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24mon2308:aff:mona:000000

MUR	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24mur2308:aff:murd:000000
QUT	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24qut2308:aff:qut:000000
RMIT	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?pid=iwc:sc:ae24rmit2308:000000
UOA	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24uoa2308:aff:univ:000000
UOM	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24uom2308:aff:univ:000000
UNSW	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24unsw2308:aff:unsw:000000
UOS	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24uos2308:aff:univ:000000
UQ	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24uq2308:aff:univ:000000
UOT	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24uot2308:aff:univ:000000
UWA	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24uwa2308:aff:univ:000000
UOW	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24uow2308:aff:univ:000000
WSU	https://scholars.westpac.com.au/scholarships/asian-exchange-scholarship?cid=wc:sc:ae24wsu2308:aff:west:000000