

IMPORTANT INFORMATION & ADVICE FOR APPLICANTS

THE PRIZE

There are five Realise Your Dream awards up for grabs in 2010.

Winners will receive:

- \$8000 cash as a NAB Cash Passport to assist with expenses in the UK
- A return Virgin Atlantic economy flight to the UK
- A face-to-face or phone consultation with the British Council in Sydney to help plan a tailored professional development visit to the UK
- Support from the British Council to develop an agreed programme in the UK that matches the Winner's career aspirations and level of experience

British Council Australia will work with you to design the programme for your visit to the UK based on the information you provide during the application process. Using our contacts in the creative industries, we will match your aspirations as best as possible to career development opportunities and assist in creating a programme that might include securing an internship, professional industry placements or recommending events and courses of study.

We do expect you will have already conducted some research on, or made approaches to, individuals and organisations in the UK with whom you wish to connect. While the British Council will try to match your preferences, no guarantees can be made that you will be able to connect with specific people or companies.

APPLICATION ADVICE

The Realise Your Dream awards are designed to accommodate diverse types of creative practice. The application form asks all applicants to address a number of general selection criteria and we're looking for applications that address these criteria in unique and innovative ways.

Each question asks you to answer within 250 words, so it's important to get your message across clearly and concisely. It's also important that you communicate your achievements in your chosen field and your plans for success.

Applications should:

- clearly articulate your career goals
- provide examples of relevant work experience undertaken in your chosen field
- give us an indication of your creative potential, success and achievements to date
- address how and why the UK in particular will play an important role in shaping your career

- clearly outline the type of the programme that you would like to undertake – e.g: provide examples of people and companies you wish to contact, colleges, internships or mentors in the UK

In addition, applicants should demonstrate:

- how you're innovating in your creative field
- initiative, leadership skills and community engagement
- industry awareness
- determination to succeed in your creative field
- professional experience
- an ability to communicate your talent and strengths
- potential to strengthen relationships between Australian and UK creative industries

For inspiration and a guide to the kind of people we're looking for, see our [Past Winners](#)

SUPPORT MATERIALS

We encourage you to be creative with your support material.

Support material could include:

- Applicant CV or artist biography including qualifications, industry experience, awards and other achievements
- Artist portfolio
- List of references
- Letters of support
- Specifically created poster or other image

Web based support materials could include:

- Link to show-reel
- EPK – electronic press kit
- Flickr account
- Blog
- Link to video presentation
- Portfolio
- E-book
- Links to your company, event or products