



**MALAYSIAN STUDENTS'
COUNCIL OF AUSTRALIA**

New South Wales Chapter

THINK TANK PROPOSAL

Official Proposal Document



MASCA NSW

Malaysian Students' Council of Australia

Date : 30th January 2025

Dear TalentCorp,

We are excited to propose a potential collaboration with TalentCorp for our upcoming [**Think Tank 2025**] **case competition** and **networking initiative**. Since its establishment in 2014, Think Tank has become a key platform that connects ambitious Malaysian students with leading corporations across various industries, offering valuable opportunities for both professional and personal development. Our success is built on strong partnerships with industry leaders like GAMUDA, AUG, Teach For Malaysia, and many others. Their support has brought distinguished professionals to mentor and inspire participants. Thanks to TalentCorp's invaluable contributions, both **Think Tank 2023** and **Think Tank 2024** were highly successful. This year, we aim to set even higher standards.

Think Tank is designed not only to challenge participants with real-world problems but also to enhance essential transferable skills such as critical thinking, leadership, and communication. Supported by the Malaysian Students' Council of Australia (MASCA) and our esteemed industry partners, the event brings together students from diverse academic disciplines, including Commerce, Engineering, IT, and Healthcare. Our goal for Think Tank 2025 is to further elevate the event's impact by bringing in more industry partners and providing meaningful opportunities for young talents to engage with corporate leaders. By collaborating with TalentCorp, we aim to create a robust platform for networking, innovation, and career development for both students and participating companies.

Event Details

Event Name: MASCA Think Tank 2025

Proposed Date: Sunday, 17th August 2025 (Alternative: Friday, 23rd August 2025)

Location: [Venue TBD, e.g., USYD Business school]

1.0. INTRODUCTION

The Malaysian Students' Council of Australia New South Wales (MASCA NSW) proudly presents **Think Tank 2025**, an annual case competition and networking initiative designed to empower Malaysian students in NSW to thrive in an increasingly competitive global landscape. Since its launch in 2014, Think Tank has served as a vital platform, bringing together young talents and professionals across industries such as technology, finance, engineering, healthcare, and commerce.

Think Tank 2025 offers a comprehensive experience through two core components:

1. **Case Competition** – Participants collaborate to solve real-world challenges provided by partner companies, enhancing their problem-solving and strategic thinking skills.
2. **Industry Networking Session** – Students engage with industry leaders, gaining valuable insights into career pathways, emerging trends, and professional development strategies while building lasting connections.

This initiative emphasizes the development of strong, transferable skills such as critical thinking, leadership, communication, and collaboration. By fostering innovation, meaningful conversations, and professional growth, **Think Tank 2025** underscores MASCA NSW's unwavering commitment to preparing Malaysian students for a successful transition from academic life to the professional world.

About MASCA

The Malaysian Students' Council of Australia (MASCA) is the official student representative council for Malaysian students in Australia. Established across 6 states and 1 territory, it is the pinnacle driving force in uniting Malaysians— students and non-students alike— regardless of their backgrounds. MASCA is recognised by the Malaysian Government through Education Malaysia Australia (EMA) and also regulated by the New South Wales Government under the Fair Trading Law.

2.0. OBJECTIVES

MASCA aims to:

2.1. Connect Students with Industry Leaders

Facilitate meaningful interactions between Malaysian students and professionals from diverse industries to promote networking and mentorship opportunities.

2.2. Develop Problem-Solving Skills

Challenge students through a real-world case competition, enhancing their critical thinking, creativity, and strategic decision-making abilities.

2.3. Enhance Professional Development

Provide students with insights into industry trends, career pathways, and best practices to prepare them for post-graduate opportunities and career growth.

2.4. Foster Leadership and Collaboration

Encourage teamwork, leadership, and collaboration by requiring students to work in teams to solve complex business problems.

2.5. Strengthen Transferable Skills

Cultivate essential skills such as communication, time management, and adaptability to equip students for success in a dynamic, global job market.

3.0. THEMES FOR 2025: Urban Innovation for cities in Malaysia and Australia

The proposed theme for Think Tank 2025 is:

3.1. Urban Innovation

This proposal explores urban innovation strategies in Malaysia and Australia, focusing on the integration of technology, sustainability, and infrastructure improvements to enhance the quality of life in urban areas. Malaysia, with its rapidly growing cities such as Kuala Lumpur and Johor Bahru, has initiated smart city projects under the Malaysia Smart City Framework, emphasizing digital infrastructure, efficient transportation systems, and smart governance. Conversely, Australia has implemented smart urban projects across major cities like Sydney and Melbourne, focusing on green infrastructure, urban mobility, and energy-efficient buildings. Initiatives such as the Smart Cities and Suburbs Program aim to support local governments in adopting innovative technologies to manage urban growth and sustainability. By examining these nations' smart city policies, technological advancements, and urban planning efforts, this case pack will offer insights into best practices for developing resilient, inclusive, and tech-driven urban centers that address both regional and global challenges.

**The theme for Think Tank 2025 is not confirmed yet and can be changed and refined until further notice.*

4.0. PROPOSED ITINERARY

| | Dates | Description |
|---|-------------------|--|
| Stage 1: Registration (Online) | 17 August 2025 | Registration for the Think Tank case competition opens for two weeks. |
| | 24 August 2025 | MASCA Innovation Lab: Design Thinking for Creative Problem Solving* |
| | 31 August 2025 | Registration for the Think Tank case competition closes. |
| Stage 2: Preliminary Submission and Elimination Round (Online) | 1 September 2025 | Case pack release online through email and to be posted on social media. |
| | 13 September 2025 | Submission deadline for infographic slides by teams. |
| | 16 September 2025 | Announcement post of Top 5 teams moving on to the Final Stage. |
| Stage 3: Final Stage (In-Person) | 27 September 2025 | Final slides submission. |
| | 28 September 2025 | Final competition day and networking session (Judging of finalist teams' presentations). |

**Theme for Innovation Lab subject to change*

5.0. TARGET PARTICIPANTS AND DEMOGRAPHIC

- 5.1. Students who registered under their respective Malaysian Student Organisations in New South Wales. Set to target around **5 to 7 teams (35 students)**.
- 5.2. Demographic: Students aged between **18-30 years** from various academic disciplines, such as Commerce, Engineering, Information Technology, Healthcare, and Law.

6.0. PROJECT TIMELINE

May 2025: Submission of the proposal to TalentCorp and confirmation of event date.

June 2025: Venue booking, securing speakers and corporate partners, and marketing campaign planning.

July 2025: Launch of the marketing campaign and opening of participant registration.

August 2025: Finalization of logistics, speaker briefings, and intensified marketing efforts. Participant registration closes.

August 2025: Execution of the event, followed by post-event evaluation and reporting.

7.0. MARKETING ALLOCATION

We plan to implement the following strategies to attract participants and ensure event success:

1. **Collaborations:** Partner with MASCA chapters and Malaysian Student Associations (MSAs) at universities across Australia.
2. **Social Media Campaigns:** Utilize platforms like Instagram, Facebook, and LinkedIn to promote the event and provide regular updates.
3. **Corporate Partnerships:** Collaborate with corporate sponsors to cross-promote the event to students and professionals.
4. **Email Marketing:** Send weekly email updates to registered participants with event reminders and key details.
5. **MASCA Newsletter:** A platform to share the latest MASCA events and stay connected with the Malaysian community in NSW, providing regular updates to the audience.
6. **Promotional Content:** Develop a short promotional video with testimonials from previous participants.

8.0. EVENT BUDGET AND BREAKDOWN

| Item(s) | Financial Estimation (AUD) |
|------------------------------|----------------------------|
| 1 st Prize Money | \$800 |
| 2 nd Prize Money | \$500 |
| 3 rd Prize Money | \$400 |
| Event Day Food and Beverages | \$450 |
| Venue | \$500 |
| Token of Appreciation | \$200 |
| Miscellaneous | \$150 |
| Total | \$3,000 |

8.1. Budget Explanation

a. Prize Money (Total AUD 1,700)

- **1st Prize:** AUD 800
- **2nd Prize:** AUD 500
- **3rd Prize:** AUD 400

We have increased the prize amounts from the previous year to further incentivize participation and reward exceptional performance. The enhanced prizes aim to attract high-caliber participants and motivate them to deliver innovative, high-impact solutions to real-world challenges. This increase demonstrates our commitment to recognizing and encouraging excellence, creativity, and teamwork among Think Tank participants.

b. Event Day Food & Beverages (AUD 450)

Refreshments will be provided throughout the final in-person event, ensuring that participants, judges, and corporate representatives are comfortable and engaged during presentations and networking sessions. This allocation ensures a balance between quality and cost-effectiveness.

c. Venue (AUD 500)

This amount will be used to book a professional venue that accommodates both the competition and networking sessions. The venue will be equipped to handle presentations, discussions, and breakout networking activities, providing a conducive environment for the event.

d. Token of Appreciation (AUD 200)

Small tokens of appreciation (e.g., certificates, gift cards, or commemorative items) will be presented to judges, speakers, and corporate representatives. These tokens are a gesture of gratitude for their time, effort, and support in making Think Tank 2025 a success.

e. Miscellaneous Expenses (AUD 150)

This allocation covers any incidental expenses, such as printing materials (e.g., programs and name tags), last-minute technical support, or other unexpected needs. It provides flexibility to ensure smooth and uninterrupted event operations.

9.0. EXPECTED OUTCOMES

9.1. Strengthened connections between Malaysian students and industry leaders, enhancing career prospects for participants through mentorship, internships, and job opportunities.

9.2. Development of key transferable skills such as critical thinking, leadership, and problem-solving.

9.3. Increased visibility and recognition of TalentCorp as a key supporter of young Malaysian talent, showcasing its commitment to workforce development and innovation.

10.0. OUTLINE OF ROLES & RESPONSIBILITIES

10.1. Pre-event

| <i>PERSON-IN-CHARGE</i> | <i>TASK</i> |
|-------------------------------------|--|
| <i>Liaison</i> | <i>Lead organiser: Planning and coordination of event logistics.</i> |
| <i>Liaison</i> | <i>Contacting potential speakers and volunteers and securing a suitable venue for the event.</i> |
| <i>Corporate Relations Director</i> | <i>Contacting sponsors</i> |
| <i>Marketing Director</i> | <i>Branding and promotions to attract attendees: planning for content production, stage management, technology, and video.</i> |

10.2. During event

| <i>PERSON-IN-CHARGE</i> | <i>TASK</i> |
|--------------------------|---|
| <i>Liaison</i> | <i>Event manager: serving as the contact with the venue's staff, managing day-of event activities outside of the main stage, and ticketing and registration needs</i> |
| <i>TBD</i> | <i>Registration team: To handle registration of the attendees during the event.</i> |
| <i>Creative Director</i> | <i>Video and production.</i> |
| <i>IT Director</i> | <i>Overseeing the setup and configuration of all IT equipment during event, including</i> |
| <i>Liaison Officer</i> | <i>Runner</i> |

10.3. TalentCorp's Responsibilities

| | |
|---|--|
| <p><i>Sponsorship and Funding</i></p> | <p><i>Award and transfer the promised amount directly to the MSA's bank account on a one-off project basis.</i></p> <p><i>TalentCorp can provide financial support to cover key event expenses such as venue hire, guest speaker fees, and logistics.</i></p> <p><i>Sponsorship can help enhance the event's quality by covering costs for catering, marketing materials, and technology to support hybrid (physical and virtual) participation.</i></p> |
| <p><i>Industry Expertise and Representation</i></p> | <p><i>Grant MASCA NSW special access to leadership, career, and upskilling workshops hosted by TalentCorp.</i></p> <p><i>TalentCorp can connect Think Tank 2025 with key Malaysian professionals and corporate partners, ensuring the presence of experienced panelists and mentors.</i></p> <p><i>Industry leaders recommended by TalentCorp can serve as judges for the case competition or provide feedback to participants.</i></p> |

11.0. RULES AND REGULATIONS FOR THE EVENT

- 11.1 Participants must adhere to the venue rules and regulations at all times
- 11.2 Each team can only send one (1) submission
- 11.3 Each participant is only allowed to join one (1) team

12.0. SUPPORT NEEDED FOR TALENTCORP

- 12.1. **Expert Judges:** Expert judges for Think Tank Case Competition Final Stage
- 12.2. **Venue Support:** Assistance with securing a suitable venue for the final competition and networking session (anticipated 50 to 100 attendees).
- 12.3. **Financial Sponsorship:** Contribution towards event expenses such as prize money, event logistics, and marketing efforts.
- 12.4. **Promotion:** Support in promoting the event through TalentCorp's networks and social media platforms.

13.0. WHY MASCA NSW'S THINK TANK 2025

The collaboration with Think Tank 2025 will deliver significant returns by supporting the professional development of Malaysian students while enhancing TalentCorp's brand presence and industry partnerships. The MASCA Think Tank 2025 provides TalentCorp with several strategic benefits that justify its investment:

1. Increased Brand Visibility and Recognition

TalentCorp will be featured prominently throughout event promotions, including on digital platforms such as Instagram, LinkedIn, and Facebook. TalentCorp's brand will also be highlighted during presentations, case materials, and closing ceremonies. This will showcase TalentCorp as a champion of innovation and talent development to a wide audience of students and professionals.

2. Direct Access to Emerging Talent

Think Tank provides TalentCorp with direct access to high-performing Malaysian students from diverse disciplines such as Commerce, Engineering, IT, Healthcare, and Law. This access allows TalentCorp to engage with motivated future professionals, identify high-potential candidates, and promote opportunities such as internships, graduate programs, and mentorship initiatives.

3. Enhancing Student Development Through Industry Interaction

By collaborating with TalentCorp and other key industry partners, students will benefit from exposure to real-world challenges and direct engagement with corporate professionals. These interactions—through mentorship, workshops, and feedback sessions—provide critical insights into industry trends, professional expectations, and career pathways, helping students develop essential transferable skills such as critical thinking, leadership, and problem-solving.

4. Content and Engagement Opportunities

TalentCorp can leverage the success stories, testimonials, and expert insights from Think Tank 2025 to create engaging content for its communication channels. This content can showcase TalentCorp's impact on young talent, further enhancing its reputation as a leader in workforce development and innovation.

14.0. MASCA NSW'S PLANS IN 2025

| MASCA NSW's plans in 2025 | | | |
|----------------------------------|----------------------------------|---|---------------------------|
| <u>Term</u> | <u>Event</u> | <u>Description</u> | <u>Date</u> |
| Term 1 | MISRA 2025 | 3-Day's version of MASCA Meet & Greet, involves all affiliates & government agencies, compiling all Welcoming Programs. | 20th - 23rd February 2025 |
| | Serumpun Camp | Organize a camp between MASCA and MSOs to strengthen relationships with workshops. | April 2025 |
| | The Champion's Oath 2025 | SMG as the platform/ workshop for NSW Contingent to train players from all affiliates. | April 2025 |
| | Sydney Malaysian Games 2025(SMG) | Annual Sydney Malaysian Games sports event | May 2025 |
| | Hear US Out! T1 2025 | A platform to listen to all students' complaints. | May 2025 |
| Term 2 | Hear Us Out! T2 2025 | Continuation of the student engagement platform | June 2025 |
| | Techxplore 2025 | Equip students with skills for the digital age. | June 2025 |
| | Think Tank 2025 | Connect ambitious Malaysian students with leading corporations across various industries. | 17th August 2025 |
| | Debat Siswa (Prelim) | Bahas & Debate Competition across NSW. | August 2025 |
| Term 3 | Corporate Networking Night 2025 | Connect Malaysian students and graduates in Australia with corporate leaders and professionals. | 6th September 2025 |
| | Debat Siswa (Final) | Final round of the state-wide debate competition | September 2025 |
| | Biz Knees 2025 | Empowering students to create sustainable income streams and fostering entrepreneurship. | October 2025 |
| | MASCA25 Stellar Night | Appreciation Night with Affiliates & Stakeholders. | November 2025 |
| | Hear US Out! 2025 | A platform to listen to all students' complaints. | November 2025 |

We look forward to discussing this proposal further and exploring how we can make MASCA NSW's Think Tank 2025 a resounding success with your partnership. Thank you for your time and consideration.

Prepared by,

A handwritten signature in black ink, appearing to read 'Syakirah', is written over a light grey rectangular background.

Syakirah

Secretary

Malaysian Students' Council of Australia 2024/2025,

New South Wales Chapter.