



**MALAYSIAN STUDENTS'
COUNCIL OF AUSTRALIA**

New South Wales Chapter

CORPORATE NETWORKING NIGHT

TALENTCORP

PROPOSAL

Official Proposal Document



MASCA NSW

Malaysian Students' Council of Australia

Date : 30th January 2025

Dear TalentCorp,

We are excited to present a proposal for a potential collaboration with TalentCorp for our upcoming annual **MASCA Corporate Networking Night 2025**. This event is designed to connect Malaysian students and graduates in Australia with corporate leaders and professionals, offering a unique opportunity to build both community and professional connections.

MASCA Corporate Networking Night 2025 is not just an event; it is a platform for fostering graduate employability and career development. With direct support from the Malaysian Students' Council of Australia (MASCA) and in collaboration with key partners, the event is expected to draw approximately **150-200 participants**. These will include Malaysian students from various academic fields such as Commerce, Engineering, IT, Healthcare, and more.

The primary goal of this event is to enhance students' awareness of career opportunities while empowering them to develop critical job-seeking skills. By working together, TalentCorp and MASCA can provide invaluable networking experiences that will benefit both students and participating corporations.

Event Details

Event Name: MASCA Corporate Networking Night 2025

Proposed Date: Saturday, 6th September 2025 (Alternative: Friday, 13th September 2025)

Time: 5:00pm to 10:00 pm

Location: [Venue TBD, e.g., Leighton Hall, UNSW Sydney]

1.0. INTRODUCTION

The Malaysian Students' Council of Australia New South Wales (MASCA NSW) aims to foster a supportive community and provide valuable opportunities for Malaysian students in NSW, Australia. In an increasingly challenging recruitment environment, it is critical that Malaysian students in Australia are aware of their post-graduate pathways and have the opportunity to build their network prior to entering the workforce. The MASCA NSW Corporate Networking Night endeavors to address these concerns by providing students with a holistic experience, catered specifically for Malaysian students. By bringing together Malaysian students and representatives from a diverse array of industries, including but not limited to technology, finance, engineering, healthcare, and commerce, we aim to spark meaningful conversations, foster valuable connections, and inspire future leaders. Through a panel discussion and networking opportunities, attendees will gain valuable insight into industry trends, career pathways, and professional development strategies. As we navigate the complexities of a rapidly evolving world, the importance of fostering meaningful connections and nurturing talent cannot be overstated. The Corporate Networking Night stands as a testament to MASCA NSW's unwavering commitment to empowering Malaysian students to realize their full potential, both academically and professionally.

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. To educate Malaysian students in NSW about the diverse post-graduate pathways available to them, both in Malaysia and Australia, and to empower them with the knowledge to make informed decisions about their future careers.
- 2.2. To provide Malaysian students with the opportunity to build meaningful connections with representatives from various industries, fostering long-term professional relationships that may facilitate future career opportunities and mentorship.
- 2.3. To equip Malaysian students with practical strategies and skills for professional development, including resume building, interview techniques, networking etiquette, and personal branding, enhancing their employability and career readiness.
- 2.4. Promote success strategies that enhance student outcomes and help students acquire future-focused employability skills.
- 2.5. To equip students with practical skills and strategies on how to prepare for and apply for internships, part-time jobs, or volunteer opportunities.

3.0. PROPOSED ITINERARY

Time	Details	
5.00PM - 5.30PM	Guest Arrival and Registration	
5.30PM - 6.00PM	<ol style="list-style-type: none"> 1. Officiating Speech from Education Malaysia Australia 2. Welcome speech by MASCA NSW's Chairperson 	
6.15PM - 8.45PM (Networking Session)	6.15PM - 6.35PM	Keynote address by TalentCorp representative
	7.00PM - 7.15PM	Session 1: "How to conduct yourself during interview"
	7.30PM - 7.45PM	Session 2: "Do's and Don'ts for Resume"
	8.00PM- 8.15PM	Company session
	8.30PM - 8.45PM	Session 3: "Elevating Your Personal and Professional Presence"
8.50PM - 10.00PM	<ol style="list-style-type: none"> 1. Networking session with corporate partners 2. Closing and thank you speech by MASCA NSW's Deputy Chairperson 	

**The itinerary is subject to change*

Company session:

A company sharing session allows an organisation to present its expertise, experiences, and strategies related to its industry. Representatives share success stories, future plans, and practical advice, offering attendees valuable insights they can apply to their own careers.

4.0. TARGET AUDIENCE AND DEMOGRAPHIC

The target audience includes **Malaysian undergraduate and postgraduate students** currently studying in Australia, as well as recent graduates seeking internships or full-time employment.

- **Demographic:** Students aged between **18-30 years** from various academic disciplines, such as Commerce, Engineering, Information Technology, Healthcare, and Law.
- **Expected Attendance:** Approximately **150-200 participants**.

5.0. 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.

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

6.0. MARKETING STRATEGIES

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.

7.0. EVENT BUDGET AND BREAKDOWN

Financial Estimation (AUD)	
Venue and equipment hire	\$1,500
Token of appreciation for firm representatives	\$300
Food & Beverages (Light refreshments)	\$1,100
Miscellaneous	\$200
Total	\$3,100

7.1. Budget Explanation:

- a. **Venue and Equipment Hire (AUD 1,500):** We aim to secure a venue that can accommodate approximately 150 to 200 participants, requiring a space with facilities such as audio-visual equipment, stage setup, seating arrangements, and networking zones. The choice of venue ensures both functionality and professionalism to facilitate presentations and smooth interaction among attendees.
- b. **Token of Appreciation (AUD 300):** This token is a gesture of gratitude towards firm representatives and distinguished guests. As we have strong ties with agencies such as EMA, MIDA, MAFS, MARA, and TalentCorp, this investment further strengthens collaboration opportunities and influence across multiple sectors. Engaging with these stakeholders enhances our event's profile and ensures the participation of potential VIPs.
- c. **Food & Beverages (AUD 1,100):** We will provide a diverse menu catering to various dietary needs (halal, vegetarian, gluten-free) to ensure inclusivity and comfort for all attendees.
- d. **Miscellaneous (AUD 200):** This covers contingencies such as insurance, security deposits, and medical support to guarantee safety and smooth operations.

8.0. EXPECTED OUTCOMES

8.1. *Enhanced Employability:* Participants will gain valuable career knowledge and networking opportunities that enhance their readiness for job applications and interviews.

8.2. *Stronger Community Ties:* The event will foster closer relationships between Malaysian students, TalentCorp, MASCA, and corporate partners.

8.3. *Increased Opportunities:* Participants will access direct job and internship opportunities through networking with corporate representatives.

9.0. SUPPORT NEEDED FROM TALENTCORP

9.1. *Monetary Sponsorship:* To cover event costs such as venue rental, catering, and marketing expenses.

9.2. *Industry Partnerships:* Assistance in securing corporate partners and speakers.

9.3. *Branding Support:* Permission to include TalentCorp branding on promotional materials and event collateral.

9.4. *Participation:* Engagement in the event through a keynote address and representation during networking sessions.

10.0. OUTLINE OF ROLES & RESPONSIBILITIES

10.1. MASCA Task Allocation

PERSON-IN-CHARGE TASK

EduCare Director *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*

*Marketing Director &
Creative Director* *Video and production*

EduCare Officers *Registration of participants, sponsors, and representatives*

EduCare Director *Event set-up*

EduCare Officers *Checking in on representatives and assisting with management of events.*

Liaison Director *Maintain external relations, particularly with corporate partners and stakeholder for the event - facilitate guest invitations.*

10.2. TalentCorp's Responsibilities

Sponsorship and Funding Award and transfer the promised amount directly to the MSA's bank account on a one-off project basis.

TalentCorp can provide financial support to cover key event expenses such as venue hire, guest speaker fees, and logistics.

Sponsorship can help enhance the event's quality by covering costs for catering, marketing materials, and technology to support hybrid (physical and virtual) participation.

Industry Expertise and Representation Grant MASCA NSW special access to leadership, career, and upskilling workshops hosted by TalentCorp.

TalentCorp can connect Corporate Networking Night 2025 with key Malaysian professionals and corporate partners, ensuring the presence of experienced panelists and mentors.

11.0. SUCCESS OF PAST CORPORATE NETWORKING NIGHT

Our previous events have demonstrated the ability to attract and engage a diverse range of industry professionals. During the last Networking Night, we successfully invited prominent speakers and representatives from various sectors, including technology, finance, education, and government agencies. These professionals not only shared valuable insights through keynote speeches and panel discussions but also participated in one-on-one networking sessions with attendees.

Key highlights from past events include:

11.1. Diverse Industry Representation:

Our guest speakers included professionals from the following industries and firms:

1. **Accounting:** PwC, EY
2. **E-Learning:** Ikigai Network
3. **Education:** SSEAC
4. **Marketing:** Swoop Australia
5. **Consulting:** FTI Consulting, Visagio
6. **Law:** Marsden Law Group
7. **Coaching:** Agile Aotearoa
8. **Business:** TMF Group, Ava Safe
9. **Tech:** InMoment
10. **Hospitality:** Low Yat/Grace Hotel

11.2. Professional Development

Attendees reported significant benefits such as career advice, and direct networking opportunities, including expanded professional networks, mentorship opportunities, and insights into industry trends with several reporting follow-up engagements, internships, and job offers.

11.3. Collaborative Outcomes

The event fostered partnerships between organizations and individuals, demonstrating the long-term value of our networking initiatives.

12.0. WHY MASCA NSW'S CORPORATE NETWORKING NIGHT

We are confident that TalentCorp's involvement in MASCA NSW's Corporate Networking Night 2025 will be mutually beneficial. By collaborating on the MASCA NSW's Corporate Networking Night 2025, TalentCorp stands to gain significant strategic returns. This event will not only provide a platform for promoting TalentCorp's initiatives but also offer a lasting impact through enhanced talent acquisition, brand awareness, and relationship-building opportunities. The MASCA Corporate Networking Night provides TalentCorp with several strategic benefits that justify its investment:

1. **Showcase TalentCorp's Brand and Initiatives:** TalentCorp will have the opportunity to present its programs and initiatives to a large group of highly motivated Malaysian students and graduates.
2. **Brand Visibility:** Through event marketing, TalentCorp's name and branding will be prominently displayed across promotional materials, event signage, and social media platforms, enhancing recognition among Malaysian students in Australia.
3. **Strengthened Relationships:** The event offers opportunities for TalentCorp to network with both corporate partners and the student community, fostering long-term relationships that may lead to further collaborations and engagement.
4. **Employer of Choice Positioning:** By participating in the event, TalentCorp can reinforce its reputation as a key supporter of graduate employability, making it a preferred partner for students seeking career advice and opportunities.
5. **Facilitate Talent Acquisition:** Through networking sessions, TalentCorp can interact with high-potential candidates for internships and graduate roles, supporting future recruitment pipelines.
6. **Access Impactful Feedback:** Post-event surveys will provide valuable insights into the needs and experiences of Malaysian students abroad, helping TalentCorp refine its future initiatives.

13.0. 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 Corporate Networking Night 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', written over a light grey circular stamp.

Syakirah

Secretary

Malaysian Students' Council of Australia 2024/2025,

New South Wales Chapter.