



THE UNIVERSITY OF
MELBOURNE

Faculty of Arts



‘Pitch Your Korea’ Contest

Korean Studies at the University of Melbourne and co-host, the Consulate General of the Republic of Korea in Melbourne, with kind sponsorship from Victoria Wool Processors, are pleased to present this special event as part of UniMelb K-Culture Series 2024: ‘Pitch your Korea’ idea contest.

Theme

Do you have a great idea about how to promote understanding of Korea and Korean culture in Australia, and contribute to Korea’s image? Pitch your promotion idea, concept, strategy, plan, or suggestion to foster the image and understanding of Korea in Australia, and convince the contest’s judges that your idea is the most effective. Please note that the focus should not be “outbound tourism”, rather bringing understanding and appreciation of Korea to Australia.

Format

The contest is divided into two phases:

Phase 1

Submit your plan. It must be on 1 page and can be in either English or Korean. The format is free, so use what you think is most suitable to deliver your promotional idea, plan, or strategy.

Phase 2

A selection of contestants will be invited to present ideas in a “pitch your idea in 3 minutes” event at the Asia Institute, University of Melbourne.

Interstate participants will be able to present online.

Dates

- Plan: **August 16 – September 6**
(entries close **Friday 6 September, 11:59 PM AEST**)
- September 20:** Announcement of best ideas moving onto Phase 2.
- Phase 2, Spoken Pitch: **Friday October 18**

Selection Criteria

1. Creativity and originality
2. Potential for real promotional implementation

Eligibility

Undergraduate students enrolled at an Australian university (open to all subjects, specialisations, and year levels).

Prizes

1st place

Australia-South Korea return ticket (to the value of \$2000)

2nd place

\$500 gift card

3rd place

\$300 gift card

Special Prize

Best pitch in the Korean language: \$500 gift card

Submit your entries and/or any questions here:

pitch-korea@unimelb.edu.au

Entry must include:

- Full name
- DOB
- University, major, current year of enrollment
- Proof of enrollment (copy of student ID)
- Contact number



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