

Introduction

Excelzia provides Experiential Learning programmes within Australia to overseas students. Excelzia aims to provide students with self-enrichment through learning experiences that combine educational and personal development skills in a cultural environment. Our programmes are designed to benefit students, who are not only academically excellent, but also have the potential to be leaders in the community. Students who are now actively involved in extra-curricular activities at school, students who succeed not just on paper but who will do their best to be world class citizens

The Demand for Experiential Learning

Parents and schools are seeking the best opportunities for school students and are prepared to invest heavily in their education and personal development. There is a strong drive by parents and schools to find programmes whereby their children can attain life skills through experiential learning. In the past, there has been a very strong emphasis on academic achievement however this has left a gap in some student's social competence and all round life skills.

The push for experiential learning is driven by the need for students to be interactive and involved, and enjoy the learning process as opposed to rote learning. This enables the student to gain better knowledge and a practical use of the skills learned.

These life skills range from personal development skills like public speaking and communication skills, to performing and creative arts. Parents believe that their children benefit greatly from receiving this education overseas in cross-cultural environments where these skills are more prevalent.

Why Australia?

The skills and learning that we seek to provide these students are recognised as being superior and initially conceived in Western countries. Currently, many students are being sent to the United States and United Kingdom for these courses.

We partner with organisations to deliver these programmes within Australia. Excelzia has conducted market research and has established that Australia is an ideal location due to the following reasons:

- Proximity to South East Asian countries
- It is viewed as a safe destination
- It is culturally accepting
- The education system and standards are highly regarded internationally

There is also a ready supply of educating organisations within Australia who are prepared and experienced in providing these services to overseas students.

The students that will be attending these courses will eventually be looking to study at tertiary institutions. A large percentage of these students will pursue overseas tertiary opportunities which typically will be the United States and United Kingdom. This is an ideal opportunity to introduce Australian tertiary institutions to these students who may become future attendees when they finish their secondary schooling.

Excelzia's Role

Excelzia works with exclusive schools in Indonesia establishing these programmes as part of the school extracurricular activities. It is important to understand that Excelzia's role is to have these programmes endorsed and recommended by the school as this will significantly influence parents and students' decision on which programmes they will attend. Excelzia works with other established operators in Indonesia to ensure that programmes and planning suit their requirements.

Initially Excelzia is commencing in Indonesia however we are also currently investigating Singapore, Malaysia and Hong Kong where early indications are that parents and students and schools have the same requirements. Initially groups will derive from Indonesia.

Excelzia's role is to promote these programmes and establish the beneficial contribution that they can deliver to the students, and subsequently the school and their reputation. Excelzia is responsible for all facilitation and logistics associated with the student's attendance in Australia. This includes ground transport, accommodation and cultural experiences.

Please note that the individual schools are responsible for their student's supervision whilst in Australia. Generally, this means that the school will have to send teachers and/or chaperones.

Benefits of Working with Excelzia

Excelzia works with educational institutions to develop programmes that use experiential methodology to deliver measurable outcomes. The course materials are anchored in real world situations and examples that allow students to work with the new skills to develop the required outcomes. For example, the Performing Arts courses use the creation of a drama to develop the skills of leadership, negotiation, teamwork and collaboration.

The benefits to students include:

- Learning new skills through experience
- Learning new skills in a stimulating environment
- Students will benefit from the "change of scenery" and cultural experiences of being in a new country

Excelzia sees the benefits to schools to include

- Better skilled students with superior skill sets to their peers
- A student population with increased confidence and broader range of real life skills
- Having students with a worldlier outlook
- Having the ability to develop specific programmes with Excelzia to satisfy their School's vision

Overall, the Excelzia programmes deliver better skilled students which we believe helps raise the School's reputation.

Programme Requirements

Excelzia plans to provide programmes for the Northern Hemisphere's summer and winter school breaks for Years 10 to 12. This means we would require classes over the following periods:

- Northern Winter Semester Break (mid-December to mid-January) – this is a three week break and we would seek to provide classes over the full three weeks.

- Northern Summer Semester Break (beginning June to end July) – this is an eight week break and we would seek to provide classes over a four week period within that time.

The critical difference in the semester breaks is that the programmes in June-July will need to run over 10 days (meaning a 12 day trip for students). As these groups are here for educational purposes, the expectation of parents and schools is that the programmes will fully engage them whilst they are here. Consequently, classes can run over weekend days and programmes can, and should, include after hours preparatory work.

Programme Content

Parents and schools are seeking high quality learning experiences that can be built upon over several visits. Courses should be able to provide some linkages to each other to provide maximum integrated value. For example, students could attend a course this semester that would focus on communication skills (e.g. writing skills) and next semester attend a course that would focus on public speaking. This would utilise, and build, on the skills learnt previously whilst establishing a connection to future courses as well.

Courses offer connected or interrelated programmes that encourage return visits over several semester breaks. Although each course stands independent, they have linkages to other courses being offered.

Further Information

Excelzia is an Australian proprietary limited company (ABN 13 603 519 937) and is headquartered in Sydney, Australia.

Amanda Bowyer is the Managing Director of Excelzia. Amanda was born and raised in Jakarta. Amanda holds a Bachelor Degree in International Business from the Auston Institute of Technology and Management Singapore, and a Bachelor of Business Administration from The University of Western Sydney. She has also completed company sponsored management courses in the USA. Amanda also holds Certificates in Event Management and Social Media Marketing from the University of Sydney. Amanda has worked as a Sales and Marketing Executive with Four Seasons Hotel Group in Jakarta and has worked as a Regional Marketing Manager with Nokia Networks in Indonesia. Amanda has extensive experience in Marketing, Sales and Workplace Training in a variety of industries across countries (Indonesia, Singapore, New Zealand, and Australia).

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