

# CASE STUDY: LANEWAY LEARNING PARTNERSHIP

In 2018, The Mentorship launched a new partnership program with Melbourne Award-winning non-profit organisation, Laneway Learning.

The CREATE Media Arts Internship was designed for young people studying or aspiring to work within the creative media/arts sector.

Over a 3-month period, five university students were mentored throughout the program, successfully fulfilling such duties as:

- Hosting classes at Laneway Learning
- Researching & Interviewing local artists
- Writing blog articles and reviews
- Producing video content

The program provided the students opportunities to develop their practical and soft skills, create content, build their portfolios and network with creative professionals and artists working in Melbourne.

*“I learned to get out of my comfort zone. I never thought I’d be able to stand up in front of everyone and host a class but I managed to do it. Creating and filming the videos really kept my passion alive and makes me want to do it more. I also never thought I would enjoy blog writing until I started this internship.”*

*- Isabel, Bachelor of Communication (Media), RMIT University*

Laneway Learning in turn, received invaluable support in hosting their weekly classes and by the end of the program, acquired 15 pieces of creative, editorial content produced by the interns, to use across their website and social channels.

*“Partnering with The Mentorship has been extremely beneficial for our organisation. We had the opportunity to work with amazing young people who hosted our classes and created content for our blog and social media channels. Having an expert such as Eira to recruit and supervise the interns meant the program ran smoothly, giving me peace of mind to focus on other aspects.*

*The interns were fantastic; reliable, engaged and hands-on, producing work that was highly professional, and in line with our organisation's style and target audience. Through Eira's close mentoring, they produced 15 pieces of content over 3 months, including videos, interviews with our teachers, general learning articles and class reviews. I would certainly recommend The Mentorship and hope to use the service again this year.”*

*- Maria Yebra, General Manager  
Laneway Learning*