



**Celebrating  
2022's  
Successes**

**Careers, Alumni & Industry Relations**



<b>Thank You</b>	<b>03</b>
<b>2022 Achievements</b>	<b>04</b>
<b>Community Impact</b>	<b>05</b>
<b>Accessibility Design Competition Winners</b>	<b>05</b>
<b>Cross Department Collaborations</b>	<b>06</b>
<b>Digital Transformation</b>	<b>07</b>
<b>Career Development Programs</b>	<b>08</b>
<b>Career Fair</b>	<b>09</b>
<b>Milestones</b>	<b>10</b>
<b>Key Figures</b>	<b>11</b>
<b>Alumni Network</b>	<b>12</b>
<b>Alumni to Alumni Circle (A2A)</b>	<b>13</b>
<b>Alumni Recognition</b>	<b>14</b>
<b>Alumni E-card</b>	<b>14</b>

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# Thank You Message



**Despite the challenges posed by COVID-19, the RMIT Careers, Alumni and Industry Relations Department was able to overcome the challenges brought on by the pandemic and help students navigate their employability journey.**

The department's ability to leverage its strong relationships with industry partners and the alumni community is admirable, and it highlights the importance of collaboration and support when it comes to success.

This report outlines the main projects and programs delivered by the three teams highlighting positive results & achievements.

I acknowledge the dedication, passion and resilience of each member of my team who contributed to the accomplishment of the department's projects and programs. Their efforts have undoubtedly made a beneficial impact on the lives and careers of our students.

Finally, I praise the commitment of all stakeholders involved in supporting RMIT students. It is through their collective efforts that RMIT students are able to attain their goals and successes in their chosen industry.

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**Manuela Spiga**

Senior Manager,  
Careers, Alumni & Industry Relations

# 2022 Achievements



## Internship

Students: **1161** (↑45%)  
Internship positions:  
**1706** (↑67%)



## WIL/Guest Speakers

Projects: **201** (↑33%)  
Impacted: **22,821** (↑27%)



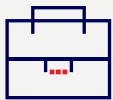
## Jobs

Placements: **569** (↑23%)  
Jobs available: **1004** (↑32%)



## Career Expo

Students: **1810** (↑33%)



## Mentoring

New mentors: **34** (↑54%)  
New mentees: **355** (↑21%)



## Alumni

Alumni Contribution: **281** (↑102%)  
(Guest speakers, WIL, Mentoring, Job offering, Media support)



## 31.000 USD

Boeing scholarship  
for Women in STEM



## 12.000 USD

Grant for WIL and research project:  
Investing in Women (IW), an initiative  
of the Australian Government

## Industry Partners



# Community Impact (ADC)

The third edition of the Accessibility Design Competition (ADC) was launched in April 2022. It had a significant community impact by promoting inclusion in the workplace for people with disabilities. By engaging leaders from various organizations, such as SMEs, MNCs, NGOs, and NPOs, the message of promoting inclusion was widely disseminated within the country. This project has the potential to create a more holistic and welcoming environment for people with disabilities in the workplace, leading to increased opportunities and greater independence.

By participating in socially impactful programs like ADC, students gain practical experience and industry insights that can help them prepare for their future careers. Additionally, by involving domestic Vietnamese universities for the first time, the competition has created opportunities for more students to benefit from this program and contribute to the community's social impact.

ADC's success is a true representation of RMIT's DNA in promoting meaningful engagement opportunities between students and industry partners while creating positive social influence. By fostering collaboration between academia and industry, RMIT is contributing to the growth and development of a socially responsible workforce and creating constructive community change.

## ADC Winners



### The HDK Team, Ho Chi Minh City University of Science

“ADC created a really meaningful and realistic competition for us to develop and execute ideas into reality and helped us reach consumers and create values for the community and society. Our team is impressed with the professionalism of the competition through the training sessions of each round. During the competition, mentors and seniors supported us energetically and enthusiastically. Hence, we really appreciated them.

After the competition, our team learned a lot about soft skills and acquired new knowledge about business and industry - a relatively new, dynamic, and challenging area for us. This experience was incredibly valuable to our team.”

(The HDK Team, Ho Chi Minh City University of Science).

### Kintsugi Team, RMIT University

Team Kintsugi developed **a mobile software that benefits users with sensory impairments and neurological conditions**. The software features multiple tools such as real-time audio transcription, flashcards & reminders. The solution won the first runner-up prize and received an offer for product testing from Sofitel Saigon Plaza.

“For us, ADC was not only an opportunity to apply our skills and knowledge into serving the community, but also a “friendship challenge.” Thanks to it, we have learnt more about accessibility, the community of people with disabilities and even ourselves.” Our journey with Sofitel Saigon Plaza, explains the Kintsugi team, “began when we received an offer for product testing from the Sofitel General Manager, Mr. Mario Mendis, right on the stage during the finale of the competition.”

(Kintsugi team, RMIT University)

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# Cross Department Collaborations

## Economic growth through women's economic empowerment

The Careers, Alumni and Industry Relations department was contacted by Investing in Women (IW), an initiative of the Australian Government that catalyses inclusive economic growth through women's economic empowerment in Southeast Asia.

IW commissioned a research project, conducted by the School of Communication and Design, led by Dr Justin Battin, on the publicly available social media activities of a sample of the target audiences of IW-supported campaigns.

The team also produced a pedagogy-focused project, through which they evaluated the implementation of IW materials as the basis for Work Integrated Learning (WIL), engaging students from two courses.

The university received a grant 17,145 AUD to complete the project.

## Women's Entrepreneurship Day

As part of the Women's Entrepreneurship Day celebration, three RMIT Vietnam alumni and entrepreneurs inspired students and other women to realise their dreams and show them what it takes to bring those dreams to life.

Using the four dimensions of the entrepreneurial personality explained by bestselling author and business icon Michael Gerber, including the Dreamer, Thinker, Storyteller and Leader, RMIT Alumni Relations Manager Pham Huu Hoang took audiences through the inspiring journeys of the co-founder and CEO of tiNiWorld – the first-ever edutainment centre for children, founder and Business Development Director of Rabity Kids Fashion – a leading children's fashion brand, and founder and CEO of Passii – a sustainable clothing platform.

**WOMEN'S** 2022  
**ENTREPRENEURSHIP DAY**



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# Digital Transformation



## Careers Online Portal (Abintegro)

The Career, Alumni & Industry Relations department (CAIR) continued to pave the way in digital transformation by implementing the Careers Online Portal (Abintegro). For the official launch, CAIR participated in Industry Partnered Learning as a client where 3 student teams pitched their ideas. The winning team later co-designed a communication campaign to bring the ideas into reality. The launch resulted in reaching over 36,000 social media views and over 1,300 students joined the 14-Day Challenge to introduce the new online professional development tools and resources:



In 2022, over 4,400 students/alumni logged into the portal approximately 32,000 times, completing 138,000 activities on the portal. These activities included internship/job search, utilising career development resources/tools, career assessments and knowledge articles

The portal's most popular tool has been CV360, using AI and Applicant Tracking Systems to give detailed feedback on over 50 checks on a student's CV. Over 1,600 CVs received feedback with the 24/7 online service.

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### Eric Asato

Career Consulting Manager

# Career Development Programs

## Personal Edge

The Career Consulting and Development team offers a range of programs both within and outside the curriculum to enhance student employability and soft skills development.

One of the signature employability programs is “Personal Edge” offered each semester and designed to focus on six skillsets - ethical leadership, career strategist, confident communicator, cross-cultural team player, digital citizen and creative thinker.


“These skillsets mirror the RMIT graduate capabilities and in 2022 over 3,700 students attended Personal Edge. The program is offered in a variety of formats - panels, guest speakers, workshops and leadership camp.

## Leadership Camp

The aim of the Leadership Camp program is to enable students who have little or no work experience to add to their CV with co-curricular achievements.

“As part of the development of students’ soft skills portfolio”, states Ms Hanh Tran (Student Professional Development Consultant), “in December 2022 we offered the program Unleash your Potential, receiving over 400 applications for 50 places”.

 **Nguyễn Thanh Xuân**  
Hey u all 😊  
What an amazing trip!  
  
I need to calm down myself when coming back home. Many thanks to all the teachers, staff, tour guide and camera mans who worked very hard to give us a memorable trip 💖 And we can't forget @Marc. U r such an inspiring man! Thanks for meaningful lessons u taught us 😊  
  
Commitment is no regret. Let's step out of our comfort zone. Make mistakes and learn to grow 💖

 **Kim Yến**  
I'm home. I'm very grateful to have chance to meet you guys, and learn from each others. Hope that when we bump into each others, we will say "Hi".  
Once again, many thanks

## Mentoring



The International Career Mentoring program has over 300 active industry mentors and 600+ mentees. Students seek career advice and networking connections and attend events to develop their career. 70% of mentors are RMIT alumni.

Mentoring runs across Vietnam, Malaysia, Singapore and is looking to expand into other parts of Southeast Asia.



**Julie Doherty**  
Career Development Manager





# Career Fair

2022 was a year of further growth and success.

The Career Fair, a month-long project, is not only about promoting jobs of our Industry partners, but but also an opportunity for our partners to demonstrate how ethically and responsible they are when it comes to 'work and life integration.' Students and alumni of RMIT attended panel discussions and demo booths of our industry partners that showcased good work and life integration practices in their organizations. By doing this, we're taking the engagement between our students and industry to a different level - one that is more socially connected.



**Melvin Fernando**  
Manager Employment &  
Industry Relations

## Snapshot of Career Fair 2022

**44**

Companies from  
**06** Industries

**38**

Companies at  
RMIT Sports Hall

**06**

Companies online  
via GatherTown

**1.500**

Attendants

**550**

Job  
Opportunities

**900+**

Job Applications on  
D-day

**200+**

On-site Interviews

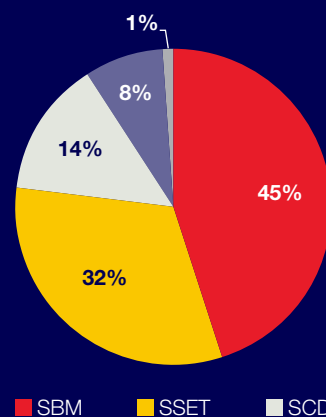
**77**

Average visits/  
Company Booth

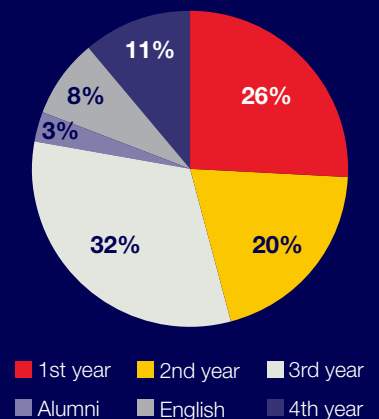
**68**

Mentees joined  
the virtual  
mentoring session

**Student by School**



**Student by Stage**



# Alumni Milestones



## 2000

RMIT University was established in Ho Chi Minh City, Vietnam.

## 2003

The first batch of alumni graduated in Ho Chi Minh City, Vietnam.

## 2004

The first class of alumni commenced in Hanoi.

## 2010

Australian Prime Minister opened new building at Hanoi.

## 2018

Danang Foreign Language Training Centre officially opened.

## 2019

More than 1,000 RMIT Vietnam students graduated from 11 university programs.

## 2020

Launched Alumni-to-Alumni Circle (A2A Circle), a monthly catchup for RMIT and Australian alumni who are senior leaders in diverse industries).

## 2021

Launched Alumni Network, a digital platform focused on alumni to alumni professional networking and business collaborations.

## 2022

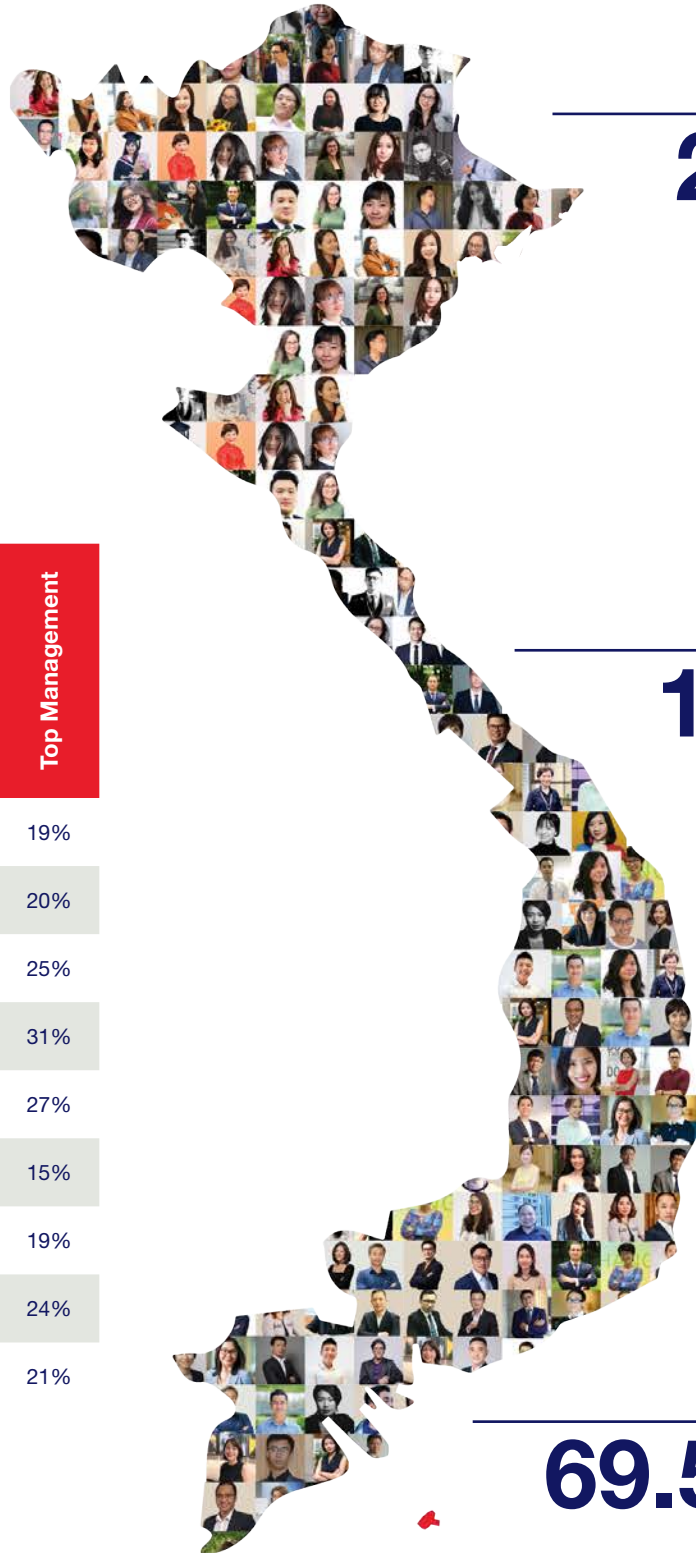
Alumni E-card officially replaced physical cards.

## Current

### RMIT is now home of

- Nearly 17,000 alumni members in Vietnam
- 5,800 companies
- 18 different industries
- 12% entrepreneurship
- 4,000 alumni currently hold managerial positions

# Key Figures



North  
**27%**

Overseas  
**2%**

Central  
**1.5%**

South  
**69.5%**

Key Industries	Employed Alumni	Top Management
Media & Communication	1,800	19%
IT, Telecoms, & Consulting Services	1,700	20%
Financial & Insurance Services	1,122	25%
Consumer Goods, Retail & Food Services	1,500	31%
Tourism, Leisure & Hospitality	984	27%
Transportation, Infrastructure & Logistics	581	15%
Education	692	19%
Construction & Real Estate	817	24%
Pharmaceutical & Healthcare	696	21%

# Alumni Network



The alumni network is a digitally enabled community that helps introduce alumni professional expertise, search for potential business partners, and expand alumni personal network by chatting with other members without sending a friend request. Also, it allows alumni to access a wide range of events, development opportunities, news and resources.

Alumni access wide ranging connections, events, development opportunities & resources through a digitally enabled community.

## Here are 4 things to explore in the Alumni Network

- 1 Expand your individual network by searching "Individual"
- 2 Enable business collaborations by searching "Organization"
- 3 Check out latest events
- 4 Find inspiration from alumni stories



18  
Industries

80+  
Organizations

1,100+  
Individual Profiles

# Alumni to Alumni Circle

High-profile network for business leaders

07

Events in 2022

19

Events from 2020

300+

Leaders cross industries

Alumni to Alumni Circle (A2A Circle) is a monthly catchup for RMIT and Australian alumni who are senior leaders in diverse industries. This is a high-profile networking night that is exclusive for entrepreneurs and talents from the managerial level.

A2A series has received a great deal of positive feedback from the participants. Joining A2A Circle brings them opportunities to takeaway new knowledge, build their network with top leaders and learn from each other's business models and projects.



# Alumni Recognition



In 2022, we have been delighted to see many alumni coming back, giving their time, ideas, and contribution in various programs. A big thank-you goes to all alumni who have generously donated their time and expertise for RMIT events and projects. These people are truly making a positive impact across the region and many other parts of the world.

**Hoang Pham Huu**  
Alumni Manager

## Alumni E-card

In 2022, RMIT Vietnam Alumni introduced the Alumni E-card, serving as an exclusive QR code for alumni to access campuses and use the University's REC & Library services.

The Alumni E-card officially replaced the physical cards from 1 February 2023.

### The Alumni E-card brings various advantages compared to the old cards:

- **More Secure**

Each alumnus will have a unique QR code with his/her picture on it. Unless you share it with others, no one could use your alumnus identity to access the campus.

- **More Sustainable**

No more plastic cards will be issued and discarded in the environment.

- **More Hygienic**

The process of creating E-cards and security checks at the campuses entrance will be contactless.

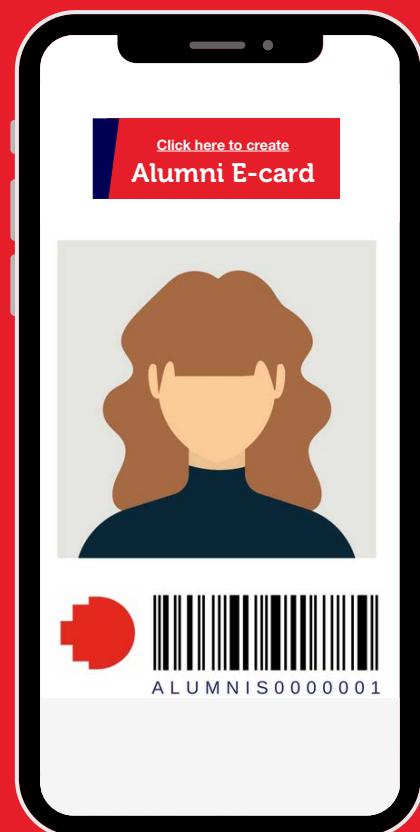
- **More Connected**

The physical card required 4 – 8 weeks to be printed and home-delivered. With an E-card, you can have it within 2 working days.

## Alumni E-card

replaces the physical cards

A more secure, sustainable, hygienic, and connected campus.





**RMIT**  
UNIVERSITY

Careers, Alumni &  
Industry Relations

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