

Discover Indonesia

The Discover Indonesia project received an initial Student Initiative Fund project grant in 2014 to help launch a regular festival introducing and celebrating Indonesian Culture at Newcastle University. An annual 2-3 day series of events designed to offer a taste of Indonesia. The Festival drew 950 attendees with a further 139 attending the Cultural Showcase.



The students involved in the project gained new insights and skills, including marketing, communication, and organisational skills as an event of this scale needed a lot of planning, coordination, networking and a willingness to approach businesses for sponsorship.

The committee members also learned how organisation works, how to communicate effectively as a project team, and how to run an event and promote it through social media. The event has become an annual feature of the Newcastle University calendar with each year's organising committee passing on their learning and experience to the next year's committee.