



# 2011 | Annual Report



**SIFE** | students in free enterprise



## Current | Projects

### WESTERN REGION ENTERPRISE DAY



### NORTHERN ENTERPRISE EDUCATION DAY

**WRED** WESTERN REGION ENTERPRISE DAY provides an opportunity for **SECONDARY STUDENTS** to learn about the basics of creating and running a business. Students are given a real insight into **BUSINESS ENTERPRISE** with the help of young inspiring business entrepreneurs who share their personal success stories. Activities provide students with a basic understanding of **BUSINESS SKILLS/ETHICS, MARKETING, FINANCIAL LITERACY** and **ENTREPRENEURSHIP** by evaluating businesses through a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats). Students present their SWOT Analysis as a business pitch to the main group during the closing ceremony.

Participants find the experience **VALUABLE** and **INFORMATIVE**. It helps to provide them with an **OPPORTUNITY** to consider **DIFFERENT PATHWAYS** for **ENTERPRISE-BASED** activities, **TERTIARY EDUCATION** and **PROFESSIONAL CAREERS**.

116 out of 133 students would like to attend another WRED

**NEED** NORTHERN ENTERPRISE EDUCATION DAY is based in the Northern region of Adelaide and is modelled on the **WRED** concept.

Due to the success of the **WRED** and **NEED** in 2010, SIFE The University of Adelaide endeavours to **EXPAND THE PROGRAM** to Southern and Eastern regions of Adelaide in 2011/2012.

New software is currently being implemented, which will enable the measuring of students who have participated in **WRED** and **NEED** and are now attending The University of Adelaide.

“I really enjoyed the day and would like another next year. Enterprise should be more of a subject than it is now, more enterprise in schools” Student Ocean View College

“I have been inspired to lead students in 2 new enterprise programs next term using some of your ideas” Teacher

“The theme of this years WRED around “social enterprise” lifted the event to a new level” Teacher

“This was a great day, I have been thinking about organising my own charity / event fundraisers and now I have much more knowledge on how to do this” Student

### WRED

21st September 2010  
192 Participants  
14 Schools

27th September 2011  
Registration is Open

### NEED

22nd July 2010  
75 Participants  
8 Schools

5th July 2011  
50 Participants  
4 Schools

## Future | Projects

**H4** The **HEALTH 4 LIFE** project is designed to fight poor nutrition and obesity in school children. Due to numerous reasons such as time poor families, lack of nutrition education and the economic climate, children do not always receive an adequate breakfast. Increased knowledge about nutrition coupled with exercise will enable children to make healthy choices for the future.

Lack of breakfast causes children to lose concentration during the day. While lack of exercise is causing the rise in obesity. The **H4** program will be implemented at the start of the 2012 school year. It will provide a nutritionally sound **BREAKFAST, EQUIPMENT** and **SUPERVISION** for daily exercise. This **EMPOWERS** children with the **TOOLS** and **KNOWLEDGE** to make better decisions towards a **HEALTHIER LIFE** and therefore improve their **QUALITY OF LIVING**. **H4** endeavours to develop partnerships with **LOCAL BUSINESSES** creating a positive relationship to “fight the fuzzies” and help children continue the tradition of living longer than their parents.

healthy **MIND**  
BODY **HEALTHY**  
mind **LIFE** body **life**



1 in 4 school-aged children are **OVERWEIGHT** or **OBES**  
Approximately **40%** of kids go **WITHOUT BREAKFAST**

HEALTH 4 LIFE

### East Timor Dental Program

Founded in 2001, the initiative of the **EAST TIMOR DENTAL PROGRAM**

aids and improves the dental services provided to East Timorese citizens. Dr Terence Yuen and Dr Richard Salter have organised approximately **35 TRIPS** to East Timor with other **DENTISTS, DENTAL STUDENTS, DENTAL NURSES, HYGIENISTS** and **THERAPISTS**. The team travel to Dili, East Timor to visit surrounding villages and perform **VOLUNTEER DENTAL CARE**. This includes **ESSENTIAL DENTAL SERVICES** as well as **TUTORING** and **MENTORING** local dental nurses.

At present the Lions Club provides the majority of funding through donations. Additionally events such as **QUIZ NIGHTS** and **RAFFLES** raise funds which help to finance **EQUIPMENT** and **RESOURCES**. Furthermore, each person self funds their flights. **DOMINGOS MAIA**, an East Timorese Dental Nurse, is employed by the organisation at the Dili clinic. He continues the work provided by the organisation in their absence. Medical supplies are donated and transported with each visit.

SIFE has already donated a **LAPTOP** and is currently organising the purchase and transportation of a **FRIDGE** for the Dili clinic to store medical supplies. SIFE's aim is to **EXPAND AND INCREASE** the overall affect of the program. SIFE will **PROVIDE FUNDING** to **EMPLOY** other dental nurses throughout East Timor. This will allow more dental care to be provided while the team is not visiting. Also SIFE will **DESIGN** and **DEVELOP** a website to **INCREASE THE AWARENESS** of the program which will encourage more people to donate their **TIME** and **MONEY**.

Essential Dental Services: **surgical**  
**EXTRACTIONS** Fillings **Consulting**  
**Consulting** nerve treatment **Scaling**



Screen approximately **1000** school children **3 to 4** trips annually  
Approximately **220 patients** per trip **Tutor** and **mentor** local dental nurses

EAST TIMOR DENTAL PROGRAM

### Leadership and Entrepreneurship @ Adelaide Program

**LEAP** is an avenue for **UNIVERSITY STUDENTS** to develop **LIFE SKILLS** while **ASSISTING THE COMMUNITY** through **PROJECTS** and **ACTIVITIES**. These projects and activities work towards achieving a **LEAP CERTIFICATE**. Activities developed by participants of the program have **NO LIMITS** and may include contributing to a charity, teaching children about health or a student exchange. This allows participants to **CUSTOMISE** their **OWN EXPERIENCE** while learning a range of **IMPORTANT SKILLS**. **LEAP** students and their projects are part of SIFE and therefore participants are encouraged to continue helping the community through other projects within SIFE. Currently the program is trialing within SIFE with new members joining throughout this year. **LEAP** is currently in development within the University of Adelaide and should be implemented in the **SCHOOL OF PROFESSIONS** as a **NON-GRADED PASS SUBJECT** in the future.

**Recruiting** program for SIFE with **8 new members**

Students can learn important skills such as **leadership**, **interpersonal** skills and **communication** skills.

**LEAP** is also a pathway to **help community**



LEADERSHIP AND ENTREPRENEURSHIP  
@ ADELAIDE PROGRAM

## OPERATING BUDGET 2010 - 2011

### **INCOME** Balance 2011 \$ 1000.00

|                              |            |
|------------------------------|------------|
| Community Engagement Partner | \$ 5000.00 |
| Grants                       |            |
| SIFE                         | \$ 8000.00 |
| Lets Can Hunger              | \$ 625.00  |
| Award                        | \$ 800.00  |
| HSBC - Awards                | \$ 900.00  |
| National - Award             | \$ 850.00  |

|                          |                   |
|--------------------------|-------------------|
| Sponsorship Hickinbotham | \$ 1000.00        |
| <b>TOTAL</b>             | <b>\$18175.00</b> |

### **EXPENDITURE**

|                      |            |
|----------------------|------------|
| O'Week Exhibitor     | \$ 750.00  |
| Promotional Material | \$ 600.00  |
| Nationals            | \$ 4500.00 |

#### WRED / NEED

|             |            |
|-------------|------------|
| Catering    | \$ 1000.00 |
| Venue       | \$ 1000.00 |
| Awards      | \$ 800.00  |
| Materials   | \$ 500.00  |
| Advertising | \$ 500.00  |

#### Dental Program

|        |            |
|--------|------------|
| Laptop | \$ 1000.00 |
| Fridge | \$ 1000.00 |

**TOTAL \$11650.00**

**NET INCOME \$ 6525.00**

### **BUSINESS ADVISORY BOARD**

**John Pilla**, Project Director, KPMG

**Adrian Smith**, Chief Executive Officer, Sydac

**Michael Hickinbotham**, Chief Executive Officer, Hickinbotham Group

**George Skrembos**, Director, Stepping Stone Childcare SA

### **MEDIA and ADVERTISING**

#### **PEOPLE REACHED**

|                    |        |
|--------------------|--------|
| O'Week stalls      | 400    |
| Posters            | > 1500 |
| Facebook / YouTube | > 2600 |
| Website            | > 150  |

#### **PROJECTS**

|      |       |
|------|-------|
| WRED | > 300 |
| NEED | > 150 |
| ETDP | 30    |
| LEAP | 50    |



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THE UNIVERSITY  
of ADELAIDE

