

Outreach Strategies

Rather than restricting ourselves to our presence on campus, SIFE The University of Adelaide has developed a substantial online profile. To reach more students more effectively, we have utilized popular social networking and communication websites. Facebook, MySpace and YouTube have allowed us to broaden our impact enormously. SIFE The University of Adelaide Online has had a broad impact and has opened our projects to a variety of community members unable to attend events in person. Our ability to communicate in a fast, popular and accessible manner has been one of our greatest assets.

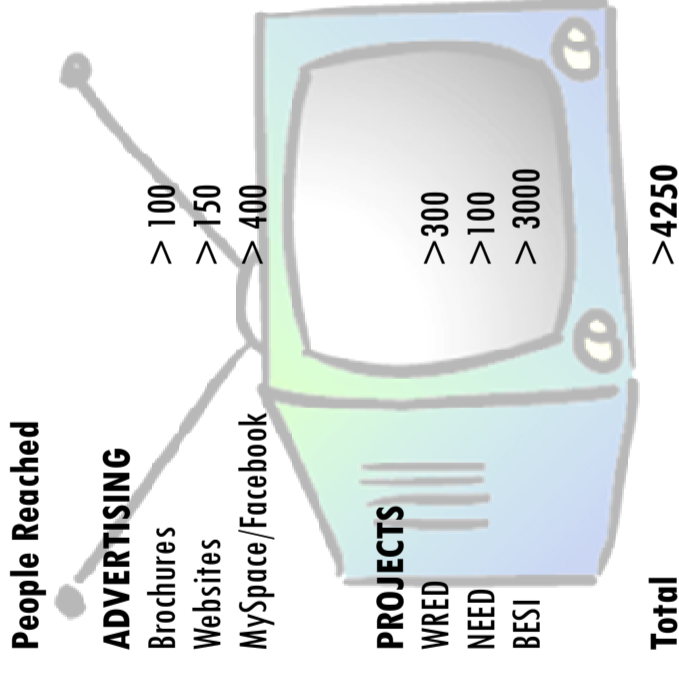
Finances

Income	
2008 Financial Year	932
HSBC (Grant)	650
Donations & Sponsorships	4000
Total	5582

Expenses

Catering	2000
Venue Hire	1000
Awards	500
Materials	500
Total	(4000)
Net Income	1582

Media and Advertisement



Sponsors



Department of Community Engagement

Mr John Pilla
Project Director
KPMG

Professor Lawrence Lockshin
School of Business
University of South Australia
Founder of Strategic Wine Solutions

Ms Janet Henrie
Auditor
Non-For Profit Organisation

Adrian Smith
Chief Executive Officer
Sydac

Dr Terence Yuen
Dentist
Dr Yuen & Dr Cow Dental Surgery
Founder of Dr Yuen & Dr Cow
Dental Surgery

Young Entrepreneurs Association

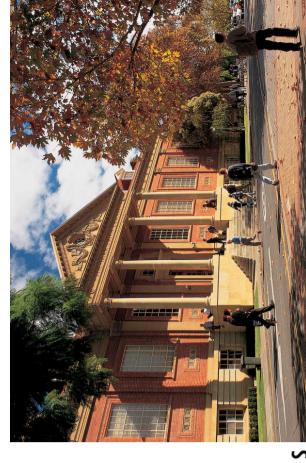
The University of Adelaide SIFE Annual Report 2009

The University of Adelaide



THE UNIVERSITY OF ADELAIDE AUSTRALIA

- Established in 1874
- Four campuses
- South Australia's Most Prestigious University
- Over 19,000 Students



The University of Adelaide

- Ranked in the top 1% of 11 research fields
- Produced three Nobel Laureates
- Developed both the Athens and Sydney Olympic torches

Vision, Mission & Values

Vision Statement

SIFE The University of Adelaide envisages a series of sustainable, successful business projects, working toward social justice and empowering students to engage effectively in the business world.

Mission Statement

SIFE The University of Adelaide works to develop capacity, nurture entrepreneurship and increase understanding of market economics for students, businesspeople and community members.

Values

SIFE The University of Adelaide believes in fostering personal achievement, growth and furthering economic and social development by harnessing the potential of the free market.

Projects at a Glance

Projects	1	2	3	4	5	6
WRED	✓	✓	✓	✓	✓	✓
NEED	✓	✓	✓	✓		✓
BESI	✓	✓	✓	✓		✓
AULEP					✓	✓

Inspiration Through Education



Inspiration Through Education



Inspiration Through Education



Western Region Enterprise Day

The Western Region Enterprise Day (WRED) is a program designed by the University of Adelaide, targeting students from low to average socioeconomic backgrounds. The program runs annually with over 200 students from both primary and secondary institutions across 22 schools. Students benefit from the knowledge and experience of successful business and government professionals. WRED encourages students to consider the full spectrum of opportunities available when they complete their secondary education. It acts as a positive introduction to tertiary education through contact with representatives of The University of Adelaide.

SIFE The University Adelaide has partnered with the committee for WRED to rejuvenate the program. The team has been tasked with redeveloping the workshops and addressing relevant issues in the community. In 2009 WRED focuses on environmental sustainability in business and the impact of individuals on the environment.

The day is split into three workshops. The first session is presented to all students and consists of addresses from local council members and a keynote speaker emphasizing the importance of entrepreneurship and small businesses. For the next two sessions students are divided into groups of approximately 20.

Primary school students are taught fundamental business principles by simulating the business cycle over the course of two workshops. Students are then guided through developing, producing and marketing a simple product. Students show great enthusiasm in presenting their own ideas bringing a sense of personality to their company and product.

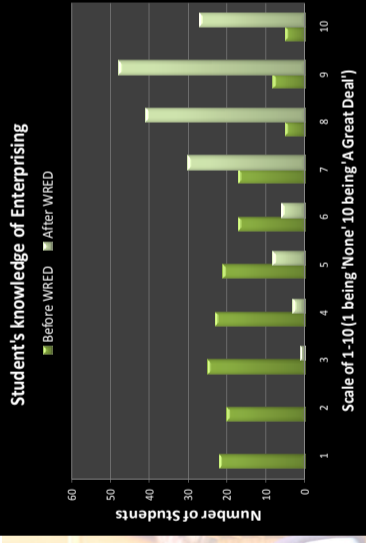
Secondary students, primarily Year 10 business studies students, are given the opportunity to interact with successful, young business personalities through a series of presentations from guest speakers. Students are encouraged to use the inspiration offered in these presentations to develop their own creative proposal for the improvement and extension of an existing business.

Students Attending WRED



How Criteria Were Met

- 1 Students learnt from guest speakers about basic market economics
- 2 Speakers discussed how to succeed in a dynamic, competitive global economy
- 3 Students were educated through real world entrepreneurial success stories
- 4 Students participate in a simulated product development, involving practical expenditure
- 5 Activities focus on sustainable business and the environment
- 6 Encouraging students to make ethical decisions during activities



Change in Student's Knowledge of Enterprising

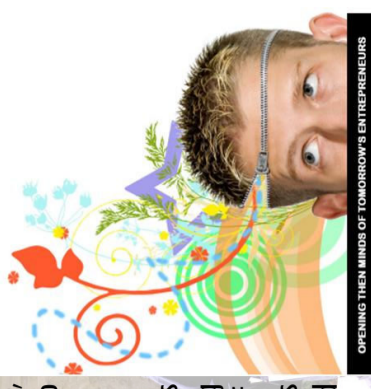
Northern Enterprise Education Day

Northern Region Enterprise Education Day (NEED) is a new initiative of SIFE The University of Adelaide and The Adelaide University department of Community Engagement, which is based on the WRED program. It teaches the fundamentals of designing and running a business to students from a rural background.

This program is designed specifically for grade 10 students to complement enterprise education taught in schools. The program aims to extend students understanding of basic business practice, marketing and financial management and encourages them to consider entrepreneurial career choices.

Through contact with inspiring young business people, students are given insight into the opportunities available to young entrepreneurs. This program enhances students understanding of the economic principles relevant to running a business as well as providing practical experience in developing business models and assessing "real world" business issues.

Students are invited to apply for a SIFE Adelaide Student Business Development Grant. Students will present a business plan to a panel of judges based on the knowledge gained throughout the day combined with their own creativity, ingenuity and passion for entrepreneurship. The plans perceived to have the highest chance of success are awarded grants to help with start up costs. Along with financial support, award recipients will also be given the opportunity to work with young entrepreneurs who will support them in their endeavours.



Opening the Minds of Tomorrow's Entrepreneurs

Brochure for NEED

Business & Entrepreneurial Skills Initiative

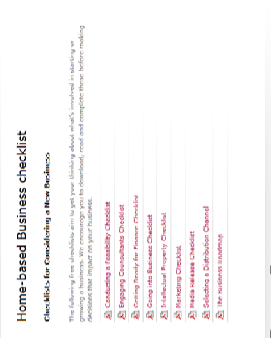
The Business and Entrepreneurial Skills Initiative (BESI) is a multifaceted scheme designed to develop the skills, funds and social network required to be successful in business. The University of Adelaide SIFE team has partnered with the Young Entrepreneurs Association (YEA) to develop a self-sustaining club which provides practical experience to budding entrepreneurs.

The YEA will use enterprise techniques, gained through BESI, to become self sustainable by engaging in fundraising projects and media exposure. Along with developing financial stability to the organisation, members will acquire valuable experience in operating a small business. The profits of these ventures are then reinvested into YEA to allow for further growth of the business and the development of future enterprises.

Part of the BESI education strategy is a series of seminars focusing on business and entrepreneurial skills which highlight successful practices that can be implemented in the contemporary market climate. The program gives participants a demonstration of the skills that are required in today's entrepreneurial environment. These seminars will also provide an opportunity for social networking and the development of interpersonal skills required for business. Using the BESI online community, participants and the public to assemble relevant resources for small business establishment and discuss their own ideas with like-minded individuals and successful entrepreneurs.

How Criteria Were Met

- 1 Participants are given access to resources both online and face to face to develop their knowledge of market economics
- 2 Participants are connected to successful businesses and business professionals
- 3 Successful entrepreneurs pass on knowledge from personal experience
- 4 Practical experience is used to development financial management skills
- 6 Ethical business practices are encouraged throughout the program



Sample of Online Information

Adelaide University Leadership & Entrepreneurship Program

Adelaide University Leadership & Entrepreneurship Program (AULEP) recognises students who have shown commitment to developing skills beyond the scope of their university degrees. The scheme is intended to allow students to explore their own areas of interest while having a positive effect on the wider community. The program is initially being trialled within the School of Professions as a non-graded pass subject. Ultimately it will be extended to a University wide program available to all students. The AULEP certificate represents the culmination of the students' work and effort put forth towards learning, applying and experiencing business enterprise, environmental sustainability and community engagement. SIFE The University of Adelaide aspires to create a broad framework that allows students to tailor their own AULEP experience. SIFE Adelaide believes that by allowing students to be in control of their own education, they will develop the life skills to make competent decisions in their future endeavours.

How Criteria Were Met

- 5 People are encouraged to make environmentally sustainable decisions
- 6 Successful participants must exhibit ethical business practices



Inspiration Through Education



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