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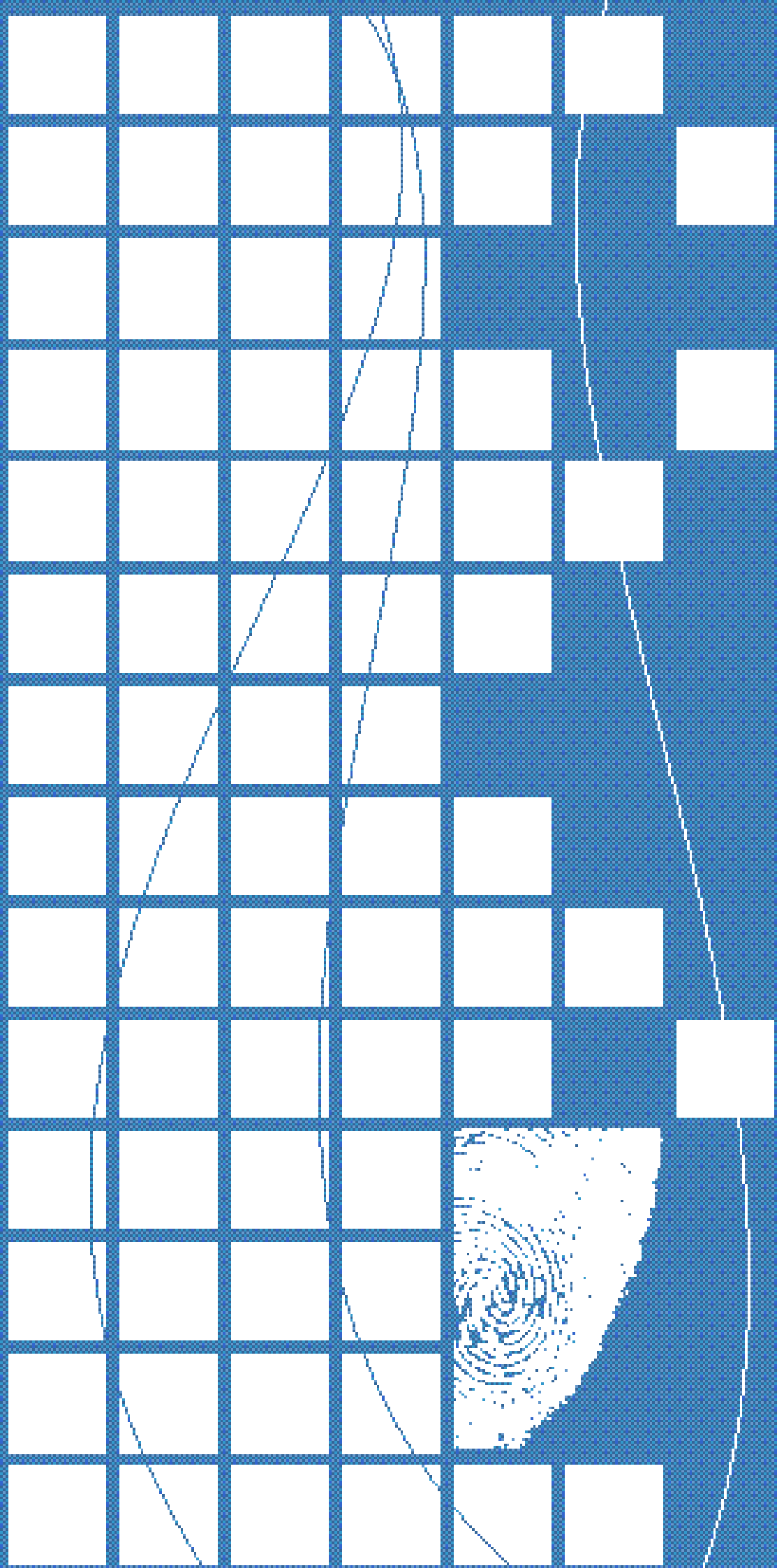
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The *Blueprint* Youth Enterprise Workshop and Case Study Project

An initiative of the Youth Employment Summit Australian Network

<http://projects.takingitglobal.org/YES-Australia>



led by:

The International Young Professionals Foundation

<http://www.iypf.org>



in collaboration with:

Youth 2 Youth

<http://www.youth2youth.com.au>



funded by:

The Foundation for Young Australians

<http://www.youngaustralians.org>



&

The National Innovation Awareness Strategy of the Commonwealth Department of Industry, Tourism and Resources

<http://www.industry.gov.au>



**Backing
Australia's
Ability**

The Commonwealth Government's
Commitment to Innovation



overview

The International Young Professionals Foundation (IYPF) and Youth 2 Youth worked together to run a national series of workshops with the intention to:

- (i) Recognise and promote enterprising young people in Australian communities;
- (ii) Develop, catalyse and enhance enterprise skills and support networks amongst Australian young people to assist them in turning ideas in to actions
- (iii) Produce case studies of successful young Australian social, environmental and business entrepreneurs

The *Blueprint* Project had two major components – the workshops and the case studies.

The Workshops

Each workshop featured stories from successful young social, environmental or business entrepreneurs. The stories focused on why they started their enterprise and how they went about it – the transferable elements of their experience that the participants of the workshops could relate to.

As well as the opportunity to meet and hear from these young entrepreneurs, there was a skill development session presenting different tools and approaches for turning “ideas to action” and giving them a “test run” on ideas from within the group. The workshops ended with an action planning session for follow up to the workshops. Opportunities for linking to local initiatives in the youth enterprise field were presented where available (e.g. Youth 2 Youth) and the option of creating a local network to have ongoing meetings and fora for young people to support and learn as they seek to implement ideas were explored.

Between 20 and 30 young people participated in each of the workshops held in Brisbane, Adelaide and Sydney.

The Case Studies

The stories of each of the successful young entrepreneurs who presented in the workshops formed case study material. These stories were captured digitally at each of the workshops, and elements were drawn from them to create a hard copy and electronic publication, as well as the creation of a CD-ROM. Both the publication and the CD-ROM will be made available publicly to young people interested in enterprise and interested organisations all over Australia.

The case study material will become part of the Youth for the Future Commonwealth initiative and be made available and showcased at the Youth for the Future conference later in 2003 (http://www.thesource.gov.au/creating_common_wealth/). It will also be made available and promoted through the Youth Employment Summit Global Knowledge Resource (<http://www.yesweb.org/gkr/index.html>).



implementation

The *Blueprint* Project, launched as part of the Australian celebration of Global Youth Service Day (<http://www.gysd.net>) and National Youth Week (<http://www.youthweek.com>), was designed to be a national program with both local and national outcomes. The project itself provided a national platform for connecting enterprising young Australians and promoting their achievements. By running the workshops through local host organisations and local facilitators, however, *Blueprint* also sought to mobilise local knowledge and talent to not only provide a better outcome and local context for the participants of the workshops, but also enhance the capacity for the workshop to catalyse further local activity in the area of developing and supporting enterprising young Australians.

Project Managers

To deliver the intended outcomes of the *Blueprint* project, the International Young Professionals Foundation contracted two talented project managers to coordinate the two aspects of the national project:

Workshop Project Manager: Tamara Price
Case Study Project Manager: Karen Miles

Workshop Details

Three *Blueprint* workshops were held around Australia in the time being covered by this report.

	Brisbane	Adelaide	Sydney
Date	April 12	May 10	May 10
Venue	Visible Ink 139 Constance St Fortitude Valley	St Marks College Pennington Terrace North Adelaide	ECEF Offices Lvl 10, 135 King St, Sydney
Host Organisation	YES!BE! stepUP Foundation	Beyond Participation Inc	Enterprise and Career Education Foundation
Facilitators	Cameron Neil Ryll Burgin	Amy Smith Heath Manners	Karen Miles Jessica Keily
Speakers	Jodie Parker Cameron Burgess	Tom Rogers Michelle Krieg	Miriam Lyons William Scully-Power Daniel Clarke

Workshop Program

The structure, content and materials for the *Blueprint* workshops were developed by Youth 2 Youth based on their significant expertise in the youth enterprise development area. A detailed program outline was prepared for facilitators, and all support materials needed, including ice-breaker games and resource and idea analysis tools, were provided to facilitators. All facilitators were encouraged to remain close to the program as outlined, though were encouraged to use discretion and flexibility in applying the program, with factors such as time and audience playing a role.



The Sydney workshop, for instance, extended the workshop to four hours, instead of the initial three, based on feedback from the Brisbane workshop that there was insufficient time. The Adelaide workshop introduced an activity whereby participants were given extracted passages from notable texts on enterprise and asked in groups to discuss and evaluate the ideas given in their section and then share with the larger gathering.

Facilitators

At each workshop, two facilitators were sourced from the local community to provide the on-the-ground running of the workshop. In Brisbane and Adelaide, facilitators were drawn from the local host organisations. All were provided with copies of all the materials prior to the workshop, and participated in a group training session via teleconference with Jessica Keily from Youth 2 Youth. This training session was held in early April.

Host Organisations

In each location, a host organisation was sought and appointed to be the main point of contact for local participants. Each host had the responsibility of sourcing a venue and catering, contributing to the search for speakers, and working with the facilitators to ensure physical materials (such as pens, paper etc) were provided on the day, as well as providing feedback and returning the digital tapes to the project managers at the conclusion of the session.

Promotion

Promotion for the workshops was primarily e-mail based, utilising existing national networks such as YouthGas, the International Young Professionals Foundation, YES-Australia, and the Golden Key International Honour Society. Once details for each workshop were confirmed, e-mails were targeted to potential interested groups in the local area, utilising the knowledge and contacts of the facilitators and host organisations.

Case Studies

Over the three locations, seven speakers were involved, and had their stories recorded for the print and CD-ROM publications. In addition, Cameron Neil, Jessica Keily and Karen Miles submitted their own stories and views of enterprise development to round the case studies out to 10.

The hardcopy publication was created and printed by Speak Out (<http://www.speakout.com.au>), an innovative Brisbane-based not-for-profit social enterprise that engages young people experiencing disadvantage to create quality visual design services. The CD-ROM interface and case study video was produced by Artec Digital (<http://www.artecdigital.com.au/>). The CD covers were also designed and printed by Speak Out.

The print and CD-Rom publications will be made available to the public via the websites of the International Young Professionals Foundation (<http://www.iyps.org/blueprint>) and Youth 2 Youth (<http://www.youth2youth.com.au>). Hard copies of both publications will also be available on order from the IYPF.

Funding and the Implementation of *Blueprint*

The *Blueprint* project was initiated because of investment from the Foundation for Young Australians in to the Youth Employment Summit Australian network. With funds available, members of the YES-Australia network, with significant input from the Network's host institution, the International Young Professionals Foundation, identified an opportunity to run a series of workshops to promote enterprising young Australians and create case studies of some of existing young Australian entrepreneurs. Such a project would draw on the strengths and interests of the Network members, contribute to the Network's objectives, and help to expand the opportunities available to young people in Australia.

With the Foundation for Young Australians money in hand to seed the initiative, the IYPF wrote proposals for funding for a series of 14 workshops around Australia that would produce 28 case studies. Proposals were also written to facilitate the creation of the case study publications.

As the proposals were being considered, the IYPF and Youth 2 Youth started work on the project, implementing the first workshop as part of Global Youth Service Day and National Youth Week celebrations. The IYPF identified that the FYA funds would cover the implementation of three workshops and that, without further funding, this would be the extent of the project in its current form.

It became clear to IYPF in May, about the same time as the second and third workshops were being convened in Sydney and Adelaide, that while funding would be available to create the case study publications, resources to convene more workshops was not going to be forthcoming at this point. IYPF and Youth 2 Youth made the decision to complete the three workshops and produce the case study publications. This would complete a first cycle of the initiative. As indicated elsewhere in this report, IYPF and Youth 2 Youth are exploring options for implementing a second cycle of the project.

The case study publication production was funded by the National Innovation Awareness Strategy of the Commonwealth Department of Industry, Tourism and Resources. The Foundation for Young Australians money was used to fund the workshops.

feedback

"An excellent, well organized, well run workshop with some very inspiring speakers. I'm astounded by the ideas people have."

The following feedback is a summary of the responses from the three workshops, drawn from feedback sought from participants, speakers and the observations of the facilitators.

How participants heard about the workshop

1. Email – most of the attendees had received an email on the matter, generally from networks such as YouthGas
2. Word of mouth
3. Other – websites and paper flyers

The Workshop

Responses clearly indicated that the vast majority of attendees enjoyed the program and were inspired. It was felt that a vital part of the workshops' success was the opportunity for participants to meet other young enterprising people who they will keep in touch with. There were a handful of participants who enjoyed it but felt that it could have been better and they could have learnt more.

The Speakers

The speakers were well chosen and interacted well with the workshop and the participants. Across all locations, the speaker sessions were consistently noted as a highlight of the experience. Many of the participants indicated they would appreciate an opportunity for follow up contact with the speaker, while others noted they were inspired by their stories and were able to relate their own experiences.

Where do we go from here?

Most of the participants indicated their desire to become involved in an enterprise – be it starting their own, or becoming involved in one of the organisations highlighted at each session. At each location the participants noted they would be interested in a follow-up activity that would allow them to further develop their ideas and meet up with those they met at this first event.

Comments

- "Thank you – I think the speaker forums were the most inspiring"
- "Time – wanted to keep going!"
- "Thank you – it made action planning more accessible."
- "Thanks!"
- "Excellent. I hope it's more accessible to others."
- "I wish the same group of people today would meet up again so that we can further network."
- "Very good"
- "It would be good to have a workshop on the financial aspects you should look at when you start a project."
- "Like to hear from people that are not involved in the Internet. Hear from people who run service business."

recommendations

The interest in the *Blueprint* workshops was incredible, and from a diverse and geographically disparate range of people and organisations. While the funding that enabled the first three workshops to be convened has been spent, the International Young Professionals Foundation and Youth 2 Youth are going to investigate the opportunities for continuing the project in other locations.

Suggestions to better the program – from facilitators, participants, hosts and project managers – have included:

- Extending the workshop to a minimum of four hours.
- Reviewing the workshop structure to facilitate easier and more logical flow between the activities and ensure its completion within the timeframe.
- More comprehensive materials for participants, including an agenda of activities for the day, and further information to take home, and making these materials available upon request to those who are not able to attend a workshop.
- More lead-time before each workshop for better local promotion.
- Ensuring the speakers in each location are from different industries
- Doing more to facilitate coordinated follow-up in each location.

As a result of the numerous comments of participants indicating they would like to stay in touch with those they met, and the speakers, a on-line community will be created in TakingITGlobal and linked to the <http://www.iyps.org/blueprint> website to facilitate this continued interaction.

More general recommendations and observations include:

- ❑ The format of the workshops, especially linking aspiring enterprising young Australians with other young entrepreneurs in their community, is an interesting and useful approach to fostering entrepreneurship, innovation and economic development in communities.
- ❑ Collective approaches to entrepreneurship development, i.e. through creating local communities and convening workshops like *Blueprint*, seem to have significant value to young people, especially those in the early stages of developing an idea. Enterprise based approaches are not mainstream in the community and young people with preferences in these areas can benefit from connecting with others with similar interests.
- ❑ The marketing of the *Blueprint* project was careful to emphasise “ideas to action” and “enterprising young Australians” over “entrepreneur” and “entrepreneurship”. The “entrepreneur” word seems to have a more niche appeal and is still very much in the business space. It was, in part, the intention of *Blueprint* to expand entrepreneur definitions to include all those people working to turn ideas in to action.
- ❑ The *Blueprint* workshops need to be convened and tested outside major urban centres.