

PRESS RELEASE
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BLUEPRINT FOR ENTERPRISING YOUNG AUSTRALIANS

Today thousands of people around the globe will celebrate International Youth Day and its theme of Youth Employment. Amongst them are two Australian youth-led organisations who are launching a new youth resource - Blueprint - to assist young Australians, not in getting a job, but in becoming an employer!

The Blueprint CD Rom and booklet profiles young Australian entrepreneurs and shares tips and resources for young people to "get enterprising".

"Australia has thousands of young people with great ideas for new businesses and projects," says Cameron Neil, the 27-year-old CEO of the International Young Professionals Foundation. "Blueprint is all about recognising what young entrepreneurs are already doing and showing others the way to do the same."

"It's about changing the mindset from getting a job to creating your own opportunities - and through that creating employment for others", adds Jessica Kiely, 26, Director of Youth 2 Youth.

With casual and part-time jobs becoming more the norm for young people that can find work, and career pathways becoming increasingly fragmented and disjointed, youth developing their own businesses and enterprises is one way for them to gain some control over the world around them - not to mention doing something they enjoy.

Tamara Price, 23, one of two Blueprint project officers says "Finding meaning, defining yourself, earning a livelihood - these are all benefits young people gain from creating a career or running their own business."

"Understanding why we work, and that being an entrepreneur is a viable option for young people, is what Blueprint is all about," says Karen Miles, 29, Blueprint project officer. "We need to tell more stories about young Australian entrepreneurs to young people to give them an alternative blueprint for how they can achieve their life goals and make a contribution to their world."

The new resources were created through the joint efforts of the International Young Professionals Foundation, an international non-profit based in Brisbane, and Youth 2 Youth, a youth enterprise-skills training company based in Sydney, as part of their involvement in Australia's Youth Employment Summit Network.

The initiative received financial support from the Foundation for Young Australians and the National Innovation Awareness Strategy of the Commonwealth Department of Industry, Tourism and Resources.

To get your free copy of the Blueprint CD or booklet, and to find out more about Blueprint, including opportunities for Blueprint workshops in your community, go to <http://www.iyps.org/blueprint> e-mail tamaraprice@iypf.org or Ph: 0417 629 238.

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