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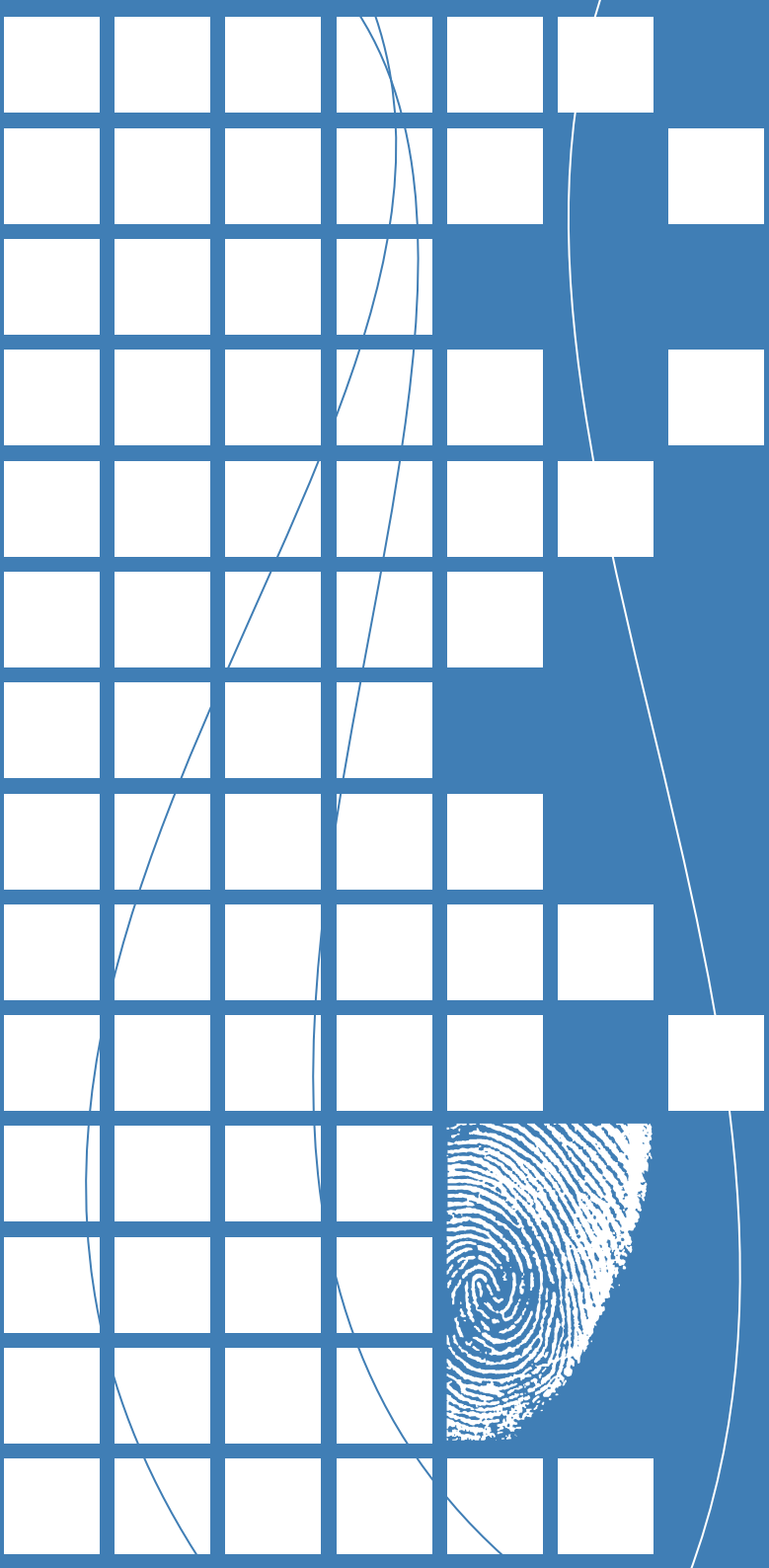
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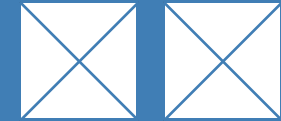
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There are many support networks out there to help you in your enterprising activities. Undoubtedly the best place to look for information is within the 'youth sector' and 'youth enterprise sector' - the two key industries that provide opportunities for young people.

Here's some more great contacts to get you started!

Getting Connected:

- YouthGas
- >> WWW.YOUTHGAS.COM
- YouthComm
- >> WWW.ACYS.UTAS.EDU.AU
- The Source
- >> WWW.THESOURCE.GOV.AU
- Youth Portal
- >> WWW.YOUTH.GOV.AU

Getting Funded:

- The Foundation for Young Australians
- >> WWW.YOUNGAUSTRALIANS.ORG.AU
- Nescafe Big Break
- >> WWW.NESCAFEBIGBREAK.COM.AU

Getting Involved:

- International Young Professionals Foundation
- >> WWW.IYPF.ORG
- Youth 2 Youth
- >> WWW.YOUTH2YOUTH.COM.AU
- The Youth Employment Summit (YES)
- >> WWW.YESWEB.ORG
- YES Network in Australia
- >> WWW.PROJECTS.YESWEB.ORG/YES-AUSTRALIA
- Enterprise Network for Young Australians
- >> WWW.ENYA.ORG.AU
- TakingITGlobal
- >> WWW.TAKINGITGLOBAL.ORG
- TakingITGlobal Australia
- >> WWW.AUSTRALIA.TAKINGITGLOBAL.ORG



THE WORKSHOPS

The highly interactive and skills based learning workshops covered everything from the current status of the Australian economy and what it's like to have a 'career' in the noughties, to the number and quality of young people already running businesses or enterprising projects today.

Each workshop featured stories from two or three successful young social, environmental or business entrepreneurs. Their stories focused on why they started their enterprise and how they went about it.

Following the stories, participants conducted a skills audit to assess their own strengths and opportunities for development, and were presented with different tools and approaches for turning 'ideas to action'. We also provided a 'test run' on some of the ideas from within the group.

The workshops ended with an action planning session and opportunities for linking to local initiatives in the youth enterprise field.

Between 20 to 40 young people participated in each workshop, which were held in Sydney, Brisbane and Adelaide throughout April-May 2003.

THE CASE STUDIES

The stories of the successful young entrepreneurs who presented in the Blueprint workshops, plus the experiences of some of our facilitators, have been captured in both a print and digital case study. We've also collected snapshots from the workshop activities and the responses of those young people who participated in the workshops in the video.

For more information on running or attending a Blueprint seminar go to WWW.YOUTH2YOUTH.COM.AU or WWW.IYPS.ORG/BLUEPRINT To obtain an extra copy of the CD or book go to WWW.IYPS.ORG/BLUEPRINT, email to TAMARAPRICE@IYPF.ORG or Ph: 0417 629 238.

We hope you enjoy the Blueprint Case Studies and are inspired to turn your own ideas into reality!

This project was made possible with the support of the Foundation for Young Australians and the National Innovation Awareness Strategy of the Commonwealth Department of Industry, Tourism and Resources.



Welcome to the Blueprint Case Study CD Rom - a source of inspiration and information on some of Australia's young social, environmental and business entrepreneurs!

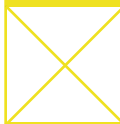
This Case Study CD was compiled as a result of a series of enterprising workshops run throughout Australia. Here's some background...

The International Young Professionals Foundation (IYPF) in partnership with Youth 2 Youth (Y2Y) ran a series of workshops in April and May 2003 called Blueprint across three Australian states to help young people turn their ideas into reality!

The aim of Blueprint was to provide:

1. examples of local young people who have successfully implemented their ideas
2. fun activities that build enterprise skills
3. connections with other young enterprising Australians in each community





MIRIAM LYONS

AGE:
23

LOCATION:
EAST TIMOR
(FORMERLY - SYDNEY,
AUSTRALIA)

CAREER STATUS:
IN-HOUSE MEDIA MENTOR
FOR THE TIMOR POST

Miriam Lyons is one of the founders of the Nexus Youth Network, a non-partisan youth organisation dedicated to supporting youth-run projects and providing young people with creative opportunities to engage with politics, media and the arts.

Miriam was involved in setting up WWW.VIBEWIRE.NET and was the content coordinator for its first six months. She's also the founder and coordinator of Interface - a national festival of ideas on media, democracy and education.

Miriam has spent the last two years completing her BA at the University of New South Wales in Political Science and Environmental Studies and in her spare time volunteers for the think-tank OzProspect, working towards the establishment of 'Square One' - an incubator space for youth-run projects in media, arts, and social change.

As of May this year, Miriam took up her position as In-house Media Mentor with international NGO Internews and the Timor Post in East Timor.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I'm a compulsive project organiser with a passion for social justice and an unhealthy obsession with being useful. I make up for my inherent laziness by dreaming up crazy ideas and then committing myself to making them happen.

I value creative, practical, open-minded approaches to social problems, but I think deep down I really just want to sing blues every day in a smoky bar.

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

'How to Argue with an Economist' by Lindy Edwards, and 'The Divine Right of Capital' by Margaret Goodrich is also very good.

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"I think it would be a good idea" - Gandhi, when asked what he thought of Western Civilisation.

"Whatever you can do, or dream you can, begin it. Boldness has genius, power and magic in it. Begin today" - Goethe



MOST VALUABLE LESSONS YOU'VE LEARNED?

1. Think big, dream huge, but plan small. The only exceptions to this are if you've done it before and the project has exceeded your expectations, or if you're working with someone you trust who has done it before. The first time you initiate a project, the potential for expansion should be in the back of your mind, not the front.
2. The devil is in the details - a project where everything runs smoothly is more satisfying, don't leave the practicalities and logistics until the last minute.
3. Keep good records. You never know what piece of information you might need to find again, or what you might forget in a few weeks time.
4. When working with others, be reasonable in your expectations, particularly in regards to time commitment. Communicate constantly - five minutes invested in communication can save several hours resolving conflict. Ensure that everyone involved has meaningful input into the project and its direction. Try to create clear guidelines about rights, responsibilities and decision-making.

YOUR GREATEST ACHIEVEMENT?

I now find a whole range of tasks associated with project coordination easy, and I can vividly remember the time when they looked impossibly difficult. However, the most satisfying thing is being able to help other people gain the same skills along the way.

ADVICE ON MONEY?

I know this goes against common wisdom, but based on the results of mistakes I've made in the past, I would suggest the following:

1. Don't take risks with other people's money unless they have specifically given it to you on the understanding they will not, or may not, get it back (ie: unless they are a grant-making body, a sponsor, an angel investor, or a very rich and generous relative!).
2. Try to make small amounts of money before you try to make big amounts of money - it will give you experience in financial management and give you a successful financial track record that you can point to on future occasions.

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

Talk to everyone. You never know who might have good advice or good contacts so network your arse off, do your research, and learn how to talk the jargon.

BUT don't get so caught up in trying to fit in or get funding that you forget who you started the project for (or with). Don't let people warp the project, compromise your values, or alienate your members/customers, just because they're offering you a lot of money. In the long run I believe that any project or business that loses the respect and trust of its members, audience or organisers will eventually fail.

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

>> www.vibewire.net
>> www.theprogram.net

DANIEL CLARKE

AGE:
24

LOCATION:
SYDNEY, AUSTRALIA

CAREER STATUS:
MANAGING DIRECTOR FOR AUSSIEISP AND AUSSIEPCSHOP.COM AND CHAIRPERSON OF ENTERPRISE NETWORK FOR YOUNG AUSTRALIANS LTD

Wielding business deals on a mobile phone in the boy's toilets at high school from the age of 15 goes some way to explaining why Daniel Clarke has been successfully running his own multi-million dollar technology based company for the last nine years.

Daniel was the 1999 NSW Young Australian of the Year in the Career Achievement category and has been a member of the Asia Pacific Economic Co-operation (APEC) Young Leaders Forum, the 2000 National Youth Roundtable, the Australia Day Youth Committee, various World Vision conventions, and several technology based industry bodies.

He's currently completing a Commerce Law Degree full time while running his own business and chairing the not-for-profit public company, Enterprise Network for Young Australians Ltd (ENYA). ENYA was formed with the support of the Australian Federal Government with the aim of promoting the active participation of young people in enterprise, in an ethical and sustainable manner.

Daniel also regularly takes the time to encourage other young Australians to achieve their goals and aspirations.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I have a strong core belief that as a member of a society we need to value and encourage each other to grow on both a local and global level. Australia has given me so much and I try to give back what I can. I also value other people's commitment to making Australia and the world a better place.

Personally, I'd like to think that I'm level headed, happy, supporting of my family and friends while also trying to keep an open mind in everything I do and everyone I interact with.

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

I'm an avid reader and try to consume as much literature as possible. I don't really have any favourite 'business books' but enjoy reading, among other things, autobiographies that give an insight into other successful people on a personal level.

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"Opportunity is missed by most people because it is dressed in overalls and looks like work"
- Thomas A. Edison

TRIAL NOT TO BECOME A MAN OF SUCCESS BUT RATHER TO BECOME A MAN OF VALUE"

- Albert Einstein

MOST VALUABLE LESSONS YOU'VE LEARNED?

One of the most important lessons you can learn has been summed up in this quote: "My mother drew a distinction between achievement and success. She said that 'achievement is the knowledge that you have studied and worked hard and done the best that is in you. Success is being praised by others, and that's nice, too, but not as important or satisfying. Always aim for achievement and forget about success.'" - Helen Hayes (1900 - 1993)



YOUR GREATEST ACHIEVEMENT?

Waking up each day creates the opportunity for a great achievement. The fact that I believe is what I see as my greatest achievement.

ADVICE ON MONEY?

Don't worry about it. You need to manage it and be aware of it, but don't let it control you and never forget that money is only a means to an end and not an end in itself.

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

Sir Winston Churchill stated "Success is the ability to go from one failure to another with no loss of enthusiasm". In my experience the fear of failure is in itself the biggest failure and in order to succeed in any business or project you need to overcome the fear of failing and just get into it.

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

I'll admit to a slight bias here, but I don't think I could pass up mentioning the new ENYA website. It will be located at WWW.ENYA.ORG.AU and will contain a whole host of resources for young entrepreneurs as well as a virtual meeting place where young people interested in enterprise can get together and discuss their projects and businesses.



JESSICA KIELY

AGE:
26

LOCATION:
SYDNEY, AUSTRALIA

CAREER STATUS:
DIRECTOR OF
YOUTH 2 YOUTH
AND
DIRECTOR OF
NEW HORIZON TUTORING

Holding down a full time desk job just isn't Jessica Kiely's style - because she'd prefer to run the company! Which would explain why Jessica runs two successful companies - Youth 2 Youth and New Horizon Tutoring - her first ever business that she's been running since the age of 21.

In addition to offering in house tutoring for school students through New Horizon, her company Youth 2 Youth assists young people to get educated, get involved and get enterprising through a wide range of enterprise skills programs, consultancy services to young people in business, and an information packed website full of free resources and links - all created for young people by young people!

In addition to running her two businesses, Jessica is also a dance teacher - teaching jazz, contemporary and tap - for the past four years. Jessica also recently returned from a field trip to India to help her create Aussie based eco-preneurial programs for young Australians.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I would describe myself as determined, ambitious, aware, hard working, and committed. I value honesty, ethical practices and sustainable development. But above all else I value young people.



BEST 'BUSINESS' BOOK YOU'VE EVER READ?

The McDonald's story was pretty good - even though I never quite finished it! The 'Australian Business Toolbox' by CCH is also very good.

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"Do or do not, there is no try"
- YODA

"To strive, to seek, to find and not to yield"
- Tennyson

MOST VALUABLE LESSONS YOU'VE LEARNED?

- : Never assume anything
- : Be prepared
- : Infinite flexibility
- : Just say YES and then work out how to do it later

GREATEST ACHIEVEMENT?

Doing something that I didn't think I was capable of - I became a dance teacher.

ADVICE ON MONEY?

- : Learn everything you can
- : Get a really good accountant that you feel comfortable with and isn't expensive
- : Back yourself and your ability
- : Always keep track of the money and finances yourself - even if you have an accountant or finance department, you should be just as aware of the numbers
- : Make numbers your friend - and use them to assist with all decisions

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

It is possible - do your homework, then just do it. You're not alone - seek out and hang out with like-minded people that build your support network. Ask for help when you're not sure of something. Talk to anyone, anytime, anyhow, about your business or project! Take your passion and turn it into action!

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

Youth 2 Youth
>> WWW.YOUTH2YOUTH.COM.AU



CAMERON NEIL

AGE:
27

LOCATION:
BRISBANE, AUSTRALIA

CAREER STATUS:
CONSULTING DIRECTOR
OF CATENATE
AND
CHIEF EXECUTIVE
OFFICER OF THE
INTERNATIONAL YOUNG
PROFESSIONALS
FOUNDATION (IYPF)

Cameron Neil is a development professional with interests in sustainability, youth development, entrepreneurship, venture development and social and eco business.

As the Consulting Director of Catenate, a not-for-profit social research and evaluation consulting organisation, Cameron gets to work on projects like Refugee Tutoring Programs and the Queensland Millennium Youth Forum. More recently, he has initiated a local collective in Brisbane for aspiring young entrepreneurs called YESIBE! - a DIY community that provides young people with training, skills, support, money and inspiration to initiate new enterprises.

Cameron is also the CEO of IYPF, a not-for-profit public company working in the field of human rights, poverty eradication, environment, and social capital, within the broad context of sustainability. He's a coordinator of the Youth Employment Summit Network in Australia and a member of the Global Leaders for Youth Employment Advisory Group.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I see myself as a social innovator and entrepreneur. I love working with people, communities and organisations to create new social products, new ventures, and new enterprises that respond to emerging or evident issues and problems.

I enjoy the process of creating, moulding and fusing ideas, networks, people, and knowledge. But the cause, issue or idea has to be in line with my own ethics and values. This typically means it's about enhancing social justice and community capital, environmental conservation and repair.

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

'The Beermat Entrepreneur' by Mike Southon and Chris West

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"Imagination is more important than knowledge"
- Einstein

"Do the thing and you will have the power"
- Ralph Waldo Emerson

"When you are inspired by some great purpose, some extraordinary project,

all your thoughts break their bonds; your mind transcends limitations, your consciousness expands in every direction, and you find yourself in a new, great and wonderful world. Dormant forces, faculties, talents become alive, and you discover yourself to be a greater person by far than you ever dreamed yourself to be"

- Patanjali

MOST VALUABLE LESSONS YOU'VE LEARNED?

In the social change field you need to celebrate the little victories. The impact of your work may not be visible during your lifetime - most major social change work takes generations! Recognising and celebrating the success you can see is important to maintain your commitment and enthusiasm.

One of the other challenges as a social entrepreneur is to share ownership of your vision and give others power and control within the venture - it may be in the best interest of the idea you have built with your sweat and tears to hand it over, to let it go.

YOUR GREATEST ACHIEVEMENT?

Inspiring others to believe they can make a positive difference in the world.

ADVICE ON MONEY?

As a social innovator and entrepreneur, financial sustainability sometimes doesn't come easily. I tend to pay more attention to the cause I'm committed to, the social outcomes, and the heart and passion stuff - often to the detriment of money.

Connecting with business mentors or attracting other team members who have more of a flair for the financial aspects of the different enterprises I'm associated with is a good strategy.

As social entrepreneurs, our passion and values are saleable and attractive to investors (largely through the passion and commitment you demonstrate) and people want to be a part of something that they believe will make a difference. Packaging that isn't always easy so find people to work with who have the skills to market your idea and passion.

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

To make it work, you need to believe that you can do it, whatever it takes. You also need to know that you can't do it alone. Make the time to build a team. Create a mentor support base.

I think it helps to have an unquenchable desire to learn - a drive to actively seek out knowledge and wisdom, to learn from others, to see each moment as an opportunity to learn and grow whether you're experiencing 'success' or 'failure'.

Understand yourself. What do you want? What do you believe in? How do you want to be remembered and talked about? Search out the values and things that you're passionate about and harness them. Being an entrepreneur is hard work - you'll need a commitment to something much bigger to drive you, to keep you going forward even when it hurts.

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

- The Social Entrepreneurs Network
- >> WWW.SEN.ORG.AU
- Kaos Pilots
- >> WWW.KAOSPILOTS.DK
- Changemakers
- >> WWW.CHANGEMAKERS.NET
- Fast Company
- >> WWW.FASTCOMPANY.COM
- The Youth Employment Summit
- >> WWW.YESWEB.ORG
- >> WWW.IYPF.ORG



KAREN MILES

AGE:
29

LOCATION:
SYDNEY, AUSTRALIA

CAREER STATUS:
FREELANCE JOURNALIST
AND
DIRECTOR OF
YOUTH 2 YOUTH

Following the 'traditional' path from school-to-uni-to-employee left Karen Miles highly accomplished but wondering what else there was to life. Now running two businesses of her own, Karen has combined her passion for writing and communication with empowering and educating women, and skilling up other enterprising young people.

As a freelance magazine Editor and journalist, Karen runs her own media business and is the Editor of VIEW magazine, promoting the voice, interests and education of women to 30,000 women around Australia. Having freelanced for a wide range of women's magazines, as well as various beauty trade, corporate, and lifestyle publications, Karen also creates PR and marketing material and websites for small to large corporates.

Her second business, Youth 2 Youth, sees Karen running business and life skills programs for young people, equipping them with the tools and information they need to turn their great ideas into a new business or inspiring community project.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I'm creative, enthusiastic, determined, genuine and strategic. The driving force behind all my choices, in both work and play, is my self-expression - pursuing what's important to me and that which makes my heart sing. Plus the desire to make a difference to the quality of people's lives.

I value integrity, genuine people, empowerment, beauty in all its diverse forms, relationships, humour, and Lindt chocolate!

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

'The Power of One' by Bryce Courtney - it's not really a business book but for me it's about the huge impact just one person can have if they're determined and passionate about something.

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"Follow your bliss"

And I love that song by Baz Luhrmann and Quindon Tarver called 'Everybody's Free (To Wear Sunscreen)' especially the line "Do not read beauty magazines, they will only make you feel ugly".

MOST VALUABLE LESSONS YOU'VE LEARNED?

- : Genuinely follow the things you love to do in life and the energy you put out comes back to you tenfold.
- : Trust that you're good at what you do or have to offer, and stick up for yourself when that's contested, because it will be.
- : You won't get on with everyone in life but you can still be effective working with them if you accept that your view of them is just an opinion - one possible interpretation of who they are.
- : Nothing gets resolved without communication.
- : Let your values determine who you'll work with.
- : Just because everybody else thinks something is cool doesn't mean you have to.

YOUR GREATEST ACHIEVEMENT?

There's definitely a number of stand out moments but what ultimately brings me the greatest sense of achievement is the people in my life and any opportunity to have fun and do what I love.

ADVICE ON MONEY?

Money can make or break any good idea so make sure you've worked out whether your idea or business venture is financially feasible. Numbers are not my strong suit so I've had to force myself to understand them (which has meant asking lots of 'dumb' questions) and surrounding myself with people who can help me.

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

If you have a great idea, pursue it. There's no such thing as someone who is born 'entrepreneurial' or especially talented in the arena of business. If you're passionate about something, all there is to do is take action. Your fears and concerns will always come up so just take action anyway.

Also, do your research and write a business plan. Your 'plan' will often change in terms of the journey you take but you need to be clear about your goals, your unique offering, your finances and cash flow (ie: what money is coming from where and when), and the communication methods you're going to employ to get your message out to the right target people.

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

- Youth 2 Youth
 - >> WWW.YOUTH2YOUTH.COM.AU
 - Business & Professional Women Australia
 - >> WWW.BPW.COM.AU
 - Bureau of Statistics
 - >> WWW.ABS.GOV.AU
 - >> WWW.AUSTRALIA.GOV.AU
 - >> WWW.AMANDARELLISONLINE.COM
- Plus take up every valuable opportunity you can to network!

Karen Miles

journalist . magazine editor . events



TOM ROGERS

AGE:
21

LOCATION:
ADELAIDE, AUSTRALIA

CAREER STATUS:
BUSINESS OWNER,
IT CONSULTANT,
LECTURER, STUDENT

After placing 2nd in the Adelaide University Entrepreneurs Challenge in 2001, Tom Rogers is now an organiser of the event while running his own database design and consultancy business, having lead software development projects for both business and government.

Tom was also awarded the South Australian Tertiary Young Business Person of the Year Award in 2000 and now works as a TAFE lecturer while completing his final year of a combined degree in IT Engineering and Psychology at the University of Adelaide.

Tom has a passion for innovation, leadership, and entrepreneurship, and actively seeks opportunities to build fresh successful business initiatives in Australia.



HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I describe myself as someone who loves life and people, and is always improving who I am and what I do. I live my life the way I do because I want to make a positive difference on the world and the people around me. I love a challenge and always aim to be the best person I can be to inspire others to do the same. I value integrity, honesty, and loyalty, and believe that to be successful in life you've got to make the most of who you are with what you've got.

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

There are so many great books out there, but 'Rich Dad, Poor Dad' by Robert T. Kiyosaki really changed my perspective on wealth and how to be successful in business.

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"The only people who are crazy enough to think they can change the world, are the people who do"
- Anonymous

"Imagination is more important than knowledge"
- Albert Einstein

MOST VALUABLE LESSONS YOU'VE LEARNED?

- : Develop a healthy mind, healthy body and healthy soul. Balance and well roundedness in life is vitally important to success.
- : Be true to yourself. Be honest with yourself and others, know your strengths and weaknesses

and always challenge yourself to improve these.

- : Be curious, educate yourself widely by opening your mind, ask lots of questions and be brave enough to be different to everyone else.
- : Never say you can't; always ask "how can I?". An idea may have a thousand reasons why it won't work, but it only needs one reason why it will.
- : What goes around comes around, so treat others how you would have them treat you.
- : Smile and laugh. Success is not the key to happiness; happiness is the key to success. Enjoy life and what you do for a living, and the rest will follow.

YOUR GREATEST ACHIEVEMENT?

It's hard for me to pick what I see as my greatest achievement. There are things I've done which I feel very proud of and gained personal satisfaction from, but there are so many even bigger things I want to achieve. If I had to give one greatest achievement for this point in time, I would say gaining the confidence to start my own business and knowing that I am successful not because of what I know today but because of who I am and who I will become tomorrow.

ADVICE ON MONEY?

Learn how to write a business plan and be a fantastic salesperson by reading books, looking on the Internet, speaking to people, and getting some practical training and experience.

Learn how to read financial statements such as balance sheets, profit/loss statements and cashflow statements. Like Warren Buffett, the Chairman of Berkshire Hathaway and billionaire businessman says, "read Ben Graham and Phil Fisher, read annual reports, but don't do equations with Greek letters in them".

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

Education is the key. Learn from people who have actual experience in running a business successfully. Be wary of advice from people who call themselves 'experts' but don't have practical experience in successfully starting up and running a business. Develop this knowledge until you're confident enough to start your project and then don't be afraid to jump in the water and get your feet wet.

Start small and don't be afraid of doing something wrong in the beginning, because I guarantee that you'll make plenty of mistakes. Just remember that on average, entrepreneurs do not succeed until their 6th venture. This means that you have to be prepared to make lots of mistakes, just make sure you learn from them and don't make them twice!

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

- >> 'The Cashflow Quadrant'
by Robert T. Kiyosaki with Sharon Lechter
- >> 'Rich Dad's Guide To Investing'
by Robert T. Kiyosaki with Sharon Lechter
- >> 'How To Win Friends and Influence People'
by Dale Carnegie
- >> 'The Richest Man In Babylon'
by George Clason
- >> 'You Are The Message'
by Roger Ailes with Jon Kraushar
- >> 'The Millionaire Next Door'
by Thomas Stanley and William Danko
- >> 'The Art of War'
by Sun Tzu
- >> 'The Seven Habits of Highly Effective People'
by Stephen Covey

- >> WWW.ADELAIDE.EDU.AU/ECHALLENGE
- >> WWW.ENTREPRENEUR.COM
- >> WWW.JAINTL.ORG/HPGBC
- >> WWW.SAYES.COM.AU
- >> WWW.YAA.ORG.AU
- >> WWW.ZEROMILLION.COM

JODIE PARKER

AGE:
31LOCATION:
BRISBANE, AUSTRALIACAREER STATUS:
FOUNDER OF
ICEBERG EVENTS

Events entrepreneur (and proud new Mum!), Jodie Parker founded Iceberg Events in April 1996 because she wanted to stay in Hospitality, but was tired of getting her hands dirty!

Iceberg Events is a New Enterprise Initiative Scheme (NEIS) business, which means that Jodie received training in Small Business Management and Business Planning and was funded by the Federal Government throughout the first year of setting up her new business. She was also awarded a Youth Business Initiative (YBI) Grant, a non-repayable grant provided for people aged 18-25 who would like to start a business.

Prior to venturing out on her own, Jodie held a number of part-time positions in the hospitality industry, working with caterers and restaurants while completing university. She also spent a year working for the Australian Quality Council as their Events Assistant.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

Calm and under control (on the outside). After seven years, it's getting easier to maintain! I also can't stand dealing with stressed people.

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

'The E Myth' by Michael Gerber

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"Jump without a net - the gods will smile on you and good things will happen"
- The Secret Life of Us (Ch 10 TV program). Not the most profound source, but I like it!

MOST VALUABLE LESSONS YOU'VE LEARNED?

Persistence is the key - most people quit after one or two setbacks. If you keep trying you'll get there eventually!

YOUR GREATEST ACHIEVEMENT?

My beautiful baby Max. He's eight days old (as I write this) and I haven't quite worked out how I'm going to run the business with him in tow but I'm sure I'll work it out. Maintaining the business as well as looking after him will be my biggest achievement.

ADVICE ON MONEY?

Check out government programs, grants and subsidies. And enter competitions like the Nescafe Big Break Award. You never know what money is out there. Once you have some, get yourself a good accountant - a good one is worth their weight in gold!

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

Do it while you're young! The amount of energy required to start up a business from scratch is phenomenal. And you may as well do it while you're single, childless, and without a mortgage. Those things only add to the stress. Do it while you have nothing to lose.

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

I'm a big fan of my online banking website - it's about the only business website I regularly visit these days.





CAMERON BURGESS

AGE:
32

LOCATION:
BRISBANE, AUSTRALIA

CAREER STATUS:
FOUNDER OF ON!

A marketing man on a mission to force business to move in the direction of ethical and sustainable investment decisions, Cameron Burgess is the founder and driving force behind ON! - a marketing company offering a range of communication, business development and education services.

Cameron is also an NLP Master Practitioner with a strong background in management, direct sales and marketing. The 'consultant's consultant', he works with companies that work with organisations such as Ansett, The Flight Centre, Brisbane City Council and Conrad Jupiters Casino.

Cameron opened Australia's first organic restaurant 'aum' in Sydney in 1998, and has also owned and operated Australia's first environmentally friendly domestic and commercial cleaning business 'Three Bears Cleaning' plus a number of highly successful massage clinics in Sydney.

Cameron is currently involved with a committee dedicated to growing 'The Big Issue' magazine in Queensland and recently chaired a committee for Nigel Reed's 14,000 kilometre trek around Australia.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I'm a pragmatic idealist. I'm unwaveringly devoted to forcing the market to move in the direction of ethical consumption choices in both goods and services. We've only got one planet after all.

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

'Business as Unusual' by Anita Roddick. It showed me the direct link between business activity and the health of humanity and the planet - and that ANYBODY can do something to improve it!

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"In terms of power and influence, you can forget the church, forget politics. There is no more powerful institution in society than business - I believe it is now more important than ever before for business to assume a moral leadership. The business of business should not be about money, it should be about responsibility. It should be about public good, not private greed" - Anita Roddick, CEO Bodyshop

MOST VALUABLE LESSONS YOU'VE LEARNED?

Under-promise and over-deliver. Sometimes in the urgency to get the job you promise too much and then scramble to fulfil on your promises - it's unprofessional and unreliable.

YOUR GREATEST ACHIEVEMENT?

Waking up every morning with a smile on my face. It may sound trite, but I know that my success is not linked to anything other than how I'm feeling moment to moment.

ADVICE ON MONEY?

Manage it rather than wait for it to manage you. Go into debt only to invest. Take risks, but calculate the risks before you take them. Don't be afraid of losing everything you have - sometimes you have to risk big to win big.

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

Research, research, research. Just having a brilliant idea is not enough - if it was, everybody would be a millionaire.

I firmly believe that everyone has at least one brilliant idea in them. Research to find the gaps in the market and make sure you're meeting a need in the market rather than thinking that the market place should want what you've got.

Remember at all times that the consumer is god in a free-market - they're the ones who'll determine the success of your venture. We're all consumers, regardless of whether it's for cola or information on affirmative action.

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

My inspiration comes from meeting with other entrepreneurs and asking them questions. Find a way to add value to somebody and they will open their door to you. Reading true stories of business success and failure are also critical for understanding what it is to be an entrepreneur.



WILLIAM SCULLY-POWER

AGE:
22

LOCATION:
SYDNEY, AUSTRALIA

CAREER STATUS:
PRINCIPAL CONSULTANT
OF MARKETINGFX™ PTY
LIMITED

William Scully-Power is an award-winning entrepreneur with a vast and energetic knack for international business. Most recently, William founded MarketingFX™, a boutique agency specialising in marketing and public relations services for high technology companies, and prior to that, eBizExec (Asia-Pacific), an international technology sales company where he served as its Chief Executive Officer.

William has also freelanced as a feature writer for *Entrepreneurs Only*, *Small Business Magazine*, *Marketing Magazine* and *New York's Industry Scoop*, and is a regular guest of CNET Radio's 'Online-Tonight' - the most listened to high-tech oriented talk show across the globe.

William was awarded a Semi-Finalist position in the National Career Achievement Category in the Young Australian of the Year Awards 2001 and was a Nominee in 2002 Young Australian of the Year Awards.

William was named among the Sydney Morning Herald's technology publication e)mag as one of Australia's "30 rising technology stars under 30", and was a nominee in the Ernst & Young 'Entrepreneur of the Year Award', and the My Money Group 'My Business Young Guns Award'.

In 2003, William was selected to sit on the Leadership and Enterprise Development Group of the Australian Federal Government's National Youth Roundtable and was invited to join The Enterprise Network for Young Australians, a non-profit company that supports, promotes, and facilitates youth-led enterprise creation.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I would describe myself as outgoing, honest, determined, motivated, and passionate. I value my family, friends, and future success.

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

"Good Enough Is Never Good Enough" by Kevin Weldon

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"The things that come to those that wait are what's left behind by those who got there first."

MOST VALUABLE LESSONS YOU'VE LEARNED?

1. Listen to advice.
2. Be prepared to walk away from a deal.
3. Never Give Up!

YOUR GREATEST ACHIEVEMENT?

Remaining passionate, focused, and inspired!

ADVICE ON MONEY?

Make sure you have more money coming into the business than going out!

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

'Seek first to understand, then to be understood' is one of Stephen R Covey's described 'Seven Habits of Highly Effective People'.

The key to effective communication is to first take the time to deeply understand the problems presented to you. The secret to influence is 'example' - your actual conduct. Your private performance must square with your public performance. Unless people trust you and believe you, they'll be too angry, defensive, guilty or afraid to be influenced. Skills of empathic listening must be built on a character that inspires openness and trust and high emotional bank accounts.

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

>> WWW.ENYA.ORG.AU

>> WWW.MARKETINGFX.NET

(I wouldn't be in marketing unless I added my own company's website!)





MICHELLE KRIEG

AGE:
24

LOCATION:
ADELAIDE, AUSTRALIA

CAREER STATUS:
ANALYST PROGRAMMER
FOR TRC MATHEMATICAL
MODELING

Michelle Krieg is an innovative mathematician. Simulation programs, software applications, even modelling a radio network in a war-game scenario with the Land Warfare Section of the Defence Science and Technology Organisation, are just a few samples of what this young inventor has created.

Michelle placed second in the 2002 Entrepreneurs Challenge (a Business Plan Writing Competition), run through Adelaide University, with her team 'FashionTech' who developed an idea to write a software program for fashion designers. Michelle has also completed a Bachelor of Mathematical and Computer Science with majors in Applied Mathematics and Computer Science.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I'm always looking for new experiences and activities to become involved in, and I'm not afraid to step out of my comfort zone. I value openness and honesty in people. I relate to people by being an open, honest and happy person, and that helps me to come across well to people and attract people to me who are genuine people themselves.

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

I spend more time speaking to people who've started businesses of their own or held management positions - it's more relevant for me. Though I recently enjoyed Richard Branson's 'Losing My Virginity'.

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"If you can't describe what you are doing as a process, you don't know what you're doing"
- W. Edwards Deming

"Life is the art of drawing sufficient conclusions from insufficient premises"
- Samuel Butler

"Minds are like parachutes. They only function when they are open"
- Sir James Dewar, Scientist

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

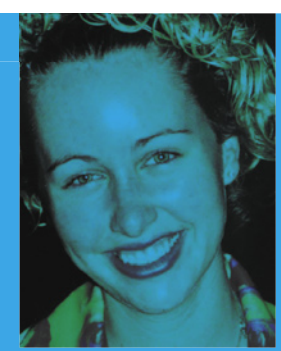
Talk through your ideas and work together with other people. Seek the help of mentors. You'll always have to work with people when starting a business.

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

>> WWW.ADELAIDE.EDU.AU/ECHALLENGE

MOST VALUABLE LESSONS YOU'VE LEARNED?

- : To not be scared to step out, try something new, and fail. These can be the most valuable experiences.
- : You should listen and learn from others to make more knowledgeable decisions in any area of life.



YOUR GREATEST ACHIEVEMENT?

Greatest achievement is always still to come! There are many achievements behind me. Each step is an achievement in many different areas of my life - couldn't say I had a greatest.

ADVICE ON MONEY?

Depends on your business model. You should sit down and devise a marketing strategy and financial plans before launching your business.

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