Invitation for students to take part in Australian Business Week

I invite your students to take part in the Australian Business Week Brisbane Program 2009, to be held from 17 July to 30 August 2009.

What is Australian Business Week?

Australian Business Week (ABW) is a program that develops the entrepreneurial and small business culture of young Australians and provides a unique opportunity for industry, educators and schools to work together.

Teams of senior students (Years 10, 11 and 12 students) from one school 'compete' against teams of students from other schools in a simulated market. During a 6 week period, the students meet twice a week to make decisions about their simulated business. After making a decision they receive a market report outlining how well they have performed against the other schools. The students then make further decisions based on this information and receive further market reports.

At the end of the program students are required to prepare a written paper and deliver an oral presentation based on their decisions in the simulation.

An experienced business person mentors each team, to ensure that the team has a great learning experience.

Students use their creativity to make video advertisements and trade displays for their retail business.

All teams will meet on the final day of the program to present information about their simulated businesses to a panel of experienced business people and to display their trade displays. An Awards Function will be held at Australian Catholic University, Brisbane Campus (Banyo) on the day. It is a great opportunity for the friends and family members of the students to see what the students have achieved during the program.

The winning teams in particular sections of the competition (report, trade display, advertisement or PowerPoint presentation) will have their documents and materials submitted to the National ABW Awards program.

Why take part in ABW?

ABW offers a lot.

- It gives students a great learning experience.
- It gives the students great insights into running a business and working as a team.
• It enables students to learn from working with their team mentor, an experienced business person.

It develops in students:
• leadership skills and the ability to work effectively in a team
• time management skills
• research, negotiation and problem solving skills.

Of course, participating in ABW is great fun!

Who participates?
Year 10, 11 or 12 students compete in teams of about 10 students.

What support do you get?
ACU National will:
• be available to support you at all stages of the program
• assist you to find a mentor for your team/teams
• hold an information session for all participating schools in which you will be given all the information you need to take part in the program. The information session will also enable your students to meet participants from other schools
• hold a mentors’ briefing session
• assist in seeking sponsorship opportunities.

You are also able to contact ABW directly for assistance (1300 786 777). They are very helpful.

What is the time commitment for staff and students?
You will need at least one teacher to lead each team.

The decision making process, which in part involves the students reading through market information, is likely to take approximately an hour for each decision. Some schools do this after 3pm. Each team of students will also need time to make their video advertisement, trade display and prepare their written and oral presentation. This may take up to 5 hours each week.

How much does it cost?
ACU National will pay the program registration fee that covers all participating schools.

However, the ABW participation fee is set at $48 per team member which you will need to cover. We actively encourage teams to seek sponsorship.

Each team will also need access to resources to create a video advertisement and a trade display. These resources may cost $50 - $80.

ACU National’s experience in coordinating the ABW
The Brisbane program has been run successfully since 2002. ACU National has been integral part of that. During the period from 2002 to 2007, teams participating in the program have
won 9 National ABW Awards. Prize money totalling over $2 000 has been won by schools participating in the National ABW Awards Program.

Since 2002 on average teams from 7 schools have participated in the program. We hope that at least ten teams will participate in the program in 2009.

If your students would like to participate in the program, we will need a formal commitment to take part in the program from you no later than **29 April 2009**. We seek an expression of interest to take part by the end of 2008.

**Note of support**

*Earnshaw State College has been taking part in the Brisbane Northside ABW program since 2002.*

*It has been a very worthwhile and fun experience for both students and mentors who have learned about the operations, marketing and financial aspects of running different types of businesses including manufacturing, hospitality/tourism and retail.*

*The ABW enterprise education program allows students to test and extend their skills in areas such as teamwork, resource management, planning, communication and technology.*

*ACU National is very supportive and makes it easy for new schools joining the program. There is also a great camaraderie between the various school and business mentors who are more than willing to share their knowledge, experiences, tips and resources.*

*I wholeheartedly recommend the Brisbane Northside program, particularly for smaller schools, as well as others who would like to 'taste test' the ABW program before offering it in their own schools.*

*Colleen Hills*  
*Teacher, Earnshaw State College*  
*Banyo, Brisbane*

Many thanks.

Regards,

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