Campbelltown YEP! Youth Entrepreneur Partnership
Introductory Forum Report

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Adelaide SA 5000

The Campbelltown YEP! initiative is a partnership of:

[Logos of partners]

Supported by:
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Abbreviations and Acronyms

AITEC  AITEC Pty Ltd
YAC  Youth Advisory Committee
1 Overview of the Partnership Underpinning this Forum

The City of Campbelltown is well known and recognised for its unique and high quality food businesses. Many of these businesses form the Flavours of Campbelltown Food Trail and are highly successful businesses that bring tourism and many economic benefits to the city. Additionally, initiatives such as the Campbelltown Moonlight Markets demonstrate that enterprise and entrepreneurship are alive and well in the city. The city clearly is very proud of its businesses and enterprises because a logo is available “Campbelltown Made” to brand products produced in the region.

Teaching young people to create wealth for themselves is an effective way to create community wealth, to reduce youth unemployment and alleviate reliance on income support (welfare). More simply put, ownership equals prosperity and we ensure economic growth by opening the path to ownership to as many people as possible.

Business and self-employment is a legitimate, achievable and realistic career pathway with the right information, support and learning experiences. Entrepreneurship engages our beliefs that hard work and ingenuity in the face of obstacles can lead to personal fulfilment and collective progress. Effective entrepreneurial education can dispel the myth that business success is based only on luck and something that happens to others. While preparing young people to succeed in school, providing opportunity to also learn about enterprise, business and entrepreneurship in the 21st Century, has the potential to transform their futures.

Additionally, through entrepreneurship education, young people learn highly transferable skills (e.g. organisational skills, time / money management, and interpersonal skills), all of which greatly expand their career options.

With this context in mind, the City of Campbelltown’s Youth Advisory Committee initiated a proposal to identify and engage young entrepreneurs (16-25 years) and support them to get business savvy e.g. through business workshops and mentoring opportunities.

An initial planning meeting was held with potential stakeholders to begin work on the concept. Organisations included City of Campbelltown, Campbelltown YAC, Eastside BEC, Rotary Club and Skills for All regions. In June 2013 a meeting of core organisations was held to refine the concept and progress it to a partnership supported by AITEC. An updated proposal was taken to the Campbelltown YAC and endorsement was received to proceed with Campbelltown YEP!

The Campbelltown YEP! –Youth Entrepreneur Partnership aims to:

- promote, introduce and encourage entrepreneurship at an entry level to young people as a potential pathway into business and self-employment;
- identify and engage Campbelltown youth aged 16 – 25 years interested in entrepreneurship;
- empower young people to develop skills in business development;
- facilitate an interactive, relevant and meaningful program to Campbelltown youth;
- create opportunities for Campbelltown youth to connect with the business mentors and services; and
- develop their own business networks.

AITEC in its role as the partnership broker for the Eastern region has supported the Campbelltown YEP! partners in the creation and development stages of the partnership and continues contributing with communication and secretariat roles until the self-sustainment of the partnership.
2 Introductory Forum “Do you have a Business Idea and Want to Learn How to develop it?”

The Campbelltown YEP! – Youth Entrepreneur Partnership has three phases. This introductory forum was the initial phase which based on the feedback received from participants during the evening will be followed by practical business activities and workshops. In the last phase a networking night will be organised.

2.1 Forum Program

The planned program of the forum is indicated below:

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00</td>
<td>Welcome and Context</td>
</tr>
<tr>
<td>7:10</td>
<td>Keynote speaker – Chris Hooper</td>
</tr>
<tr>
<td>7:40</td>
<td>Questions</td>
</tr>
<tr>
<td>7:45</td>
<td>Networking / Supper time</td>
</tr>
<tr>
<td>8:00</td>
<td>Welcome Panel Members</td>
</tr>
<tr>
<td>8:10</td>
<td>Q&amp;A session w/ Panellists</td>
</tr>
<tr>
<td>8:40</td>
<td>Forum Evaluation Survey</td>
</tr>
<tr>
<td>8:45</td>
<td>Networking time</td>
</tr>
<tr>
<td>9:00</td>
<td>Close</td>
</tr>
</tbody>
</table>

2.2 Attendance

On the night, 30 attendees participated in the forum comprised of young people, their parents and/or partners, young entrepreneurs, business representatives and YAC members.

2.3 Presenters and Supporters

The forum Do you have a business idea and want to learn how to develop it? was held on 3 October 2013 and featured as presenters:

- Keynote speaker:
  - Chris Hooper, Partner at Cirillo Hooper and Company
- Discussion Panel:
  - Geoffrey Kwitko (Internet Marketing & Entrepreneurship Consultant and Co-Founder of the Startup Club – Good Catalyst);
  - Tony Ruggiero (Business Owner – Wood Oven Gourmet Pizzeria);
  - Phillip and Peter Donnelly (Business Owners – The Rolling Pin Bakery & Patisserie); and
  - Chris Lau and Cat Johns (Business Owners – Lauda Guitars)
Additionally, three valuable supporters provided resources for the Campbelltown YEP! forum. Graham Wakeling – Publisher of In-Business magazine provided several copies of the current print edition “An emerging city of entrepreneurs”, as well as, made himself available to talk to aspiring entrepreneurs. Steve Barrett, Co-founder of GETYO - a loyalty and rewards start up based in Adelaide - attended this forum, promoted the Southstart event to be held one day after this Campbelltown YEP! forum and gave away free tickets (valued $100 each) to young people participating in the forum. Phil Stump from Eastside Business Enterprise Centre contributed by providing show bags containing valuable and informative resources which may assist with starting a business.

2.4 Messages from Presenters

During the question and answer section, the six panellists and the keynote speaker shared their experiences in starting their businesses, provided young people with insight on what it is to be an entrepreneur and offered valuable advice such as:

- Matching personal interests with the core business - A business should be an extension of yourself, an extension of your personality;
- Intellectual Property – Look how to differentiate your product or service and avoid becoming a commodity;
- Partnerships – Finding the right partner(s) is crucial for the business development. Complementing skills is the name of the game;
- Focus – Don’t get lost working in the business and lose sight of working on the business as well;
- Business Plan – Prepare it and read as much relevant information as you can; get informed; always collect data;
- Customers – Find where they are and ask them all you need to know about their interest in your business idea before you start; (in the sea of info & advice, what your customers say, may be the most important)
- Don’t over stress – Be prepared, listen to your mentors … and to your heart;
- There is always something to sacrifice – You may love your business but not necessarily the activities required to running it (e.g. bookwork);
- Brick and mortar vs. Virtual businesses – Keep your options opened; and
- Networking – Get involved in useful and relevant networking opportunities, they provide enriching experiences, contacts and knowledge.
3 Forum Evaluation

A survey form was distributed to participants as well as the panellists attending the forum to gather their feedback. Eighteen responses were received with the outcomes indicated below:

**Questions 1-8 (number of respondents)**

<table>
<thead>
<tr>
<th>Item</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) The forum information was valuable</td>
<td>100%</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) The keynote presentation was relevant and useful to me</td>
<td>6%</td>
<td>6%</td>
<td>89%</td>
<td>100%</td>
</tr>
<tr>
<td>3) The panel covered relevant topics</td>
<td>100%</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Tonight I improved my knowledge about how to develop a business idea</td>
<td>11%</td>
<td>89%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>5) The speakers' speeches encouraged me to start or develop my business</td>
<td>11%</td>
<td>89%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>6) I am better informed about where can I find resources to develop a business</td>
<td>28%</td>
<td>72%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>7) The support of a business mentor would be valuable</td>
<td>17%</td>
<td>83%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>8) As a result of this introductory forum, I am convinced that self-employment / business is a legitimate career pathway</td>
<td>11%</td>
<td>89%</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

**Question 9. How would you like to be informed about future forums? (Multiple responses)**

- “Uni” 1
- Local newspaper 1
- Through YAC 3
- Campbelltown City Council (website, facebook, twitter, at the Council) 6
- Email 9

**Question 10. What do you think about this first Campbelltown YEP! forum?**

- Informative and friendly
- Great (2)
- Very interesting, good fun, no pressure
- A very valuable resource for young people
- This was quite useful, networking event
Question 11a. Are you interested in attending future forums?

Yes, 15
No, 2
Blank response, 1

Question 11b. Topics of Interest for Future Forums (multiple responses)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Planning</td>
<td>3</td>
</tr>
<tr>
<td>Business plan</td>
<td></td>
</tr>
<tr>
<td>Business ideas</td>
<td></td>
</tr>
<tr>
<td>Failure</td>
<td>2</td>
</tr>
<tr>
<td>Marketing</td>
<td>2</td>
</tr>
<tr>
<td>Preparing / Setting up</td>
<td></td>
</tr>
<tr>
<td>How to get started</td>
<td></td>
</tr>
<tr>
<td>Digital, legal, accounting and HR (technical)</td>
<td>1</td>
</tr>
<tr>
<td>Anything Business Related</td>
<td>1</td>
</tr>
<tr>
<td>Networking</td>
<td>1</td>
</tr>
</tbody>
</table>
**Question 12. At what stage are you in developing your business?**

<table>
<thead>
<tr>
<th>Stage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exploring self-employment / business as a pathway</td>
<td>7</td>
</tr>
<tr>
<td>Developing my business idea</td>
<td>4</td>
</tr>
<tr>
<td>Searching for business training</td>
<td>1</td>
</tr>
<tr>
<td>Seeking funding / investors</td>
<td>1</td>
</tr>
<tr>
<td>Other (see responses below)</td>
<td>6</td>
</tr>
</tbody>
</table>

- a) In business already
- b) Early growth stages
- c) Freelancing + helping someone who is starting a business
- d) About to open!
- e) Don’t have an idea yet
4 Conclusion

The pilot forum of the Campbelltown YEP! Partnership achieved the outcomes expected by the partners by introducing and promoting entrepreneurship at an entry level to young people.

It is worth mentioning that currently many programs and initiatives are available related to entrepreneurship; however, their considerable cost or their focus in later stages of business development make them inaccessible and/or less-appropriate for young people who are just starting to consider this career pathway. Hence, the importance of providing introductory forums to engage and introduce youth to self-employment options, as well as, create links between them and other suitable programs.

All the attendees who filled out an evaluation form responded that the forum’s information was valuable and that the panel covered relevant topics. 89% also agreed that:
- the keynote presentation was relevant and useful for them
- the forum helped them to improve their knowledge about how to develop a business idea;
- the speakers’ speeches encouraged them to start or develop their business; and
- as a result of this introductory forum, they are convinced that self-employment / business is a legitimate career pathway.

The atmosphere, throughout the evening, can easily be described as “buzzing” with conversation, exchange of stories and experiences and resounding endorsements for the forum. The presenters, panellists and supporters represented a broad range of industries including finance and accounting, hospitality, consulting, ICT, digital media, design, manufacture and social media.

Overall, the forum Do you have a business idea and want to learn how to develop it? provided the participating young people with useful information and inspired them to pursue their entrepreneurial goals.

According to feedback received through the survey, there is a need to continue supporting all the participating young people who are in an initial stage of development of their business idea (at least 10 persons). Nearly 30% of respondents were neutral to the statement “I am better informed about where to find resources to develop a business”.

Based on the outcomes of this pilot forum, the partners and supporters will implement the next phases of the partnership, namely: an entrepreneur’s workshop and a networking night.

The Campbelltown City Council will prepare a database with the contact information provided by this forum’s attendees to inform them about future workshops and networking events. It is recommended to inform them about future initiatives via email as this was selected as their preferred channel of communication.
Do you have a business idea and want to learn how to develop it?

Campbelltown YEP! Youth Entrepreneur Partnership

What: Free information session to hear from leading Young SA Entrepreneurs and Local Campbelltown Business Owners

When: Thursday 3 October 2013, 6:45pm (for a 7pm start) – 9pm

Where: Campbelltown Council Chambers, 172 Montacute Road, Rostrevor

Who: Young people 16-25 years and their parents/guardians from the East. Light refreshments will be served. Registrations to upcoming free workshops and networking opportunities will be received at this session.

Free event!

Bookings are essential: Contact 8366 9209 or youth@campbelltown.sa.gov.au

Campbelltown Youth

This event is supported by:
Introduction Forum – October 2013
Evaluation Survey

The Campbelltown YEP! Partners’ thank you for your time. We hope you found the forum informative and useful and would greatly appreciate you completing the survey below.

<table>
<thead>
<tr>
<th>Item</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) The forum information was valuable</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>2) The keynote presentation was relevant and useful to me</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>3) The panel covered relevant topics</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>4) Tonight I improved my knowledge about how to develop a business idea</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<td>☐</td>
<td>☐</td>
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<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>7) The support of a business mentor would be valuable</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>8) As a result of this introductory forum, I am convinced that self-employment / business is a legitimate career pathway</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>9) How would you like to be informed about future forums?</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>☐ Via email (please leave your details at the Council’s registration form)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>☐ Through the Youth Advisory Committee</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>☐ Campbelltown City Council (website, facebook, twitter, at the Council)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>☐ Other (please describe):</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

10) What do you think about this first Campbelltown YEP! forum?

________________________________________________________________________

11) Are you interested in attending future workshops? ☐ No ☐ Yes (please indicate below any topics of interest)

1. _____________________________________________

2. _____________________________________________

3. _____________________________________________

12) At what stage are you in developing your business?

☐ Exploring self-employment / business as a pathway

☐ Searching for business training

☐ Developing my business idea

☐ Seeking funding / investors

☐ Other (please describe): _____________________________________________

* The Campbelltown YEP! Initiative is a partnership of:

Supported by:

[Logos of Campbelltown City Council, YAC, and AITEC]