

### Projects in Development

#### Annual Earth Awards

In partnership with Civil Contractors Federation SIFE UWA is developing a program to assist WA civil engineering businesses actively compete in a fast changing economy. SIFE UWA will provide assistance through the CCF Annual Earth Awards to ensure participating businesses prosper well into the future.

#### Better World Books Expansion

Better World Books is a not-for-profit American company which sells books around the world, using profits to increase literacy in poverty stricken countries. Better World Books have approached SIFE UWA to become a potential partner in their Australian expansion. SIFE UWA would provide a consultancy service, in particular examining the possible entry options into the Australian market and exploring potential marketing strategies.

### Business Advisory Board

Over the past year the SIFE UWA team has worked hard to establish and maintain a well rounded BAB which can assist and guide the team when necessary. We now have a BAB of 7 members from diverse backgrounds including small business, government and the commercial sector. BAB members have provided their general knowledge and experience for the benefit of the SIFE UWA team and have also been involved in specific SIFE projects. In May the SIFE team hosted an afternoon tea for their BAB. This presented an opportunity for the SIFE team to outline their current projects and receive valuable feedback and advice.



SIFE UWA BAB Members, Faculty Advisor and Regional Coordinator

### Sponsors and Partners



Western Australia's economy is largely built on the mining and resources sector. Although WA has experienced much growth and prosperity in recent years there are still those less fortunate to whom the benefits have not flowed. SIFE UWA has recognised this issue and are attempting to address it through a diverse portfolio of projects. With the support of UWA staff, our BAB members, sponsors and partners the members of the SIFE UWA team are fortunate enough to have the opportunity to help close the gap.

### SIFE UWA Statistics

- Team members: **20**
- BAB members: **7**
- Current Projects: **4**
- Projects in Development: **2**
- Sponsors & Partners: **18**



SIFE UWA 2007/08 Competing Team

### SIFE UWA Membership

In the past 3 years the SIFE UWA team has grown from 5 to 20 team members. We have a wide range of students from disciplines such as commerce, science, arts, law, engineering and health science. Team members range from those in their first year of study to PhD students. Since its inception in 2004, SIFE UWA has had an increasing presence on the UWA campus and in the local community. Throughout the 2007/08 year the focus has been on increasing team membership, finding new projects and increasing the involvement of our BAB in order to maintain the sustainability of the team.



UWA Campus

PROJECT/CRITERIA	Economics	Skills Training	Entrepreneurship	Financial Skills	Ethics	Sustainability
Finance for Life	✓	✓	✓	✓	✓	✓
Easy Entry Option		✓	✓		✓	✓
Balancing your Body's Business	✓	✓	✓	✓	✓	✓
The Leadership Conference		✓	✓		✓	✓

*Jade Winton*  
Jade Winton  
SIFE UWA President

Doina Olaru  
SIFE UWA Faculty Advisor

INSERT NAME  
INSERT POSITION

**Problem:** The percentage of children in Australia estimated to be obese or overweight is **27 - 30%**, with the estimated cost of obesity to the Australian economy being **\$20.7 billion**.

### Balancing Your Body's Business

"This was heaps of fun—I really liked the prizes. I learnt a lot about how to be eat better and be more healthy." **Student**



**Overview:** A program designed to target the obesity epidemic sweeping Australia. Through a series of workshops, primary school children are encouraged to balance their food intake with exercise.

**Progress so far:**

- Reached 250 children
- Increased healthy lifestyle understanding from 44% to 75%
- Won the "Most Inspiring Community Engagement" at the SIFE National Competition 2007
- Seeking education department approval to implement BYBB as part of the primary school syllabus

**Problem:** the 2006 Australian Financial Literacy Assessment, revealed that **almost half** of those surveyed lacked some basic skills in financial matters.

### Finance For Life

"Your professionalism and commitment was first class. The program taught students a skill that is not taught in the curriculum." **Teacher**

**Overview:** A program aimed at increasing financial literacy skills and awareness amongst high school students through the use of an online resource kit and interactive game.

**Progress so far:**

- Reached 450 students
- Increase in financial literacy from 68% to 88%
- Online game is currently at prototype stage
- In discussions with the REACH foundation as a potential distribution channel
- Recipient of \$1000 HSBC grant for 3 years running
- Selected for the 2007 HSBC financial literacy forum in New York



**Problem:** The school curriculum does not provide the skills training that is required to transform the school children of today into the responsible business leaders of tomorrow.

### The Leadership Conference

"This was a fantastic conference. I wish we could have brought all of our year 11's. Good coverage of topics, and presenters were interesting and enthusiastic." **Teacher**



**Overview:** A half day workshop held for year 11 students to equip them with the professional and personal skills and abilities needed for their transition from school to further education and the working world. Through interactive presentations and activities, the students learn and develop the necessary qualities of successful business members.

**Progress so far:**

- 60 students attended the inaugural conference, with a substantial waiting list
- Encouraging improvements in understanding of key target areas (leadership, ethics, initiative, innovation and communication)
- The 2008 conference is set for October, and we are focusing on broadening the target audience, with a view to providing regional scholarships.

**Problem:** In 2006 it was estimated that the wealth of family businesses throughout Australia was a massive 4.3 trillion dollars. However, only 32% of family businesses survive to a second generation.

### Easy Entry Option

"There are just so many areas that we hadn't thought about before – and that the students helped us think through, and plan for." **EEO Assisted Business**



**Overview:** A consultancy service that helps family businesses analyse their business and develop strategic advantages in order to ensure sustainability in the market place.

**Progress so far:**

- Reached 17 family businesses
- All assisted family businesses have reached the finals of the WA family business awards
- All categories at the awards were won by an EEO assisted business
- Increase in understanding of strategic options to ensure sustainability in the market from 55% to 77%