



Sutherland Shire Council Economic Development Unit

Young Entrepreneurs Workshop

Sutherland Shire Council (SSC) approached The FRANK Team (www.frankteam.com.au) in 2005 to run a one day program on entrepreneurship and starting a business, for young people in Sutherland and surrounding areas. This event was to occur as part of Business Development Week and was to be run at the Sutherland Shire Hub for Economic Development (SSHED).

The SSHED (Sutherland Shire Hub for Economic Development), a Sutherland Shire Council initiative, is a purpose built business accelerator at Loftus designed to assist new and growing ventures in Sutherland Shire accelerate their growth by providing support in the start-up and early stages of development.

SSC's Economic Development Unit (www.shirebusiness.com.au) wanted to create an event to encourage and support entrepreneurship among young people, and so approached the FRANK Team to run the event specifically for young people aged 15-25; their other events during their annual Business Development Week continue to cater for a mixed age group also.

SSC chose to work with The FRANK Team because of our experience and expertise working with young people to inspire and encourage entrepreneurship, our ability to relate to and build rapport with young people, and our facilitators who are young people themselves walking the talk and modeling being enterprising every day.

The FRANK Team developed a full-day Young Entrepreneur's Workshop which includes:

- Opportunities for young entrepreneurs to learn valuable skills in a workshop-style format, with one workshop for those just starting out, and another for those who have already started their business and are interested in learning more advanced skills.
- Networking in a fun environment, meeting other likeminded young people and making valuable business contacts in the process.
- Opportunities for attendees to promote their own businesses throughout the day.
- Inspiring stories from successful young entrepreneurs in various fields.
- Getting practical, real world advice from a panel of experienced young entrepreneurs.
- The Frank Team manage this project from idea, to promotion, to project management of all elements and final evaluation.

Following the success of the first SSC / FRANK Team event in 2005, the Young Entrepreneurs workshop is now a fixture of Business Development Week, with attendance numbers growing each year.

"It was definitely worth the effort of turning up! I will be keeping your website as a regular checking point and hope to be able to attend future workshops to help keep me motivated."
Attendee, 2005

"I really hope Jess and Anna can run the Young Entrepreneurs workshop again next year. The important thing is that attendees told me they were really pleased with the workshop."
Glenn Holdstock –Manager Economic Development, SSC, 2007.