

MEDIA RELEASE

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Dancing toward a dynamic future

Kate Smith is the face of the next generation of Tasmania's entrepreneurs – young, dynamic and armed with a specialised degree to back her dream.

Kate, 21, graduated last year from the University of Tasmania with a Bachelor of Business, majoring in Business Management, Marketing and Entrepreneurship.

She has since combined the skills from her degree with a life-long love of dance to start her own dance school, the Centre Stage Dance Company, which will be launched on February 4 and have studios in Hobart, Claremont and Campbell Town.

“I've been dancing all my life and starting a dance school is something I've always wanted to do - the Entrepreneurship major, has enabled me to get that off the ground,” Kate said.

Kate said the Entrepreneurship major prepared her for any difficulties that could arise in reaching her dream by including significant market research and the creation of a business plan.

“I started the Entrepreneurship major in my second year and that really inspired me to follow my passion,” Kate said.

Kate will teach classes in jazz, tap, song and dance, baby jazz and baby ballet.

“I may expand into Launceston, but I think three studios will be quite enough to keep me busy for the next few years,” Kate said.

Senior Lecturer Colin Jones, from the UTAS School of Management, said he hoped his Entrepreneurship graduates would become “reasonable adventurers” - someone capable of creating their own opportunities for satisfaction.

“I teach students to self-discover. It’s not really a standard teaching process, it’s more like giving them experiences they can interact with and discover something about themselves.

“Half of what they need to learn is inside themselves: it’s my job to try and help draw that self-awareness out,” Colin said.

Colin said three key factors to launching a successful entrepreneurial venture were “know-how” capital - knowledge of the industry and how it works – “social capital”, or connections to the industry; and “financial capital” to back the venture initially.

“Through a lot of hard work and planning, Kate has all three,” he said.

The Entrepreneurship major was launched in 2002, with financial support from the State Government’s Department of Economic Development.

The State Government and UTAS both have a strong shared commitment to teaching the skills of innovation, entrepreneurship and creativity.

Economic Development aims to develop an internationally-focused business culture in Tasmania that creates business investment and growth and encourages enterprise, innovation and excellence.

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