

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Budding entrepreneurs encouraged to take up university study

A UTAS Business program is encouraging Tasmanian Grade Ten students to study at university by giving them a feel for life on the UTAS Newnham campus.

The 2010 UTAS Young Entrepreneurs Challenge involves Launceston high school students engaging with the University business lecturers and local businesses, where they learn about the many facets of business in a fun and competitive environment.

Acting Dean of the UTAS Faculty of Business, Dr Martin Grimmer, said more than 90 Year 10 students from four northern Tasmanian schools are taking part in this year's inaugural challenge.

"The UTAS Young Entrepreneurs Challenge encourages students to consider studying business at university and connects them with real business people from the Tasmanian community," Dr Grimmer said.

"The program will help participants to create relationships with their fellow students from other schools, with local businesses and with UTAS."

The Challenge was launched last Monday and involves students from Queechy High, Riverside High, Prospect High and Kingsmeadows High Schools.

Over the past fortnight, students have been doing team building; designing a business plan; working on how to prepare sales pitches; and learning about marketing and finances.

The main part of the program asks students to come up with a pitch for a night tourism product for the Tamar Valley Region and apply all they have learnt to making this idea a reality and then selling it to a panel of industry and UTAS judges.

The program supports the new Faculty of Business campaign "Business is the art of making a living doing what you love" which encourages young people to get into the business of their passion.

The students will present their sales pitches tomorrow morning and will be judged by a panel of experts. The winners will be announced at an award ceremony.

The Young Entrepreneurs Challenge is sponsored by the Department of Economic Development, Tourism and the Arts.