



NEWS FROM THE UNIVERSITY OF TASMANIA

Media Release

Chiefs of Staff, News Directors

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Future leaders brush up on business skills

Tasmania's future business leaders will have the chance to hone their skills at the Nextgen Business Team Challenge, during which teams of high school students will develop and refine an idea for a successful business venture.

About 90 grade nine and 10 students from Taroona, Rokeby, Woodbridge, Glenora and Clarence High Schools, Mount Carmel and Dominic Colleges, and Calvin Christian School are registered to take part in the three-day challenge in Hobart.

Two successful challenges have already been held in Launceston and the North-West Coast, with another Launceston challenge to be held in late October.

The Nextgen Business Team Challenge, now in its third year, is organised by education consultancy business illuminate SDF in partnership with the University of Tasmania's Tasmanian School of Business and Economics and the Australian Maritime College's Maritime and Logistics Management department.

Event facilitator and illuminate SDF founder Adam Mostogl said the aim was to give participants an insight into what's involved in running a business.

"Students learn about a range of business tools such as planning, marketing, social media, finance and logistics and then work as a team to pitch and develop their business idea," Mr Mostogl said.

"Along the way they receive mentoring and advice from university lecturers, industry leaders and business students. The challenge culminates with the final presentation of students work and an awards ceremony, which is attended by business and government leaders.

"And this year's challenge is particularly exciting, as students are looking into selling Tasmanian products overseas and understanding export markets."

AMC Head of Maritime and Logistics Management, Dr Owen Nguyen, said the challenge was an ideal way to expose students to the business world: "The challenge

gives students the freedom to explore all areas of business, from logistics and finance through to marketing and promotions, at a crucial decision-making time of their lives."

Tasmanian School of Business and Economics Dean Professor Gary O'Donovan, added: "The University welcomes the opportunity to better educate young Tasmanians about the exciting global opportunities for studying and working in business."

MEDIA OPPORTUNITY: Event organiser Adam Mostogl and a team of students will be available for interview and photos/filming opportunities at the Commerce Building, University of Tasmania, Sandy Bay Campus, **today (Monday, 23 June) at 2pm.**

More information: www.illuminatesdf.com.au/nextgenbtc

<http://www.utas.edu.au/campuses/campus-maps>

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