

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Future leaders to brush up on business skills at UTAS Sandy Bay

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.

Six teams of Grade 9-10 students from Calvin Christian School, Rose Bay High School and Huonville High School are registered to take part in the week-long challenge to be held in the Commerce Buildings at the University of Tasmania's Sandy Bay campus.

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

Event organiser and illuminate SDF founder Adam Mostogl said the aim of the week was to give participants an insight into what's involved with 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 week culminates with the final presentation of students work and an awards ceremony, which is attended by business and government leaders."

AMC Head of Maritime and Logistics Management, Dr Stephen Cahoon, 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," he said.

UTAS Dean of the Faculty of Business, Professor Gary O'Donovan, added: "The University of Tasmania welcomes the opportunity to better educate

young Tasmanians about the exciting global opportunities for studying and working in business.”

The Hobart event marks the completion of this year’s challenge and follows on from the Launceston and Burnie events held in June.

MEDIA OPPORTUNITIES: There are two key media opportunities during the course of the week – the first and final days of the challenge.

Monday, 4 November at 2pm: Nextgen Business Challenge Hobart launch. Event organiser Adam Mostogl and a team of students will be available for interview and photos/filming opportunities at the University of Tasmania, Sandy Bay campus (Commerce Buildings).

Friday, 8 November at 11.30am: Judging of the teams’ trade displays. Event organiser Adam Mostogl and a team of students will be available for interview and photos/filming opportunities at UTAS Sandy Bay (Commerce Buildings).

For more information on the Nextgen Business Team Challenge visit www.illuminatesdf.com.au/nextgen.

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