Publication

SpeakOut Ltd. Sponsorship Booklet

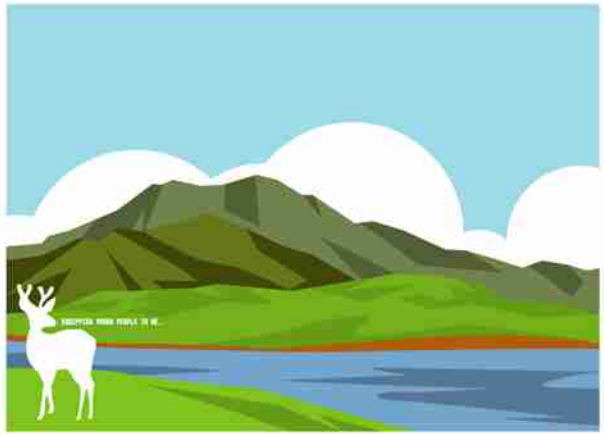
SpeakOut Ltd. operates a professional design studio specializing in graphic and multimedia design on one hand. It's also a social enterprise provides creative, educational, personal and professional development opportunities for young people experiencing disadvantage.

This Booklet which I was asked to design is used to illustrate what our company is and ask for sponsorship from other commercial enterprise for operating some traineeship workshops for young people experiencing disadvantage.

The slogan of **SpeakOut Ltd.** is "equipping young people to be (whatever they want to be...)" Further developed from this slogon, the design solution was that **SpeakOut Ltd.** was imagined as a travel agency, provide all different sorts of travelling solution and pathway (equipping) for our clients (young people) to help them to reach wherever they are wishing. (whatever they want to be).

The whole booklet was started with 4 postcards on the cover which start telling a story of finding the way to the destination to take the picture showed on the postcard. **SpeakOut Ltd.** acted as the agency to provide all sort of "transportation" to help to reach the destination.

SPEAKOUT LTD. SPONSORSHIP DOCUMENT : EQUIPPING YOUNG PEOPLE TO BE...



HIRE US, VOLUNTEER, MAKE A DONATION OR BECOME A PARTNER

HOW YOU CAN HELP...

Individuals and organisations can assist SpeakOut in our work with young people in a variety of ways. Become as involved with SpeakOut as you want to be.

HIRE US

SpeakOut can provide you with quality graphic and multimedia design. Choose us for your next project.

Our services include :

> corporate identities
> publications
> brochures / posters / flyers
> website design, development and maintenance
> multimedia
> design consultancy and print brokering
> design workshops and training

YOU get an outstanding design product.
WE get income that supports our work with young people.

VOLUNTEERING

The majority of SpeakOut's time is spent working with young people or creating professional design products. If you are experienced in either of these areas and wish to volunteer your time we would love to hear from you.

Design industry professionals who are interested in sharing their experience with SpeakOut participants may wish to host a workplace visit or give a folio presentation.

YOU get to work with talented, young designers AND give something back.
WE get invaluable program support and industry networking.

DONATIONS (CASH)

SpeakOut is a registered Charity and "Deductible Gift Recipient" (DGR). All donations over $2 are tax deductible.

YOU can rest assured that your donation is directly benefiting young people experiencing disadvantage.
WE use your donation for programs that positively change young peoples' lives.

DONATIONS (IN-KIND)

There is always something SpeakOut needs to assist in delivery of our programs. Donations in any of the following areas can always be put to good use :

> Computer software + hardware
> Design books + journals
> Art materials + stationery

YOU can rest assured that your gifts are going to a good home.
WE get excellent resources, supporting our work with young people.

WORKPLACE GIVING

Recent changes in tax law (Practice Statement PS 2002/15) have made it possible for employees to have donations to charities automatically deducted from their wages through the company payroll system. Employers provide a list of preferred charities and employees nominate which (if any) charity they want to donate to and how much they wish to donate in each pay period. Employees participating in workplace giving programs get a tax benefit every time they donate through their pay, rather than waiting to claim in their annual tax return.

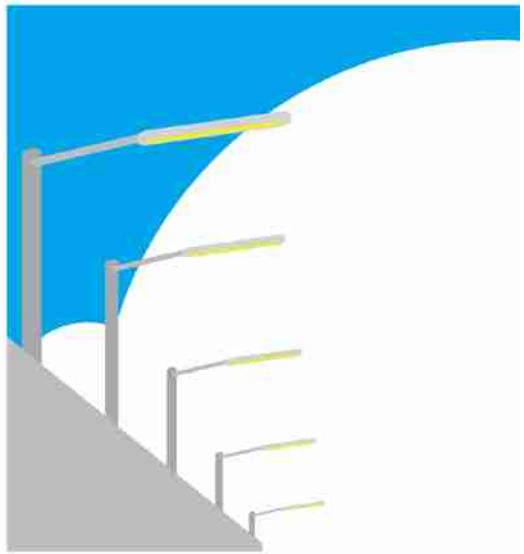
YOU can rest assured that your donation is directly benefiting young people experiencing disadvantage.
WE use your donation for programs that positively change young peoples' lives.

PARTNER

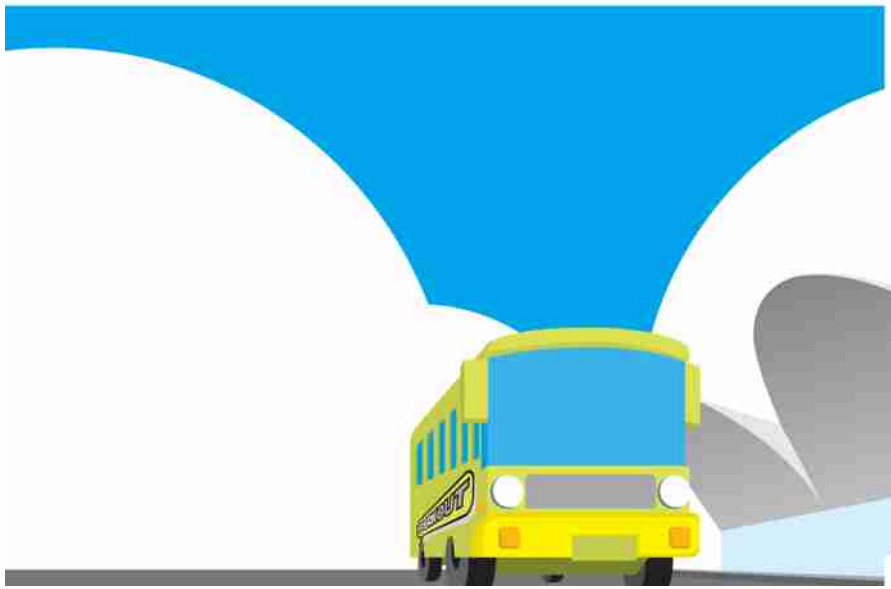
SpeakOut has a number of partners who provide ongoing support to the organisation through financial and/or in-kind arrangements.

Our partners are motivated by a desire to effect positive change in the community. If you are interested in a partnership arrangement with SpeakOut please contact Aleem, our General Manager on (07) 3211 7756 to arrange a meeting.

YOU provide meaningful opportunities for young people whose circumstances are obstacles in the pursuit of their dreams.
WE get invaluable support for our work with young people experiencing disadvantage.



EQUIPPING YOUNG PEOPLE TO BE ...



"I had already developed strong relationships with staff members before working with the team and developed a high level of trust for the work they do. I truly appreciate the creative facilitation by the SpeakOut team and the way they are able to meaningfully engage young people in decision-making processes. In addition to working with the team, I have been delighted to be able to bring business to an organisation of this nature."

Chris Pye,
Director
– Interaction Drama

"SpeakOut is unique. Firstly it gives the disadvantaged young people of Brisbane and surrounds a controlled learning environment to develop and imagine possibilities. Secondly it builds professional relationships with established design companies to give these same young people a future. An exceptional idea, well conceived and delivered."

Christine Johnstone,
General Manager
– JSA Design

"SpeakOut's charter of "design for young people, by young people" fits nicely with YAQ's philosophies. SpeakOut is easy to work with, do great designs, have innovative ideas, and present a spectrum of possibilities. SpeakOut is committed to delivering work that is of the highest standard."

Heather Keers,
Program Manager
– Youth Arts Queensland

"Company philosophy, amazingly talented people and such reliable service!"

Jane Jennison,
Artistic Director
– Contact inc.

EQUIPPING YOUNG PEOPLE TO BE ...

We acknowledge that young people have vast and varied experiences, needs, skills, ideas and desires. Unfortunately, many young people have limited opportunities to communicate and extend their experiences, develop their skills or put their ideas int o action. At SpeakOut our goal is to create opportunities for, by and with young people and equip them to be whatever they want to be.

SOME OF OUR WORK WITH YOUNG PEOPLE

1

In 2002 SpeakOut piloted a project offering 23 young people experiencing disadvantage access to supported and flexible skills development, training and employment pathways with the purpose of equipping them for future work and/or education environments. The project formed around a digital literacy and visual design program that offered:

> training (computer and design literacy, design software, portfolio development, business development skills, job search skills);
> industry networking (presentations and industry tours);
> personal development (financial / life management skills, self-promotion);
> access to broader support networks (including counselling, legal assistance, transport);
> language, literacy and numeracy support; and,
> an opportunity to move into a 12 month full-time traineeship.

At the completion of the 9 week program SpeakOut hired 11 young people as full-time trainees (10 Multimedia Design Trainees and 1 Business Administration Trainee). As well as receiving a full-time salary and valuable on the job experience (in the SpeakOut studio) trainees graduate with a nationally-accredited Certificate III qualification.

SpeakOut is working to ensure that another 20 young people experiencing disadvantage have the opportunity to participate in this program in late 2003 and throughout 2004.

2

In partnership with Queensland Program of Assistance to Survivors of Torture and Trauma (QPASTT) and Brisbane City Council, SpeakOut developed a series of Digital Literacy and Design workshops for young people from refugee backgrounds. These workshops, delivered throughout the first half of 2003, involved young people from Cuba, Ethiopia, Serbia, Iraq, Sudan, Afghanistan and Kurdistan. As well as furthering their language, literacy and visual communication skills, participants produced a 'zine' and website, offering a safe and accessible space to communicate their journeys, stories and ideas.

3

Our work with young people experiencing disadvantage is not limited to 'programs' or 'workshops'. We offer ongoing support that includes:

> access to professional and business development opportunities;
> training and employment referrals and advice; and,
> the development of a business 'incubator' space for graduating trainees and SpeakOut participants.

OUR EXPERIENCE : STAFF

Since establishing our premises in Brisbane (2002) we have gathered a committed staff, a passionate board and loyal clients. We must be doing something right!

Akeem Ali
General Manager

To have an opportunity to build SpeakOut, which combines Youth Arts and Cultural Development processes and social justice principles with commercial arts product, was too good to refuse and the perfect fit for me as a professional. Working for an organisation by, for and about young people where I can oversee creative arts practice and witness positive change in peoples lives is more than enough reason to get out of bed in the morning.

Lisa Burnett
Designer/Project Manager

A job like mine is rare. Not only do I get to satisfy my creative cravings by working for a fantastic design studio with excellent ethically-sound clients, but every day I see first-hand the real difference SpeakOut is making in the lives of young people experiencing disadvantage. SpeakOut really is a good news story.

Bree Cheshire
Designer/Trainer

For me, the decision to join SpeakOut was a no-brainer. Where else could you find a company offering such unique career opportunities? Innovative design studio on one side and "hey presto!" social enterprise affording the chance to engender real change in young people's lives on the other. The occasion to be part of such a place was too good to refuse - and the view's not bad either.

Andrew Tang
Designer

I chose to work for SpeakOut (or SpeakOut chose me) because the design style of the company matches my own. I enjoy creating young and experimental design work and SpeakOut gives me the chance and space to do so.... I began to do design work for young people when I lived in Hong Kong and working for SpeakOut is a great opportunity for me to continue this vision. Young people are the hope and future of our communities!!

OUR EXPERIENCE : BOARD

Terry Chadwick
Chairperson

In my capacity as Chairperson it is a wonderful honour and privilege to be a part of this very talented social enterprise. With over 30 years experience in the advertising, printing and the graphic arts industries, SpeakOut Ltd provides me a unique opportunity to 'give back' and assist the team to 'unleash' the designers of tomorrow.

Annetta Turner
Deputy Chairperson

Young people from all walks of life, achieve amazing things everyday. I chose to be involved with SpeakOut because it's an innovative social enterprise which breathes this truth. With years of experience in Public Art Galleries, I offer to SpeakOut my passion for meaningful community cultural development, my knowledge of contemporary visual arts practise and a belief in the creativity of youthful minds.

Rozalie Wilkin
Acting Treasurer

I am a Director for SpeakOut because I want to help to break down the barriers for young people within society and bring about change in the design industry. SpeakOut is breaking the mould, and embracing the present. Young people do have a voice and are shaping their own futures... SpeakOut!

Tess Spring
Secretary

I am really excited about the opportunity to bring my commercial and legal experience to an organisation committed to the promotion and development of opportunities for young people in the arts. The values of equality and opportunity for youth are fundamental to the wellbeing of our community – the youth of today are the adults of tomorrow.

Simon Moore

If my work with SpeakOut can help change just one young person's life for the better then it's worth every blessing I've received in my life, personally and professionally. Spread the word, SpeakOut!

POST2000PROJECT Publication

POST2000PROJECT is a self-initiated project held in 2000 and published in 2001. The main aim of the project is to find out whether people have done something "new" in 2000 while we all celebrated the arrived of a new millennium or just live as the same as before.

In this self-initiated project, I am responsible in all roles like concept & idea generating, copywriting, interviewing, taking photographs, page layout design, artworks making, following film output and also following printing.

POST 2000 PROJECT

X-large, Alphanumeric, Gravis, Bathing Ape, Stussy, Dusty,.....
今年我們口邊引進了好多新名字。Nigo, Futura, Kaotas, LMF, Silas, 實.....今年2000年，我們多了好多本來已經存在好耐，今年成為了被力谷的潮流icon。

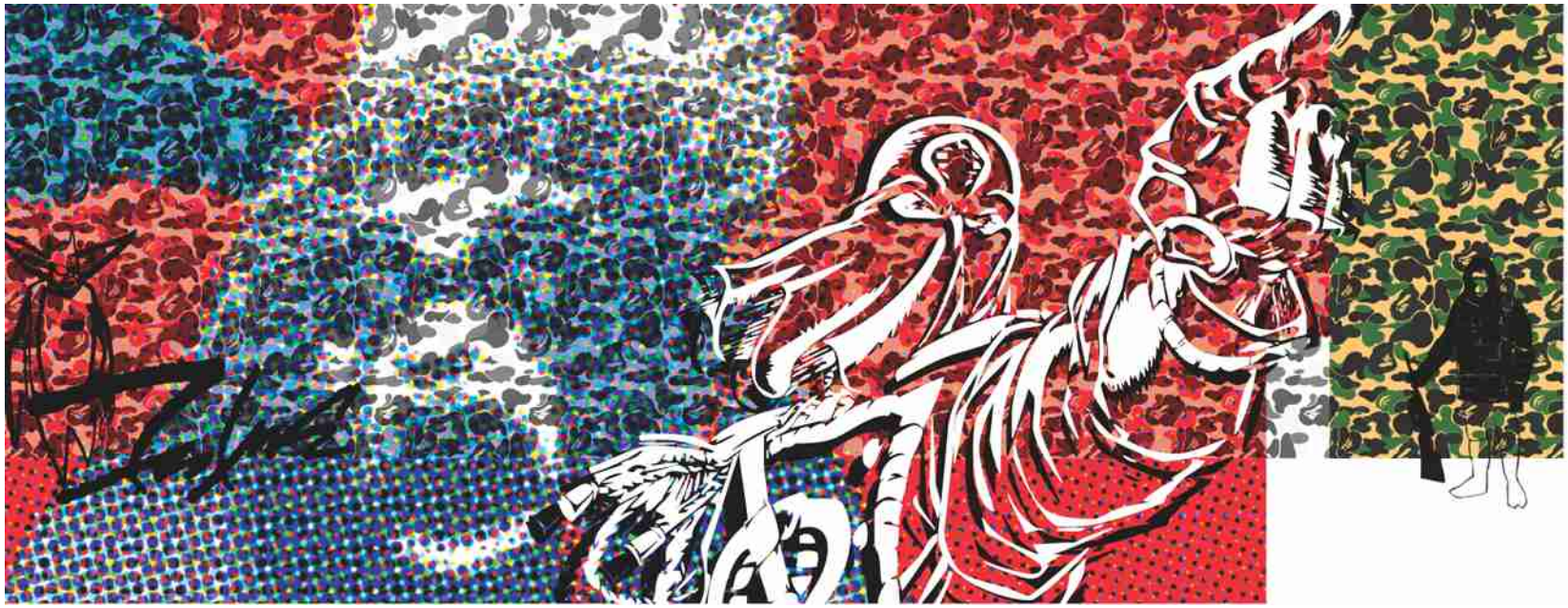
過頭笠wind-breaker, oversize T-shirt, 低腰幾幾地古著牛仔褲, 板仔鞋, cap喱, 魚網絲襪, 厚眼影紅卜卜面化裝, 朱古力裝, 羽毛眉, 眉鐵, 爆炸頭, 貪耐子直髮, 椰菜文化頭加粗邊眼鏡, RayBan茶色污鏡鏡, dreadlock.....今年我們有五花百門的制服, 千變萬化, 千篇一律。

MC Rap, Graiffti, Breakdance.....Hey man! Give me five!!
我們今年HipHop大潮聖, Yoo! What's up?? What's HipHop, Man?

多謝LMF, 令HipHop成為主流,令粗口成為一件家常便飯，大方老實甚至可以登堂入室的身份象徵：將"懶"成為一種值得尊重的態度。

今年有好多新事物，可以抄好多新事物，就連伊婦也Rap，浩南也HipHop裝扮，問你死未？

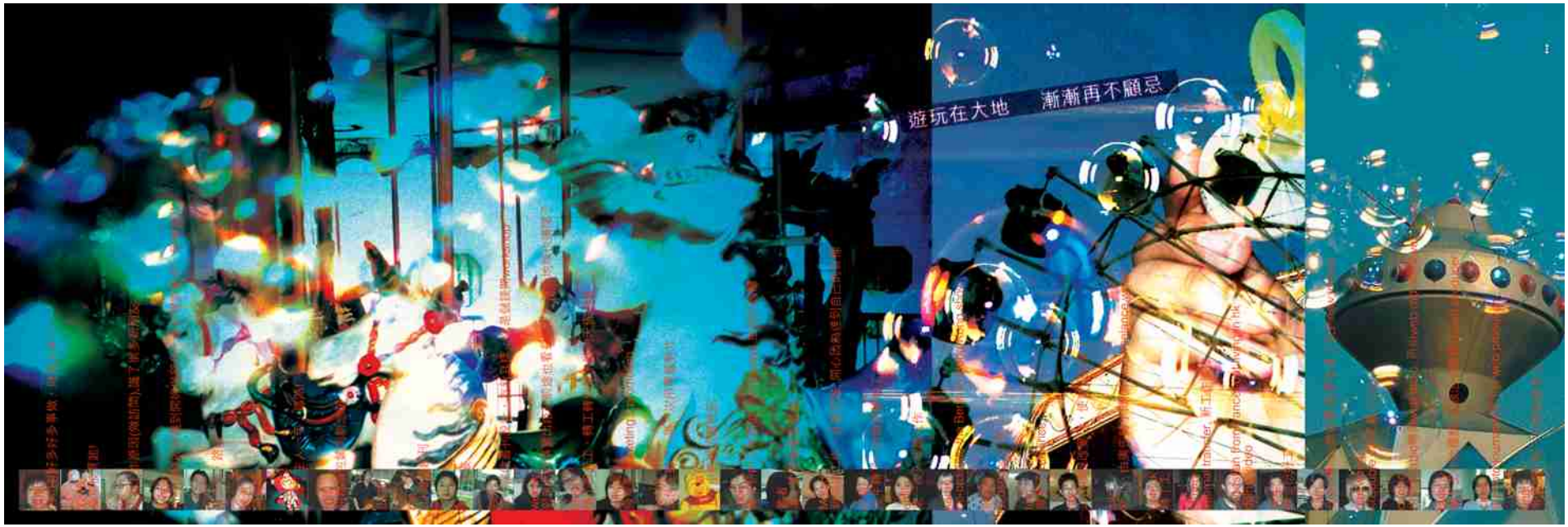
仲未！仲未！最死的是當你我滿以為「新」的時候，竟說不出一樣在今年的新事!!



臭豆腐，人如其名，其臭無比……但你卻不難發現其身邊時常簇擁著一群拜倒在其石榴裙下的傾慕者。Fans們喜歡的便是其薰天的惡臭，臭氣越是鋪天蓋地，越能使Fans們神暈顛倒。（當然有的真是被"薰暈"了）據Fans們自述，這些"臭氣"比諸Chanel, Gucci的香水還吸引……信不信由你。但當你真可頂得住這"香"後，你便可和他有著更深一步的接觸，輕咬其香脆的表皮，細味其香甜軟滑的內心，果真能一次過滿足你三個願望！

甜美人生，簡單得不過於能真正享受一件臭豆腐，還幫助腸胃消化呢！

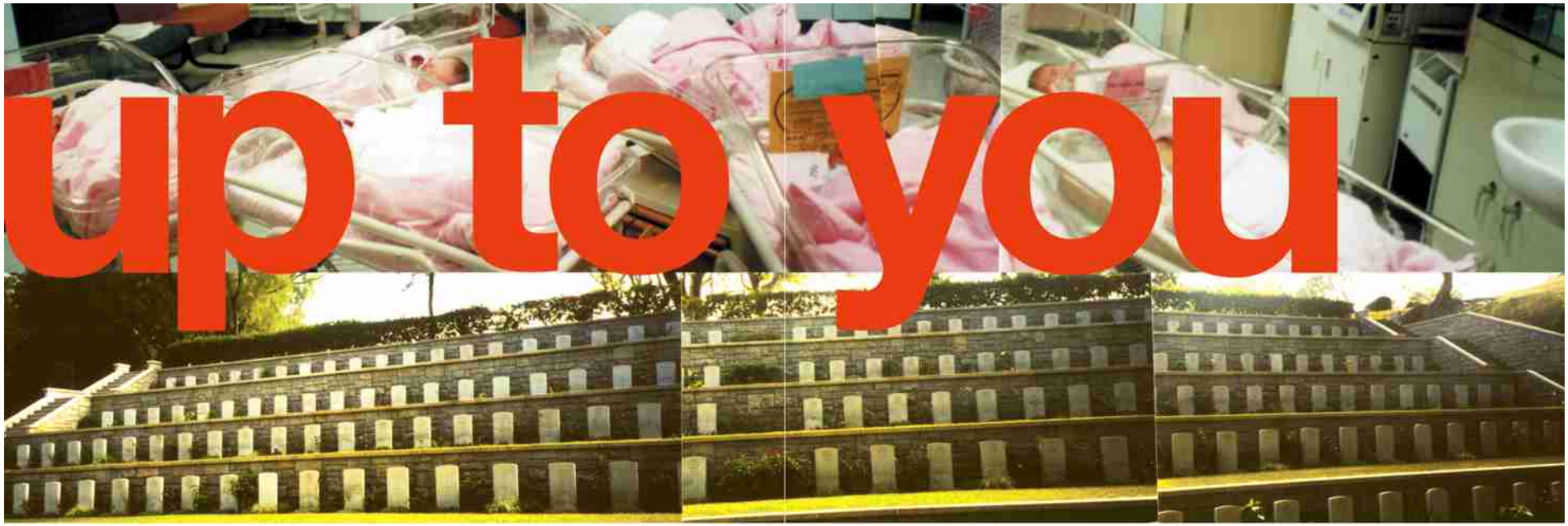
最終，阿當與夏娃也被逐出美麗的伊
甸園，從沒想像過會有此一幕，本來
垂手可得的肥美游魚，隨手可得的香
甜鮮果，現在要汗流浹背，上山下海
才可得到；這便是“折騰”了吧！不
過，也好，down to earth 的感覺總比飄
浮於空中的來得安穩和實在一點吧！


遊玩在大地
漸漸再不顧忌

一個縱橫沙場多年的戰士，退役後在家眼睜睜看著自己一身武藝無用武之地，寫書上寫著：「不能承擔看似無止境的頓咩生活壓力及憂慮。」

平穩安定的生活沒有為我們帶來相對的安逸及悠閒，反倒使我們有更多的憂慮空間。我們憂慮金錢，憂慮居住，憂慮不知去何處吃飯，憂慮吃的夠不夠大件去祇食，憂慮食太多會肥，肥了又憂慮如何減肥，又要憂慮食完唔知去邊唱K。憂慮工作無得放假，憂慮放假有事好做。憂慮睡不好，憂慮起唔到身會遲到。憂慮衣著唔夠sexy會輸比蘇絲黃，憂慮太sexy會引來騷擾。憂慮另一半不夠關心自己，憂慮另一半太關心自己會好煩。憂慮唔夠自然，憂慮太自然唔夠in，in時憂慮會out，out在憂慮in唔in得返……平穩安定的生活竟使我們的意念擴展無窮，為逃離憂慮而不停計劃而產生更多的憂慮，終被弱疲力盡，體無原膚的倒下……

..2001>

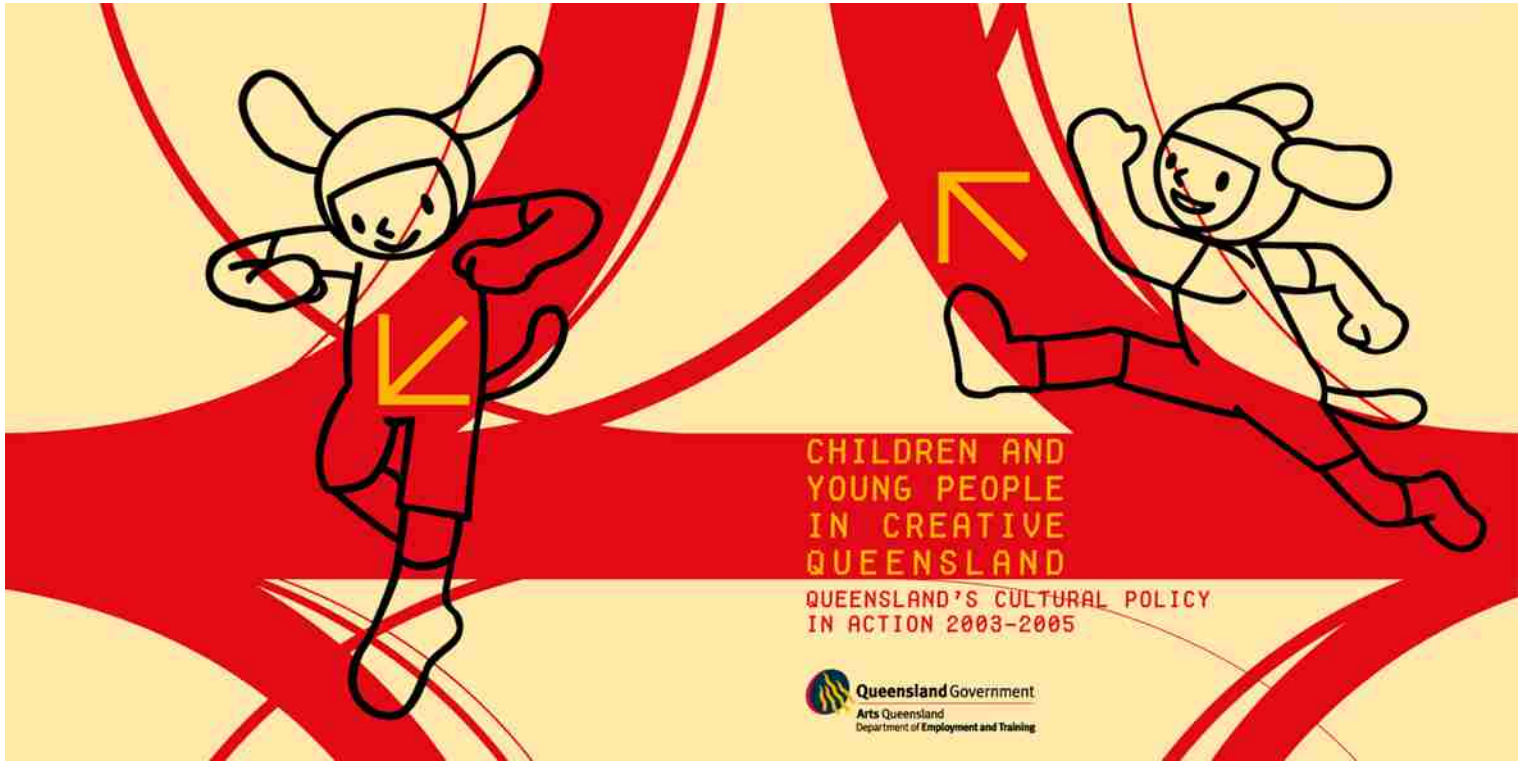

up to you

Art Queensland Booklet

Art Queensland is the Queensland Government department for arts and cultural development. **Children and Young People in Creative Queensland - Queensland's Cultural Policy in Action 2003 - 2005** is a comprehensive commitment to arts and cultural development for youth in Queensland. This booklet is a brief outlook of the programmes under this scheme.

Some underneath design initials were given by client at the beginning, like "transit", "depart", "bridging", "pathways", etc. These initials really easy to let people related to some airline graphic, but the client actually was demanding something other than this expected style.

Some symbols/icons were used as the design solution for this project. Arrow associate with "transit"; different thickness lines associate with "pathway"; serial actions of the Japanese style character associate with "bridging", etc.


CHILDREN AND
YOUNG PEOPLE
IN CREATIVE
QUEENSLAND
QUEENSLAND'S CULTURAL POLICY
IN ACTION 2003-2005
Queensland Government
Arts Queensland
Department of Employment and Training

Industry bridging

training jobs mentoring
industry-based training
professional development
career resources and support
school to work

From entry-level training to advanced professional development, industry bridging initiatives span the gap between study and practice, learning and earning, ambition and achievement.

Arts Queensland initiatives and investments

- Transit Lounge—Creative Industries Resource Centre for Young People *NEW!*
- Ticket to Ride *NEW!*
- YAMP—Young Artists' Mentoring Program (statewide)
- Arts Pathways—Transit to Learning and Earning *NEW!*
- Art Built-in—Public Art Programs for Young People *NEW!*
- On-Site—Arts and Disability Training Program *NEW!*
- A-Venue—Youth Contemporary Music Program (statewide)

Department of Employment and Training initiatives and investments

- Youth Access Program
- Apprenticeship and Traineeship Training
  - Incentives
  - Start-Up Assistance
  - Travel and Accommodation Allowances
- Vocational Education and Training
- Disability Support Service

Transit Lounge

Creative Industries Resource Centre for Young People

The Transit Lounge, based in The Judith Wright Centre for Contemporary Arts, will be the hub of a statewide package of industry resources and support services for young people in the arts and creative industries.

- delivers responsive skills development programs and facilitates job opportunities for young artists and artsworkers throughout Queensland.
- provides young people and children with appropriate support and resources in their pursuit of education, vocational training, professional development and career options in the arts and creative industries.

This pioneering initiative is evolving in collaboration with Youth Arts Queensland, regional partners and the Department of Employment and Training. Primarily targeting young people aged 15–17, the *Transit Lounge* will also design programs that cater to children aged 3–12 and to young people aged 13–14 and 18–25 yrs.

More info:

Arts Queensland
Youth Officer
Tel: 07 3224 4896
Toll Free: 1800 175 531
www.arts.qld.gov.au

Ticket to Ride

This initiative supports the training and employment needs of young and emerging arts and cultural workers as they move from study to work.

- provides networking opportunities, mentoring, industry induction, and arts business and management skills training.
- assists young people to develop an arts portfolio to document their participation in training and professional development activities so that they can gain further training and jobs.

The program will be delivered by Youth Arts Queensland through the Transit Lounge and will assist young Queenslanders on their pathway to the recognition of current competencies within arts industry-based accredited training

More info:

Youth Arts Queensland
Tel: 07 3252 5115
www.yaq.org.au

Sit On It

Public Art Advisory Participation Project

Sit On It is a training program for young artists and artsworkers interested in working with public art advisory groups in the planning and implementation of Art Built-in projects.

- delivers training sessions that explore the major phases of the Art Built-in process.
- prepares a register of young people to participate in public art advisory groups.

Sit On It aims to engage 18 to 25 year olds as decision-makers in Art Built-in, while providing public art advisory groups with opportunities to engage with young people to ensure that public art in Queensland reflects the varied aesthetics and experiences of young people.

More info:

Public Art Agency
Tel: 07 3215 0810
www.arts.qld.gov.au/publicartagency

In Transit

In Transit will present positive images of young Queenslanders as youth arts participants, artists and consumers of arts and cultural products and services.

Case study profiles will highlight the different ways young Queenslanders can engage in creative endeavour within their own communities.

These profiles will feature the range of career paths in the creative industries, while promoting the diversity of youth arts and cultural development in Queensland.

More info:

Arts Queensland
Youth Officer
Tel: 07 3224 4896
Toll Free: 1800 175 531
www.arts.qld.gov.au

Out of the Box Symposium

To be held in Brisbane in September 2003, the Out of the Box Symposium will host a series of cultural conversations led by Mary Zournazi (author of "Hope—New Philosophies for Change"). These will focus on:

- the aesthetic and cultural lives of children.
- children's aesthetics.
- positioning and representing children as cultural readers and consumers.
- models of cultural and artistic work for and with children.

These topics will be developed through the overarching theme of "Hope"—in relation to children's lifecycles and wellbeing and lifelong learning.

This creative ideas forum will bring together key representatives from the education sector, the youth arts and cultural development sector, and arts industry—to determine what works best for art and culture for, by and about children.

More info: *Queensland Performing Arts Centre*
Tel: 07 3842 9139
www.ootb.qpac.com.au

On the Axis National Conference

To be held in Cairns in September 2003, this national conference will cater to the professional development of youth arts and cultural development practitioners and organisations. It will showcase the strength of Queensland's youth arts and cultural sector in all its diversity and will be delivered in association with Youth Performing Arts Australia, Graft 'n' Arts and Youth Arts Queensland.

On the Axis will include activities to promote industry knowledge, networks and visions for the future. Delegates will engage in Little Day Out—Tropical North Queensland's premier youth arts and multi-media festival.

More info: *Youth Arts Queensland*
Tel: 07 3252 5115
www.yaq.org.au

Department of Employment and Training initiatives and investments

Office of Youth Affairs

Yes! You Micro-Grants

- provides funds to enable young people to express their ideas and become involved in their communities in creative ways.
- direct grants of up to $500 to develop skills and showcase talent in event management.

Connections

The Connections project aims to identify new ways of connecting with young people who aren't currently engaged in government and community decision-making.

Options currently being considered include the development of a youth Internet radio network and the production and television broadcast of mini-documentaries on innovative community engagement projects involving young people.

National Youth Week Grants

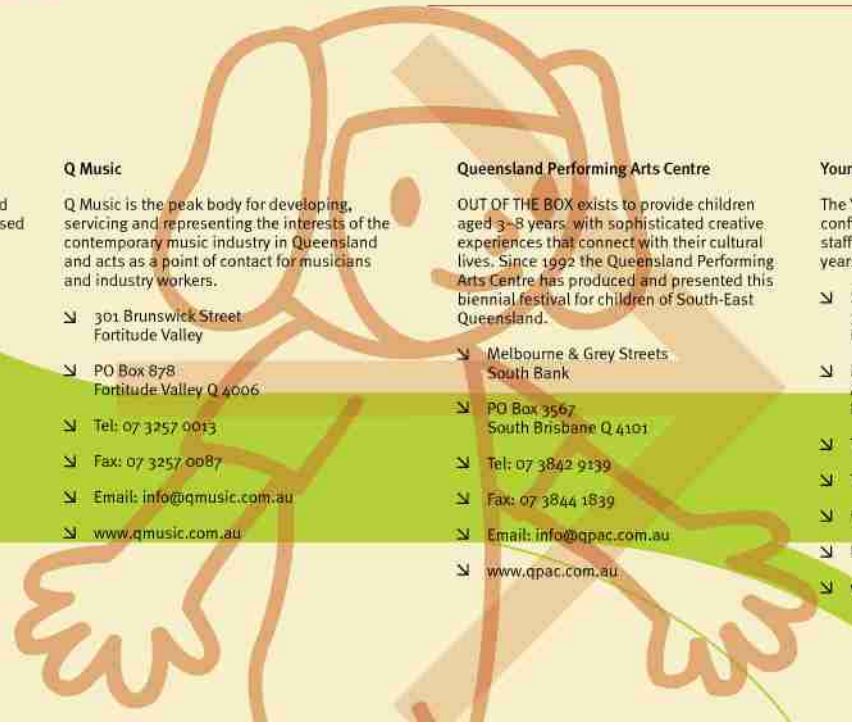
- assists Queensland communities to run events and activities for young people during National Youth Week.

Youth Participation Grants

- provides financial support to initiate meaningful and sustainable opportunities for young people and their communities.

More info:

Department of Employment and Training - Office of Youth Affairs
Tel: 07 3224 8451
Toll Free: 1300 555 954
www.youth.qld.gov.au
Generate youth website: www.generate.qld.gov.au



The Lab

The Lab is a youth contemporary music and multi-media development organisation based in Townsville.

- 559 Flinders Street West
  Townsville
- PO Box 1829
  Townsville Q 4810
- Tel: 07 4771 3076
- Fax: 07 4721 0055
- Email: thelab@beyond.net.au
- www.thelabtsv.org

Q Music

Q Music is the peak body for developing, servicing and representing the interests of the contemporary music industry in Queensland and acts as a point of contact for musicians and industry workers.

- 301 Brunswick Street
  Fortitude Valley
- PO Box 878
  Fortitude Valley Q 4006
- Tel: 07 3257 0013
- Fax: 07 3257 0087
- Email: info@qmusic.com.au
- www.qmusic.com.au

Queensland Performing Arts Centre

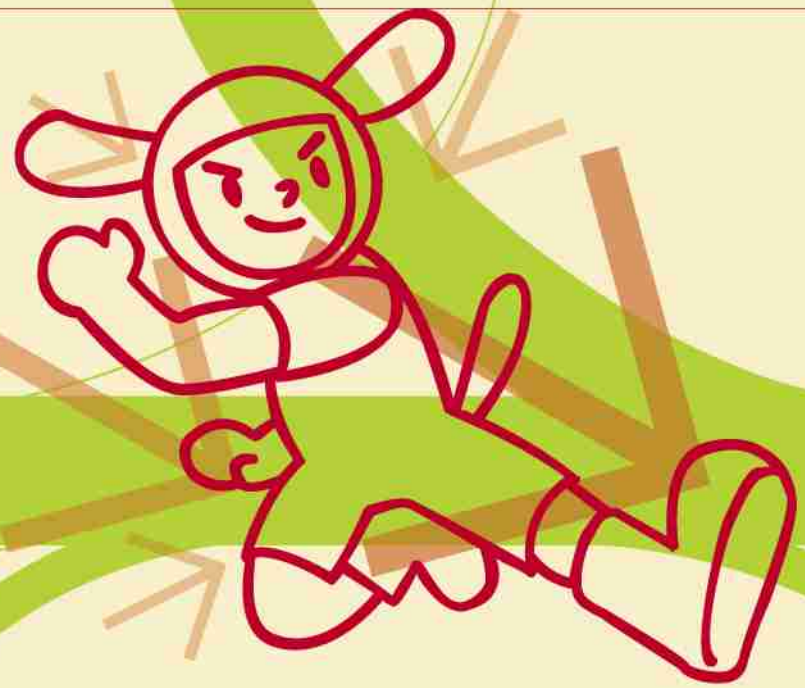
OUT OF THE BOX exists to provide children aged 3–8 years with sophisticated creative experiences that connect with their cultural lives. Since 1992 the Queensland Performing Arts Centre has produced and presented this biennial festival for children of South-East Queensland.

- Melbourne & Grey Streets
  South Bank
- PO Box 3567
  South Brisbane Q 4101
- Tel: 07 3842 9139
- Fax: 07 3844 1839
- Email: info@qpac.com.au
- www.qpac.com.au

Young Worker Advisory Service

The Young Workers Advisory Service provides a confidential and free service with experienced staff to support young Queenslanders under 25 years with work-related matters.

- Suite 203, Level 2
  303 Adelaide Street
  Brisbane
- PO Box 10554
  Adelaide Street
  Brisbane Q 4000
- Tel: 07 3211 1447
- Toll Free: 1800 232 000
- Fax: 07 3229 2153
- Email: ywas@ywas.org
- www.ywas.org



Designed by:

SpeakOut ltd.

SpeakOut is an innovative not-for-profit social enterprise using visual design and youth arts and cultural development processes to create educational, professional and personal opportunites for young people experiencing disadvantage. SpeakOut develops and delivers innovative programs for, by and with young people and visual communication products.

www.speakout.com.au

Printed April 2003

Blueprint Booklet

Blueprint is the case study book on some Australia's young social, environment and business entrepreneurs.

Since the book itself called **"Blueprint"** and is about **entrepreneurship**, it should be a book with well structured layout, calculated graphical treatment and coroprate feeling. However, it's also a book about **young business entrepreneurship**, so it should give a young and energetic feeling on the other hand.

Other than the above dilemma, this project also faced a big difficulty that the photos which the client provided were not enough and most of them are in low-res.

To associate with the above problems, some design solutions were given to my client. First of all, 2 main clean and cutting edge fonts were chosen as the titling font and main body font, which keep the coroperate feeling, but at the same time giving unusual and contemporary mood. Also, different colours boxes were used to keep the whole book colourful and sturctural; huge rely on the use of white space which keep reader comfortable while there are quite lot of words in this small book; some multiply laying treatment was added to those photos with the colour boxes to keep whole book not looking too traditional.

BLUEPRINT

B02

L12

U21

E05

P16

R18

I09

N14

T20

MIRIAM LYONS

AGE:
23

LOCATION:
EAST TIMOR
(FORMERLY - SYDNEY, AUSTRALIA)

CAREER STATUS:
IN-HOUSE MEDIA MENTOR FOR THE TIMOR POST

Miriam Lyons is one of the founders of the Nexus Youth Network, a non-partisan youth organisation dedicated to supporting youth-run projects and providing young people with creative opportunities to engage with politics, media and the arts.

Miriam was involved in setting up WWW.VIBEWIRE.NET and was the content coordinator for its first six months. She's also the founder and coordinator of Interface – a national festival of ideas on media, democracy and education.

Miriam has spent the last two years completing her BA at the University of New South Wales in Political Science and Environmental Studies and in her spare time volunteers for the think-tank OzProspect, working towards the establishment of 'Square One' – an incubator space for youth-run projects in media, arts, and social change.

As of May this year, Miriam took up her position as In-house Media Mentor with international NGO Internews and the Timor Post in East Timor.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I'm a compulsive project organiser with a passion for social justice and an unhealthy obsession with being useful. I make up for my inherent laziness by dreaming up crazy ideas and then committing myself to making them happen.

I value creative, practical, open-minded approaches to social problems, but I think deep down I really just want to sing blues every day in a smoky bar.

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

'How to Argue with an Economist' by Lindy Edwards, and 'The Divine Right of Capital' by Margaret Goodrich is also very good.

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"I think it would be a good idea" – Gandhi, when asked what he thought of Western Civilisation.

"Whatever you can do, or dream you can, begin it. Boldness has genius, power and magic in it. Begin today" – Goethe

MOST VALUABLE LESSONS YOU'VE LEARNED?

1. Think big, dream huge, but plan small. The only exceptions to this are if you've done it before and the project has exceeded your expectations, or if you're working with someone you trust who has done it before. The first time you initiate a project, the potential for expansion should be in the back of your mind, not the front.
2. The devil is in the details - a project where everything runs smoothly is more satisfying, don't leave the practicalities and logistics until the last minute.
3. Keep good records. You never know what piece of information you might need to find again, or what you might forget in a few weeks time.
4. When working with others, be reasonable in your expectations, particularly in regards to time commitment. Communicate constantly - five minutes invested in communication can save several hours resolving conflict. Ensure that everyone involved has meaningful input into the project and its direction. Try to create clear guidelines about rights, responsibilities and decision-making.

YOUR GREATEST ACHIEVEMENT?

I now find a whole range of tasks associated with project coordination easy, and I can vividly remember the time when they looked impossibly difficult. However, the most satisfying thing is being able to help other people gain the same skills along the way.

ADVICE ON MONEY?

I know this goes against common wisdom, but based on the results of mistakes I've made in the past, I would suggest the following:

1. Don't take risks with other people's money unless they have specifically given it to you on the understanding they will not, or may not, get it back (ie: unless they are a grant-making body, a sponsor, an angel investor, or a very rich and generous relative!).

2. Try to make small amounts of money before you try to make big amounts of money - it will give you experience in financial management and give you a successful financial track record that you can point to on future occasions.

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

Talk to everyone. You never know who might have good advice or good contacts so network your arse off, do your research, and learn how to talk the jargon.

BUT don't get so caught up in trying to fit in or get funding that you forget who you started the project for (or with). Don't let people warp the project, compromise your values, or alienate your members/customers, just because they're offering you a lot of money. In the long run I believe that any project or business that loses the respect and trust of its members, audience or organisers will eventually fail.

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

>> www.vibewire.net
>> www.theprogram.net

BLUEPRINT

BLUEPRINT

JESSICA KIELY

JESSICA KIELY

AGE:
26

LOCATION:
SYDNEY, AUSTRALIA

CAREER STATUS:
DIRECTOR OF
YOUTH 2 YOUTH
AND
DIRECTOR OF
NEW HORIZON TUTORING

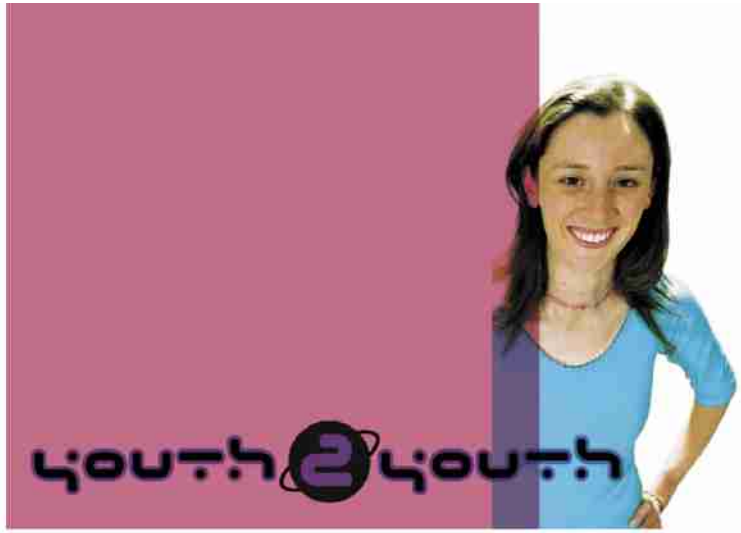
Holding down a full time desk job just isn't Jessica Kiely's style - because she'd prefer to run the company! Which would explain why Jessica runs two successful companies - Youth 2 Youth and New Horizon Tutoring - her first ever business that she's been running since the age of 21.

In addition to offering in house tutoring for school students through New Horizon, her company Youth 2 Youth assists young people to get educated, get involved and get enterprising through a wide range of enterprise skills programs, consultancy services to young people in business, and an information packed website full of free resources and links - all created for young people by young people!

In addition to running her two businesses, Jessica is also a dance teacher - teaching jazz, contemporary and tap - for the past four years. Jessica also recently returned from a field trip to India to help her create Aussie based eco-preneurial programs for young Australians.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I would describe myself as determined, ambitious, aware, hard working, and committed. I value honesty, ethical practices and sustainable development. But above all else I value young people.



BLUEPRINT

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

The McDonald's story was pretty good - even though I never quite finished it! The 'Australian Business Toolbox' by CCH is also very good.

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"Do or do not, there is no try"
- YODA

"To strive, to seek, to find and not to yield"
- Tennyson

MOST VALUABLE LESSONS YOU'VE LEARNED?

- Never assume anything
- Be prepared
- Infinite flexibility
- Just say YES and then work out how to do it later

GREATEST ACHIEVEMENT?

Doing something that I didn't think I was capable of - I became a dance teacher.

ADVICE ON MONEY?

- Learn everything you can
- Get a really good accountant that you feel comfortable with and isn't expensive
- Back yourself and your ability
- Always keep track of the money and finances yourself - even if you have an accountant or finance department, you should be just as aware of the numbers
- Make numbers your friend - and use them to assist with all decisions

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

It is possible - do your homework, then just do it. You're not alone - seek out and hang out with like-minded people that build your support network. Ask for help when you're not sure of something. Talk to anyone, anytime, anyhow, about your business or project! Take your passion and turn it into action!

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

Youth 2 Youth
>> WWW.YOUTH2YOUTH.COM.AU

BLUEPRINT

KAREN MILES

KAREN MILES

AGE:
29

LOCATION:
SYDNEY, AUSTRALIA

CAREER STATUS:
FREELANCE JOURNALIST
AND
DIRECTOR OF
YOUTH 2 YOUTH

Following the 'traditional' path from school-to-uni-to-employee left Karen Miles highly accomplished but wondering what else there was to life. Now running two businesses of her own, Karen has combined her passion for writing and communication with empowering and educating women, and skilling up other enterprising young people.

As a freelance magazine Editor and journalist, Karen runs her own media business and is the Editor of VIEW magazine, promoting the voice, interests and education of women to 30,000 women around Australia. Having freelanced for a wide range of women's magazines, as well as various beauty trade, corporate, and lifestyle publications, Karen also creates PR and marketing material and websites for small to large corporates.

Her second business, Youth 2 Youth, sees Karen running business and life skills programs for young people, equipping them with the tools and information they need to turn their great ideas into a new business or inspiring community project.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I'm creative, enthusiastic, determined, genuine and strategic. The driving force behind all my choices, in both work and play, is my self-expression – pursuing what's important to me and that which makes my heart sing. Plus the desire to make a difference to the quality of people's lives.

I value integrity, genuine people, empowerment, beauty in all its diverse forms, relationships, humour, and Lindt chocolate!

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

'The Power of One' by Bryce Courtney - it's not really a business book but for me it's about the huge impact just one person can have if they're determined and passionate about something.

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"Follow your bliss"

And I love that song by Baz Luhrmann and Quindon Tarver called 'Everybody's Free (To Wear Sunscreen)' especially the line "Do not read beauty magazines, they will only make you feel ugly".

MOST VALUABLE LESSONS YOU'VE LEARNED?

- Genuinely follow the things you love to do in life and the energy you put out comes back to you tenfold.
- Trust that you're good at what you do or have to offer, and stick up for yourself when that's contested, because it will be.
- You won't get on with everyone in life but you can still be effective working with them if you accept that your view of them is just an opinion – one possible interpretation of who they are.
- Nothing gets resolved without communication.
- Let your values determine who you'll work with.
- Just because everybody else thinks something is cool doesn't mean you have to.

YOUR GREATEST ACHIEVEMENT?

There's definitely a number of stand out moments but what ultimately brings me the greatest sense of achievement is the people in my life and any opportunity to have fun and do what I love.

ADVICE ON MONEY?

Money can make or break any good idea so make sure you've worked out whether your idea or business venture is financially feasible. Numbers are not my strong suit so I've had to force myself to understand them (which has meant asking lots of 'dumb' questions) and surrounding myself with people who can help me.

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

If you have a great idea, pursue it. There's no such thing as someone who is born 'entrepreneurial' or especially talented in the arena of business. If you're passionate about something, all there is to do is take action. Your fears and concerns will always come up so just take action anyway.

Also, do your research and write a business plan. Your 'plan' will often change in terms of the journey you take but you need to be clear about your goals, your unique offering, your finances and cash flow (ie: what money is coming from where and when), and the communication methods you're going to employ to get your message out to the right target people.

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

Youth 2 Youth
>> WWW.YOUTH2YOUTH.COM.AU
Business & Professional Women Australia
>> WWW.BPW.COM.AU
Bureau of Statistics
>> WWW.ABS.GOV.AU
>> WWW.AUSTRALIA.GOV.AU
>> WWW.AMANDAELLISONLINE.COM
Plus take up every valuable opportunity you can to network!

Karen Miles

journalist . magazine editor . events

youth 2 youth

BLUEPRINT

BLUEPRINT

TOM ROGERS

TOM ROGERS

AGE:
21

LOCATION:
ADELAIDE, AUSTRALIA

CAREER STATUS:
BUSINESS OWNER,
IT CONSULTANT,
LECTURER, STUDENT

After placing 2nd in the Adelaide University Entrepreneurs Challenge in 2001, Tom Rogers is now an organiser of the event while running his own database design and consultancy business, having lead software development projects for both business and government.

Tom was also awarded the South Australian Tertiary Young Business Person of the Year Award in 2000 and now works as a TAFE lecturer while completing his final year of a combined degree in IT Engineering and Psychology at the University of Adelaide.

Tom has a passion for innovation, leadership, and entrepreneurship, and actively seeks opportunities to build fresh successful business initiatives in Australia.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I describe myself as someone who loves life and people, and is always improving who I am and what I do. I live my life the way I do because I want to make a positive difference on the world and the people around me. I love a challenge and always aim to be the best person I can be to inspire others to do the same. I value integrity, honesty, and loyalty, and believe that to be successful in life you've got to make the most of who you are with what you've got.

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

There are so many great books out there, but 'Rich Dad, Poor Dad' by Robert T. Kiyosaki really changed my perspective on wealth and how to be successful in business.

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"The only people who are crazy enough to think they can change the world, are the people who do"
- Anonymous

"Imagination is more important than knowledge"
- Albert Einstein

MOST VALUABLE LESSONS YOU'VE LEARNED?

: Develop a healthy mind, healthy body and healthy soul. Balance and well roundedness in life is vitally important to success.
: Be true to yourself. Be honest with yourself and others, know your strengths and weaknesses and always challenge yourself to improve these.
: Be curious, educate yourself widely by opening your mind, ask lots of questions and be brave enough to be different to everyone else.
: Never say you can't; always ask "how can I?". An idea may have a thousand reasons why it won't work, but it only needs one reason why it will.
: What goes around comes around, so treat others how you would have them treat you.
: Smile and laugh. Success is not the key to happiness; happiness is the key to success. Enjoy life and what you do for a living, and the rest will follow.

YOUR GREATEST ACHIEVEMENT?

It's hard for me to pick what I see as my greatest achievement. There are things I've done which I feel very proud of and gained personal satisfaction from, but there are so many even bigger things I want to achieve. If I had to give one greatest achievement for this point in time, I would say gaining the confidence to start my own business and knowing that I am successful not because of what I know today but because of who I am and who I will become tomorrow.

ADVICE ON MONEY?

Learn how to write a business plan and be a fantastic salesperson by reading books, looking on the Internet, speaking to people, and getting some practical training and experience.

Learn how to read financial statements such as balance sheets, profit/loss statements and cashflow statements. Like Warren Buffett, the Chairman of Berkshire Hathaway and billionaire businessman says, "read Ben Graham and Phil Fisher, read annual reports, but don't do equations with Greek letters in them".

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

Education is the key. Learn from people who have actual experience in running a business successfully. Be wary of advice from people who call themselves 'experts' but don't have practical experience in successfully starting up and running a business. Develop this knowledge until you're confident enough to start your project and then don't be afraid to jump in the water and get your feet wet.

Start small and don't be afraid of doing something wrong in the beginning, because I guarantee that you'll make plenty of mistakes. Just remember that on average, entrepreneurs do not succeed until their 6th venture. This means that you have to be prepared to make lots of mistakes, just make sure you learn from them and don't make them twice!

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT

>> 'The Cashflow Quadrant'
by Robert T. Kiyosaki with Sharon Lechter
>> 'Rich Dad's Guide To Investing'
by Robert T. Kiyosaki with Sharon Lechter
>> 'How To Win Friends and Influence People'
by Dale Carnegie
>> 'The Richest Man In Babylon'
by George Clason
>> 'You Are The Message'
by Roger Ailes with Jon Kraushar
>> 'The Millionaire Next Door'
by Thomas Stanley and William Danko
>> 'The Art of War'
by Sun Tzu
>> 'The Seven Habits of Highly Effective People'
by Stephen Covey

>> WWW.ADELAIDE.EDU.AU/ECHALLENGE
>> WWW.ENTREPRENEUR.COM
>> WWW.JAINTL.ORG/HPGBC
>> WWW.SAYES.COM.AU
>> WWW.YAA.ORG.AU
>> WWW.ZEROMILLION.COM

BLUEPRINT

BLUEPRINT

JODIE PARKER

JODIE PARKER

AGE:
31

LOCATION:
BRISBANE, AUSTRALIA

CAREER STATUS:
FOUNDER OF
ICEBERG EVENTS

Events entrepreneur (and proud new Mum!), Jodie Parker founded Iceberg Events in April 1996 because she wanted to stay in Hospitality, but was tired of getting her hands dirty!

Iceberg Events is a New Enterprise Initiative Scheme (NEIS) business, which means that Jodie received training in Small Business Management and Business Planning and was funded by the Federal Government throughout the first year of setting up her new business. She was also awarded a Youth Business Initiative (YBI) Grant, a non-repayable grant provided for people aged 18-25 who would like to start a business.

Prior to venturing out on her own, Jodie held a number of part-time positions in the hospitality industry, working with caterers and restaurants while completing university. She also spent a year working for the Australian Quality Council as their Events Assistant.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

Calm and under control (on the outside). After seven years, it's getting easier to maintain! I also can't stand dealing with stressed people.

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

'The E Myth' by Michael Gerber

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"Jump without a net - the gods will smile on you and good things will happen"
- The Secret Life of Us (Ch 10 TV program). Not the most profound source, but I like it!

MOST VALUABLE LESSONS YOU'VE LEARNED?

Persistence is the key - most people quit after one or two setbacks. If you keep trying you'll get there eventually!

YOUR GREATEST ACHIEVEMENT?

My beautiful baby Max. He's eight days old (as I write this) and I haven't quite worked out how I'm going to run the business with him in tow but I'm sure I'll work it out. Maintaining the business as well as looking after him will be my biggest achievement.

ADVICE ON MONEY?

Check out government programs, grants and subsidies. And enter competitions like the Nescafe Big Break Award. You never know what money is out there. Once you have some, get yourself a good accountant - a good one is worth their weight in gold!

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

Do it while you're young! The amount of energy required to start up a business from scratch is phenomenal. And you may as well do it while you're single, childless, and without a mortgage. Those things only add to the stress. Do it while you have nothing to lose.

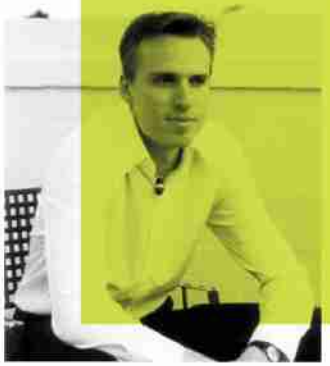
GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

I'm a big fan of my online banking website - it's about the only business website I regularly visit these days.

BLUEPRINT

BLUEPRINT

CAMERON BURGESS



CAMERON BURGESS

AGE:
32

LOCATION:
BRISBANE, AUSTRALIA

CAREER STATUS:
FOUNDER OF ON!

A marketing man on a mission to force business to move in the direction of ethical and sustainable investment decisions, Cameron Burgess is the founder and driving force behind ON! - a marketing company offering a range of communication, business development and education services.

Cameron is also an NLP Master Practitioner with a strong background in management, direct sales and marketing. The 'consultant's consultant', he works with companies that work with organisations such as Ansett, The Flight Centre, Brisbane City Council and Conrad Jupiters Casino.

Cameron opened Australia's first organic restaurant 'aum' in Sydney in 1998, and has also owned and operated Australia's first environmentally friendly domestic and commercial cleaning business 'Three Bears Cleaning' plus a number of highly successful massage clinics in Sydney.

Cameron is currently involved with a committee dedicated to growing 'The Big Issue' magazine in Queensland and recently chaired a committee for Nigel Reed's 14,000 kilometre trek around Australia.

HOW WOULD YOU DESCRIBE YOURSELF AND WHAT DO YOU VALUE?

I'm a pragmatic idealist. I'm unswervingly devoted to forcing the market to move in the direction of ethical consumption choices in both goods and services. We've only got one planet after all.

BEST 'BUSINESS' BOOK YOU'VE EVER READ?

'Business as Unusual' by Anita Roddick. It showed me the direct link between business activity and the health of humanity and the planet - and that ANYBODY can do something to improve it!

ON!

BLUEPRINT

FAVOURITE QUOTE THAT INSPIRES OR GUIDES YOU?

"In terms of power and influence, you can forget the church, forget politics. There is no more powerful institution in society than business - I believe it is now more important than ever before for business to assume a moral leadership. The business of business should not be about money, it should be about responsibility. It should be about public good, not private greed" - Anita Roddick, CEO Bodyshop

MOST VALUABLE LESSONS YOU'VE LEARNED?

Under-promise and over-deliver. Sometimes in the urgency to get the job you promise too much and then scramble to fulfil on your promises - it's unprofessional and unreliable.

YOUR GREATEST ACHIEVEMENT?

Waking up every morning with a smile on my face. It may sound trite, but I know that my success is not linked to anything other than how I'm feeling moment to moment.

ADVICE ON MONEY?

Manage it rather than wait for it to manage you. Go into debt only to invest. Take risks, but calculate the risks before you take them. Don't be afraid of losing everything you have - sometimes you have to risk big to win big.

ADVICE FOR YOUNG PEOPLE INTERESTED IN STARTING THEIR OWN BUSINESS OR PROJECT?

Research, research, research. Just having a brilliant idea is not enough - if it was, everybody would be a millionaire.

I firmly believe that everyone has at least one brilliant idea in them. Research to find the gaps in the market and make sure you're meeting a need in the market rather than thinking that the market place should want what you've got.

Remember at all times that the consumer is god in a free-market - they're the ones who'll determine the success of your venture. We're all consumers, regardless of whether it's for cola or information on affirmative action.

GREAT WEBSITES & RESOURCES YOU SHOULD CHECK OUT:

My inspiration comes from meeting with other entrepreneurs and asking them questions. Find a way to add value to somebody and they will open their door to you. Reading true stories of business success and failure are also critical for understanding what it is to be an entrepreneur.