



Young Entrepreneurs Camps Intensive Residentials for Over-18's

Edgware Creative Entrepreneurship
Sunshine Coast Institute of TAFE

11 - 15 January 2010

28 June - 2 July 2010

UPLOAD is designed for people considering their options - life, love, work, the whole catastrophe – young people and the young at heart (it doesn't matter if you're 50!).

This intensive, live-in program offers people the chance to explore pathways to success.

UPLOAD is a one-week full-time residential program which will solely occupy the beautiful Glasshouse Mountains Eco-Lodge, mid-way between Brisbane and the Sunshine Coast. Only 15 places are offered at each camp.

UPLOAD offers stimulating, accessible, enjoyable explorations of enterprise development and entrepreneurial skills, delivered through a series of interactive, hands-on workshops with expert trainers and young, real-world entrepreneurs. The program is supervised by a professional staff, two of them registered teachers and certified workplace trainer-assessors. The UPLOAD environment is safe, respectful, tolerant, playful and compassionate.

UPLOAD arrives at an interesting time, when the international credit squeeze is underlining the volatile and unpredictable nature of the evolving global economy, and the inadequacy of 20th Century systems. It seems more fitting than ever that young people equip themselves to navigate the turbulent times ahead, to begin to create meaningful, sustainable and responsible employment and life pathways.



DNA

UPLOAD is governed by Edgware's 'organisational DNA', which emphasises the value of ethical business practice and social responsibility. We believe that socially responsible business can change the world. We also believe that a productive and sustainable business can provide a vehicle for creative and purposeful human development, especially where conventional, 'cookie cutter' education processes fail. Edgware also practices with a 'coal to diamonds' approach, where we encourage participants to generate creative churn and work pressure around a business concept. Edgware training programs are intensive experiences – hard work and great fun.

Description

Each day begins early with a yoga, meditation or physical exercise session, then proceeds after breakfast into a series of seminars, lectures and hands-on workshops aimed at developing a one-page business plan (by the end of the week!) which participants can use to actually build a sustainable business.

These experiences are flexibly adapted to the unique circumstances of each participant, no matter what stage of the entrepreneurial process applies – from the fuzziest notion of a business idea through to fully-fleshed business concepts that need structure and strategy.

Formal sessions and workshops will be lightened by social events and excursions.

A sample UPLOAD Schedule is attached. This will vary slightly with the season and the input of various presenters and the development of new, exciting tools and learning experiences.

Partnership

Edgware is partnering with Sunshine Coast Institute of TAFE, and participants will earn four accredited TAFE modules as part of the program. These fully recognised and transferable VET qualifications are delivered 'on the job' through our partnership:

SITXQUA002A Originate and develop a concept
SITXMGT006A Establish and conduct business relationships
SITXMPT004A Coordinate marketing activities
SITXMGT002A Develop and implement operational plans

Full-time Staff¹

Director: Michael Doneman – www.michaeldoneman.com
Education Director: Natalie Duncan – www.qldfilmlocations.com.au
Manager: Ludmila Doneman – www.edgware.com.au

Michael and Ludmila are certified Workplace Trainers and Assessors; Michael and Natalie are registered teachers in Queensland²

Guest Presenters and Facilitators

UPLOAD Presenters are inspirational young entrepreneurs who have 'been there, done that', along with established business people with special interests and skills in working with emerging entrepreneurs. They speak from their experience and their hearts about the realities of starting and maintaining businesses - the highs and lows, the challenges, setbacks, achievements, and the friendships they experience. UPLOAD presentations are based on real, lived experience, and personal interaction with peers – the networking and personal support so necessary in building and growing an enterprise. September 09 presenters included:

Rebecca Leigh – founder, Rebecca Leigh Smart/Fresh Writing – www.rebeccaleigh.com.au
Keith Murray – founder, Glasshouse Mtns Eco-Lodge - www.glasshouseecolodge.com
Chris Raine – Junior Creative Director, Fresh Media – www.thinkfresh.net.au
Elliott Bledsoe – Project Officer, Creative Commons Australia - <http://creativecommons.org.au>
Nicole Jensen – Freelance event manager, social media consultant – www.nicolejensen.com
Joanna Penn – founder, The Creative Penn - www.thecreativepenn.com/
Members of the Josephmark Creative Crew – www.josephmark.com.au

¹ Staff and Presenters Profiles are attached

² Qld College of Teachers Registration Numbers: Michael - 559955, Natalie - 689506



Investment

\$880 (GST inclusive) – includes full bed and board, tuition, excursions, materials and workbooks.

Full value is \$2,000 - the discounted price of \$880, (\$550 for Indigenous participants and health care card holders) is made available through TAFE subsidy.

Enrolment

An enrolment form is available at www.edgware.com.au/upload.htm

What to Bring

Comfortable clothes (including jumper/jacket for cool nights) and footwear suitable for walks, togs, beach towel, sunscreen, insect repellent, water bottle, medication if necessary

What They Say About UPLOAD

A self-development and creative experience that was nothing short of breathtaking. - Mike Boyd

The Edgware Upload experience is a must for any person who is thinking, has thought, or will think of being in business for themselves at any point in their life. It is truly inspiring to be involved with a network of creative free thinkers! - Jonathan Lai

It's not just a business development strategy – It's a journey of self discovery, self efficacy and self respect – it's an emotional and spiritual detox. - Jane Ryder

The Eco-Lodge is a beautiful venue. I do not think the Edgware Team could have chosen a more suitable environment to inspire young minds. - Nicole Jensen

I know my business can work but I needed an ignition point, so I've made this experience that for me. I've had my thoughts on paper, but now I've internalized it more and I can leave Upload knowing what I'm doing beyond having just a plan. - Sarah Moran

What They Say About the Edgware Experience

Edgware takes a bunch of people with big ideas, throws them in a pot, sprinkles them with the hard-won wisdom of hand-picked mentors, gives them a stir, then lets them stew. It's a great way to meet like-minded souls and thrash out what it takes to get your venture off the ground. - Alan James

I had a good feeling about the Edgware program from the start, as I thought it would provide a wonderful transition from my previous full-time performance study into the big wide world of business. I like to think that even though I am young in the big scheme of things, it really is the best time for me to start developing a career and a business for

myself. I am however realistic, I understand that I have a very long, hard road ahead of me and I honestly believe that being involved in Edgware Creative Entrepreneurship has assisted me tremendously to start on the right path to creating success. - Simone Smith

Without the wonderful relationship and discussion throughout your program I may not have had the self esteem to proceed with this venture at all. The friendships we have all made have been fantastic and every person has had very interesting and original business ideas within an ethical framework. Thanks again for all the valuable ideas, seminars and tools. I would recommend the course to anyone wanting to enter the world of self employment. - Jane Parker

Edgware is a powerhouse of information and inspiration. It provides the wannabe entrepreneur with the ability to get things out of their head and on to paper. The combination of interaction with mentors and training in "business tools" guarantees rewarding end results! - Jane Parviainen

I had such a fantastic experience with the Edgware course. I can't think of a better alternative for someone thinking of starting a business or who is in the early stages of a small business. It was really quite comprehensive in the topics covered and I don't think there was anything redundant in there - it's all gold. The way Michael has constructed the course is also so much more effective than for example a university or TAFE course in my opinion. The social conscience of the course also contributed to a very positive experience. - Jeanne-Marie Malan

I can't begin to express how much I gained from the edgy experience ... it has given me confidence, knowledge, focus, and a sense of support. - Sophee McPhee



CONTACT

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THE EDGEWARE BLOG – ON THE EDGE

Look for regular updates at www.ontheedge.net.au

Please email if you would like more detail or information – info@edgware.com.au

Staff and Presenters Profiles



Elliott Bledsoe is a Project Officer with Creative Commons Australia, the organisation that administers the Australian Creative Commons licences and supports Australian licence users. At the core of the Creative Commons project is a suite of standardised licences, freely available to creators, that foster sharing and collaboration. Creative Commons builds upon the "all rights reserved" of traditional copyright to create a voluntary "some rights reserved" system.



Ludmila Doneman worked as an actress in Czechoslovakia before migrating to Australia. Here she gained the opportunity to collaborate as a community cultural developer at various times with youth, seniors, non-English speaking background people, Indigenous communities, people with disabilities. Her journey through projects, events and festivals as a director or manager are feeding her organisational responsibilities in Edgware projects.



Michael Doneman has a background in education, community arts and social-cultural animation. He has been privileged to work among Indigenous communities for many years. He is the founder of Edgware, generated through his research as a Senior Research Fellow at QUT, and is a Founding Affiliate of e-Grad School Australia.. He sits on the International Advisory Board of Denmark's KaosPilots business school.



Natalie Duncan trained and worked as a teacher before 'taking the leap' and founding her own business. Queensland Film Locations is a database of Queensland locations available to film makers, photographers, advertising agencies and event management companies. An 'Edgie' herself, Nat is passionate about making entrepreneurship education both stimulating and practical.



Nicole Jensen is a freelance event manager who has a passionate fascination with all things social geek. Mother duck of the Brisbane Twitter community, she spends most of her time volunteering her services organizing 'tweet ups' and teaching others about the power of the Internet. She is currently starting up her own event management and social media business.



Josephmark - JM is an ideas based advertising and design team who offer a rare blend of youth, lifestyle and culture with a strong focus on print, web and viral marketing. Now with offices in the historic Substation No.4 on Petrie Tce in central Brisbane, Josephmark has formed alliances with photographers and an IT consultancy business to offer an expanded network of professional services.



Rebecca Leigh worked in corporate communications for a decade before going solo as a freelance business writer. She now helps entrepreneurs and small businesses build sustainable, mutually beneficial relationships with their ideal customers through smart, fresh communication. Her specialties include content marketing and relationship copywriting.



Keith Murray has a diverse background including 12 years in Local Government, retailing (a chain of gourmet cookware shops), direct marketing and e-commerce (an online woolstore business) and more recently eco-tourism (Glasshouse Mtns Eco-Lodge). For the past few years he has been working with Aboriginal communities throughout Australia assisting them develop their ideas and dreams into sustainable business enterprises.



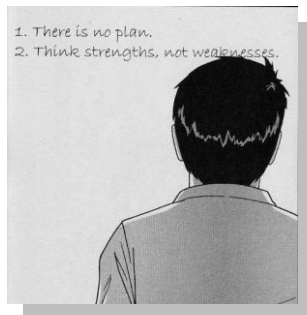
Joanna Penn is an author and business consultant. Her blog "The Creative Penn" helps individuals merge their creativity with business strategies in the digital economy, in order to create, sell, promote and market online. She specialises in using Web 2.0 technologies for brand building and marketing. Joanna is particularly focused on using the 'freemium' model to create value and income online.

SOME SCENARIOS – DO ANY OF THESE SOUND FAMILIAR?³



Jenny's getting a lot of advice. She thinks she knows what she wants to do, but all these people are saying, 'there's no money in it!', 'there's no future in it!' and on and on.

What Jenny needs to know, and what her advisors need to know, is that 'money' and 'future' are not fixed to a regular job-for-life any more. The globalised knowledge economy means more casual employment, self employment, 'portfolio careers' and lifelong learning. Get used to it: *there is no plan*. The plan is what you make it, and if you're passionate about something, care about something, that's a good place to start, because it makes for stick-ability and the money and the 'future' will follow.



Marcus isn't hitting the grades that everyone says he's capable of, and he's not feeling good. He's great at tae kwon doe, and he thinks he could get good at electric bass if he practiced a bit more.

But nobody seems to value that stuff.

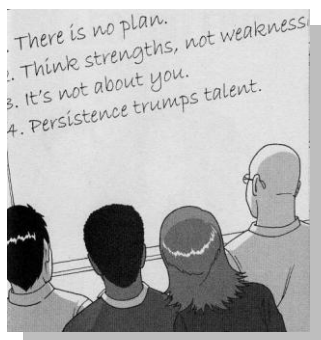
Marcus needs to *think strengths, not weaknesses*; he needs to start focusing on his strengths and look for ways to play with and build on those strengths so he can live the life he wants to live, rather than feel second best in a life dictated by others.



Susan wants to make a career out of her graphic and web design skills, and she's got a pretty good idea of where she wants to study so she can eventually set up her own design bureau. She thinks her future is looking good.

She's also fed up with the selfishness and disregard for the natural environment she sees all around her. She feels kinda powerless, and she can understand why some of her friends bury themselves in drinks, smokes and pills. But she has all kinds of plans to really make a difference, to really make her mark.

Susie needs to understand that this is all good, but *it's not about her*, that she'll do well herself if she does well for others, that the skills she will bring to serving her customers are the same skills she can bring to serving the rainforest.



Sam is smart and inspired. He keeps coming up with amazing ideas and he's good at a huge range of stuff. He keeps telling himself it's just a matter of time before he gets one of them to actually *work*. He just has to wait until all the ducks line up.

Sam has to understand that success is not just about cool ideas but about *execution*, that *persistence trumps talent*. Talent by itself isn't enough; *execution* means setting realistic goals and working hard to bring the right resources and the right people into the mix so that, step by step, he can build something that will work, so that he can (as all the successful entrepreneurs say) make his own luck.

³ These comic panels come from 'The Adventures of Johnny Bunko' by Daniel Pink ('*The Last Career Guide You'll Ever Need*'), a very cool business and careers advice book for young people written entirely in manga format. Each Upload participant will receive a copy.

UPLOAD SCHEDULE (SEPTEMBER 09)*

*(Note: The January 10 schedule will be similar, update will be available soon)

MONDAY 21 September		PRESENTERS
8 – 9.30am	Arrival, Morning Tea	
9.30 – 11am	Welcome, Intro of Staff, “Checking In”	Upload Staff
11 – 12pm	Tour of the Eco-Lodge	Keith Murray
12 – 1pm	Lunch	
1 – 2.30pm	Business Tools: Developing a Concept and Business Case: Focusing and Problem Solving: The Value Proposition	Michael Doneman
2.30 – 3pm	Afternoon Tea	
3 – 5pm	Why and How: the Future of Business is Digital	Josephmark
5 – 7pm	Moving to Rooms Download - Individual or small group re-cap of the day	
7 – 8pm	Dinner	
8 – 9.30pm	Games Night	Upload Staff

TUESDAY 22 September		PRESENTERS
7.30 - 8am	Choice of Yoga, Meditation, Walking	
8 - 8.30am	Shower and Prep Time	
8.30 -9am	Breakfast and “Checking In”	
9 – 10.30am	Business Tools: Product and Market Segmentation: Customer Value: Business Design	Michael Doneman
10.30 – 11am	Morning Tea	
11 – 1pm	The Digital Landscape: Web 2.0, Social Networks (and Something Called Twitter) for Fun & Profit	Chris Raine, Nicole Jensen
1pm – 2pm	Working Lunch: Intellectual Property & Creative Commons	Elliott Bledsoe
2 – 4.30pm	The Edgie Panel⁴ - the Joys and Heartaches of Business (For Real)	Visiting Edgies
4.30 – 6.30	Download	
6.30 – 7.30	Dinner	
7.30 – 9pm	Adventures of Johnny Bunko: The Last Career Guide You'll Ever Need - Daniel Pink's awesome manga business book	Upload Staff

WEDNESDAY 23 September		PRESENTERS
7.30 - 8am	Choice of Yoga, Meditation, Walking	
8 - 8.30am	Shower and Prep time	
8.30 -9am	Breakfast and “Checking In”	
9 – 10.30am	Business Tools: Defining Business Objectives: Diversification: Creative Strategy Development: Prioritisation	Michael Doneman
10.30 – 11am	Morning Tea	
11.30am	Departure to Mooloolaba Campus, Sunshine Coast TAFE	
12.00-2.00pm	Lunch with Chamber of Commerce	
2.30pm	Return to Camp - Afternoon Tea	
3 – 5pm	Branding and Marketing in the Digital Economy	Joanna Penn
5 – 6.30pm	Download	
6.30 – 8pm	Tag-Team Dinner	
8 – 9.30pm	Understanding Customer Value	Keith Murray

⁴ Edgies are people who have completed Edgware training – in this case, some of the people involved in the UPLOAD Pilot Project in January 2009, who will also share their experience of starting up and growing a new business

THURSDAY 24 September		PRESENTERS
7.30 - 8am	Choice of Yoga, Meditation, Walking	
8 - 8.30am	Shower and Prep Time	
8.30 -9am	Breakfast and "Checking In"	
9 – 10.30am	Business Tools: Operational Plan: Marketing Plan: Financial Plan: The One Page Business Plan	Michael Doneman
10.30 – 11am	Morning Tea	
11 – 1pm	Defining and Communicating Your Message	Rebecca Leigh
1pm – 2pm	Lunch	
2 – 3.30pm	The 3D Business Plan: Developing a model for the One Page Business Plan	Upload Staff
3.30 – 4pm	Afternoon Tea	
4 – 5.30	Create 3D model for presentation	Upload Staff
5.30 – 6.30	Download	
6.30 – 7.30	Dinner	
7.30 – 9pm	Gallery Exhibition: One Page Business Plan 3D Models.	Upload Staff

FRIDAY 25 September		PRESENTERS
7.30 - 8am	Choice of Yoga, Meditation, Walking	
8 - 8.30am	Shower and Prep time	
8.30 -9am	Breakfast and "Checking In"	
9 – 10.30am	Presentations of One Page Business Plans	Upload Staff and Edgies
10.30 – 11am	Morning Tea	
11 – 12.30pm	Presentations of One Page Business Plans	Upload Staff and Edgies
1pm – 2pm	Lunch	
2 – 3.30pm	The Edgie Panel	Upload Staff and Edgies
3.30 – 4pm	Afternoon Tea	
4 – 5.30pm	Checkout Activity: Tree Planting	
6pm	Departure	

Glasshouse Mountains Eco-Lodge

Upload will be sole occupant of this beautiful Sunshine Coast environmental resort, nestled at the foot of Mount Tibrogargan, with participants resident in single, twin share or triple share rooms.

