

Hot Wire

Enterprise Network of
Young Australians

First Quarter : March, 2004

Volume 1, Issue 1

JUST IN: ALL THE LATEST

Financial skills, mentor guidance, business plans and more... ENYA offers more than ever in 2004

Looking for some business guidance? Need some professional advice? Is your financial literacy up to scratch? ENYA offers young entrepreneurs services to address these needs and more in 2004.

Aside from offering updates on youth enterprise news, an international enterprise event calendar and business forums through our web site, the ENYA team have been busy planning some services that will make an impact on your enterprise this year.

First up, our existing web resources will be revamped. Enterprise Junction, our database of youth enterprise programs, grants and awards will be updated significantly. Already featuring over two hundred entries, Enterprise Junction will have many more by the close of 2004.

Also on the agenda is updating of our currently very basic educational resource, Learning Point. We will be engaging some business professionals to

update the catalogue of business articles and create, drum roll please, a business plan template that can be downloaded and used by ENYA members. The template will be created following research into current best practice in business planning, and will have all the necessary components required by financial institutions when applying for finance.

Offline, we'll have a variety of new services that are, above all things, designed to be easy to access. Our new Mentor-Matching Service will kick off in April. Young entrepreneurs (business only) need only shoot our administrative staff an email, to be on their way to having a professional mentor. No complex forms to fill out, no structured program. We'll simply introduce you and set up your first meeting or phone call, then it's in your hands entirely.

Mid-way through the year we'll be starting a series of financial literacy and enterprise workshops touring regional communities. We'll provide more info on the schedule and locations soon, but we can say the workshops will be free. You just need to register and then rock up to learn all about budgeting,

saving, investing and managing your moolah.

Next on the list is advice. How often have you needed an answer to a business question, but didn't know where to turn? From today, you can call our staff on 13001ENYA1 and ask them. They'll shoot you an answer via email within 24 hours. Now that's service!

Still at school? Make sure you tell your teachers about our new range of enterprise videos, linked to the curriculum. We're determined to provide quality enterprise education at a fraction of the cost of other providers, who charge up to \$400 a video! Ours will be in the ballpark of just \$30, available from August 2004.

We are also currently negotiating services for 2004-2005 that may include small loans for young people in business, which we'll keep members up to date on.

With lots of assistance available in 2004, ENYA wishes all members a great first quarter.

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From the Editor



Editor: Jade Maloney

I know it's such a common cliché, but the year has really flown by. Already long summer days are fading away and it's time to get back into a regular routine. Even we uni students with a seemingly endless supply of holidays are back in action.

More importantly it's time for the first edition of ENYA's newsletter, which a talented team of volunteers have been working hard to bring to you. I joined the ENYA team late last year and I have to say meeting the directors and some of the other volunteers was an amazing experience. These people are enthusiastic, determined and inspiring.

Hopefully our 2003 review, which looks back on just some of last year's highlights for ENYA members will inspire you too. Take away some helpful hints for your business from the IN BIZ section or plan your quarterly calendar thanks to Chris. Just remember to leave time for our ENYA members event (pg. 10).

Quote of the quarter

“No person will make a great business who wants to do it all himself or get all the credit.” - Andrew Carnegie

Source: <http://www.motivational-inspirational-corner.com/>

Every business has a project that needs doing. Why not get an intern to do it?

Macquarie University have an innovative program called Internships@Macquarie, a short term, unpaid, workplace-based experience for international students, who are placed with an Australian business.

All interns are professional (often postgraduate) young people, who can undertake a new or existing

project for your business for 10-20 hours a week in your workplace. Interns are skilled in research and are intelligent and resourceful. There is no cost to the organisation, and Macquarie insures the interns.

For more information email Amy Dickson at:
Amy.Dickson@io.mq.edu.au.

Shell Livewire

The Shell Livewire program is now only being run in NSW and VIC. In this competition, young entrepreneurs submit a business plan for their chance to win a cash prize. For more information, visit:
www.shell.com.au/livewire.

Welcome

The ENYA team would like to extend a warm welcome to new Administration Officer, Cathy Lynch. Cathy deals with enquiries, coordinates volunteers, manages services and provides support to the Board. Call 13001ENYA1 (local call cost).

Enterprise clubs on campus

University students interested in starting an enterprise club on campus should consider making it an ENYA one. As part of a new initiative, ENYA can provide enterprise clubs that choose to brand themselves as ENYA with many benefits, including grants for running costs, events and club activities. Each club is free to choose their own execu-

tive, activities and membership fee (if any). Interclub activities, sister-club arrangements and access to a national network are possibilities. Email cathy@enya.org.au for info.

Why not start a youth enterprise club at uni, with ENYA's support?

Small Business, Big Smile

Ainsley Gilkes looks at how to tackle customer service head on.

Customers expect more today. Gone are the days when a pleasant phone manner and a smile served small business well. Customers want convenient, prompt, polite and accessible service, with the opportunity to have their feedback, including complaints, handled properly and fast.

It's a big call for small business, particularly those with limited resources and time for staff training. The dilemma is, that staff training is crucial to achieving customer service success – every member of your organisation, though especially the front line – needs to be a customer service whiz.

Lead by example.

Staff often look to senior managers and business owners to set the standard. If you live and breathe your customer service mantras, your staff will be encouraged to follow suit. That also means 'serving your staff' – because the service your customers receive from them almost always reflects the service staff receive from you.

Equip your team.

Training is essential because for customer service to be effective, your staff need to have the skills, confidence and systems to address anything, anytime. Of course the type and level of training you provide will depend on the culture and resources of your business, but taking regular time out to complete structured (not always on-the-job) training will be beneficial. If a staff member has the skill, confidence and systems to manage, for example, a complaining customer; then they will feel more comfortable doing their job and be able to handle the proc-

ess more smoothly, with better outcomes.

Address the problems.

As well as providing basic training, concentrate on addressing the problems that plague your particular business. It might be that the problems are related to staff attitude, or an inefficient system resulting in customer complaints, or misleading advertising. Asking your customers to complete an evaluation of your current customer service levels is a fast way to reveal why they're complaining, what needs improvement, and what is working well.

Calculate your investment.

Investing in your staff is investing in your business. And few people would argue that customer service training is wasted because it not only develops your staff but also your productivity, your customer base and your business culture. So what do you need to spend to make an impact? Consider the costs of tuition fees, writing an in-house program, developing materials, finding a suitable venue, replacing staff whilst they are being trained, and of course, general administration costs.

Weigh up the options.

After considering the costs above you have a number of options to ponder. One option is to outsource the training. This need not be expensive, particularly if you have a consultant come into the organisation for a few hours every month or so, or research the low-cost options offered by Business Enterprise Centres and the local Chamber of Commerce. Another option is to have the business owner or senior

manager conduct the training in-house. This is a budget alternative that could well be worthwhile, however make sure the person delivering the training has experience or knowledge of how to effectively engage your staff. A third option is to encourage staff to self-educate themselves by encouraging them to read customer service books and materials, take online courses, and share tactics with colleagues.

Still feeling clueless about how to transform your staff into customer service pros? Check out useful resources like www.consumer.gov.au, which has a downloadable Customer Service Guidelines booklet, business books on practical customer service approaches, and do some net homework. The key thing to remember is that whatever approach you take, tailor it to your business and its specific needs.

Customer service has the ability to make or break your business, so give it the attention it's due!

Small Can Be Satisfying

Small business can have a real advantage where customer satisfaction is concerned. Here's why:

Small businesses, particularly those with face-to-face interaction with their customers, get to know their customers preferences.

Small business lends itself to being able to add that 'personal touch' to its service.

Small business can implement almost all the customer-winning tactics of the big guns at a similar cost, such as Loyalty Programs, technology to respond to business 24/7, customer relationship marketing software.

UP AND COMING: EVENTS

Chris Wanless has taken the hard work out of planning your quarterly calendar. The only trouble you'll have now is fitting everything in...

Win cash for your business idea! Business plan competition deadlines

A common lament of many budding entrepreneurs is the lack of capital to get started. Even if you can secure capital, the conditions attached often take control of the idea away from the creator. Business plan competitions like Shell Livewire are a solution to this dilemma. The cash prizes will give you added incentive to develop a kick-ass business plan.

Shell Livewire applications are now open to Victorian and New South Wales residents between 18 and 28. All applicants are offered assistance through mentors and workshops for their business plans. For more information go to www.shell.com.au/livewire

For details of other business plan competition deadlines please refer to ENYA's event calendar online.

Youth Ambassadors for development

Ausaid's program places skilled young Australians, aged 18-30, in developing countries throughout the Asia Pacific region on short-term assignments for 3-12 months, in a broad range of areas, including health, environment, rural development, gender, governance, justice, education and infrastructure development. Information sessions are being held around Australia between the 29th of March and 5th of April. For more information visit <http://www.ausaid.gov.au/youtham/whatis.cfm>

Innovation Festival 2004

The 2004 Innovation festival will be held from the 3rd to 16th of May in all Australian states. The event gives young people with new ideas an opportunity to learn about what is happening now in the areas of innovation, entrepreneurship and commercialisation. For more information visit the festival's website at <http://www.innovationfestival.com.au>

Calling all South Australian young entrepreneurs!

The South Australian Youth Enterprise Scheme is a new program providing assistance, mentoring and training in many aspects of business to help young entrepreneurs realise their dreams. If you are between 18 and 30 and a South Australian resident you may be eligible for the program. For more information contact Paige Hayward on (08) 8300 0270 or go to the website at <http://www.youthentrepreneur.com.au>

National Youth Week 2004

If you're under 25 and have ideas, issues of concern, a talent worth discovering or just want to have fun then National Youth Week is for you. Between March 27 and April 4 there will be numerous events and forums where you can express yourself. For more information or to find out what is happening in your area visit <http://www.youthweek.com/>

Leadership development opportunities

For more information on Leadership development opportunities around Australia check out http://www.ourcommunity.com.au/leadership/leadership_article.jsp?articleId=490 for a comprehensive listing.

Networking opportunities @ your local junior chamber of commerce

Networking opportunities with other young entrepreneurs may be as close as your local council! We've all heard of the various Chambers of Commerce, but did you know that there are also many Junior Chambers of Commerce? There is even a Junior Chamber International movement with over 400,000 members in 124 countries worldwide.

Each local Chamber aims to provide young business people with personal and leadership opportunities through training, social interaction and practical involvement in project management. In Australia the Melbourne and Brisbane Junior Chambers of Commerce are two of the most active. Sydney even has a Junior Chamber just for entrepreneurs! Events range from wine tours to leadership seminars to squash and triathlon events, all designed to provide

networking and professional development opportunities.

How do I get more info?

You can visit the website at <http://www.jcaustralia.org> or <http://www.jci.cc>, but the first thing you should do is contact your local council to see if they have a junior chamber of commerce.

What do they do?

Workplace Health and Safety – where do you stand?

*Remembering work place health and safety issues when you're setting up your business will save you later, writes **Therese O'Sullivan**.*

Is workplace health and safety a big deal?

Each year one in 12 Australian workers suffers a work-related injury or illness. About 15% of these workers require more than five days off work. It is also estimated there are at least 2,900 work-related deaths in Australia per year - almost one and a half times the number of deaths from car accidents! The majority of these deaths are a result of traumatic accidents, while others are associated with work-related diseases such as exposure to hazardous substances (eg asbestos). As well as personal loss, financial loss from work-related deaths, injuries and disease impose burdens on employers and the economy. High worker's compensation and medical costs can reduce your company's ability to reach its potential.

Is it my problem?

By law, employers have the main responsibility for workplace health and safety - it should be a high priority.

By law, employers have the main responsibility for workplace health and safety - it should be a high priority.

Employers are required to make sure that the workplace is safe for themselves, their workers, and any other people at a workplace, including visitors, salespeople and passing pedestrians.

You can check precise legislative requirements affecting your workplace

with your state or territory occupational health and safety agency.

What does “workplace health and safety” entail?

A safe workplace means:

- *ensuring that the way work is done is safe and does not affect employees health;*
- *ensuring that tools, equipment and machinery is safe and kept safe;*
- *ensuring that ways of storing, transporting or working with dangerous materials/substances is safe and does not damage employees health;*
- *providing employees with the information, instruction and training they need to do their job safely;*
- *consult with employees directly or*

through their health and safety representatives about health and safety in the workplace;

- *monitor the work place regularly and keep a record of what is found during these checks.*

Sources:

Australian Government National Occupational Health and Safety Commission: <http://www.nohsc.gov.au/default.asp>

What about the responsibility of employees?

Employees also have responsibilities under the health and safety laws.

Employees are usually required to:

- *follow instructions and rules in the workplace - for example, to comply with instructions designed to ensure that work is carried out safely;*
- *work and behave in ways which are safe and do not endanger the health and safety of anyone in the workplace.*

Remember employees need to be informed of the rules of the workplace – don't assume they know how everything works.

What's in it for me?

Costs associated with establishing a workplace health and safety program are usually low and the benefits are considerable. They include:

- *fewer staff accidents and illnesses*
- *improved productivity and efficiency*
- *lower absenteeism rates*
- *improved worker morale*
- *lower workers' compensation premiums because of fewer injuries and illnesses.*

For further info, contact the government health and safety authority in your State or Territory.

RED CARPET REVIEW 2003

2003 was a big year for enterprise and for ENYA, with everyone working hard for our big launch. So we thought we'd take the time to relive some of the highlights...

Youth Forum on APEC, Thailand

In October 2003, ENYA Director Ainsley Gilkes and past Board member Mark Tomasz paid their own way to present ENYA's model of youth enterprise support to the Asia-Pacific.



Delegates explore a Thai youth radio station on their cultural tour



Thai delegate Rattaporn ("Air") with ENYA Director Ainsley Gilkes and former Board member Mark Tomasz

Creating Common Wealth Forum



The lagoon at the beautiful Novotel Twin Waters Resort

In November 2003, ENYA was officially launched by the Minister for Children and Youth Affairs, Larry Anthony, at the Creating Common Wealth Forum. Concentrating on youth enterprise development, the forum was attended by young leaders from member countries of the Commonwealth of Nations and held on the Sunshine Coast, QLD Australia.

Recommendations of the Australian delegation included:

- **A micro-credit initiative**
- **Skills conferences for delegates**
- **An enterprise education poster**
- **Awards for indigenous youth**
- **Support for rural young people**
- **And more**



From left: ENYA Multimedia Producer Kat Clay, ENYA Director Claudia Sgammotta, Australian delegate Rebecca Heinrich, and ENYA Director Ainsley Gilkes

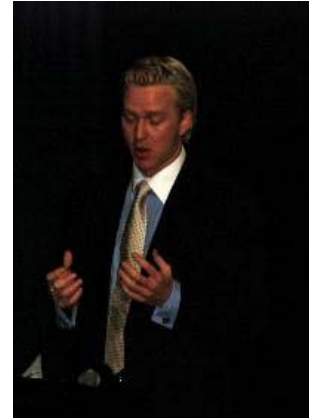
RED CARPET REVIEW 2003

Roundtable Wraps Up



Kat Clay

ENYA's Multimedia Producer Kat Clay, Promotions Consultant William Scully-Power and Director Ainsley Gilkes were all members of the 2003 National Youth Roundtable. All three were on the Leadership and Enterprise Development Team. They presented their findings at Parliament House, Canberra.



William Scully-Power



The Leadership and Enterprise Development Team



Ainsley Gilkes and William Scully-Power

Volunteers Meeting



ENYA's Sydney volunteers

Coffee anyone? The Sydney volunteers get busy at a brunch meeting.

ENYA's Top Ten Highlights of 2003

1. **ENYA is established as a company**
2. **National Youth Roundtable has a team focused on enterprise for the first time**
3. **The Australian Government supports us**
4. **Our Enterprise Junction project provides the first Australian database of youth enterprise programs free to the public**
5. **Piloting Mentoring & Incubation services**
6. **Recruiting our Board of Directors**
7. **Launching the web site and having hundreds of youth sign up each month**
8. **The first ever ENYA volunteers meeting**
9. **Attending Creating Common Wealth**
10. **Officially launching the organisation**



The Enterprise Network for Young Australians (ENYA) is a national not-for-profit public company run by young people.

Our mission is to promote and support the active participation of young people in enterprise. If you are a young person aged 15 to 30, and are involved in your own business, a social project, or are just interested in enterprise, then join ENYA today.

Become a member today — it's free!
Visit our web site:
www.enya.org.au

Our Supporters

Platinum Supporter



The Australian Government

Star Supporters



4 more WEALTH



AussiePCShop.com

Community Partner



Smith Family

Programs For: Farmers & Growers

For more profiles, see Enterprise Junction on the ENYA web site

The **Golden Circle 'Kid Start Farms'** initiative provides sponsorships worth \$1500 (plus GST) to employers of School-based New Apprentices agriculture, production, horticulture, floriculture and nursery.

Sponsorship is open to all farmers/growers, not just Golden Circle suppliers, and is additional to any Federal or State incentives paid to employers of School-based New Apprentices. There are 50 sponsorships available across Australia each year.

More information can be found on the Rural Skills Australia web site, www.ruralskills.com.au.

The Australian Nuffield Farming

Scholarship Foundation is a public fund that provides the capital base for the **Australian Nuffield Farming Scholarship Programme**.

The scholarships enable young Australian farmers to travel internationally and learn from leading agriculturists around the world. More information is available at www.nuffield.com.au.

Join the **Young People in Rural Industries Program**, an initiative of Agriculture, Forestry and Fisheries Australia at www.affa.gov.au/young_leaders.

WATCH THIS SPACE

ENYA Gatherings are where members and young people interested in enterprise come together for a few hours of social activity. The emphasis of the event is on meeting other young people and having fun. For this reason, the events are not 'business events' and are usually social outings - dinner, drinks, cinema, festival, picnic - activities that encourage new friendships, informal networking and make it easy for a new person to come along for the first time by themselves.

NB: Some events are 18+ only. The cost of the event is paid on the day.

March Movie Meeting: This Friday!

*This members event will be in conjunction with the celebration of the Ryde Summer Festival on **Friday 12th March 2004**. Come and enjoy a picnic at sundown whilst networking with other like minded individuals at the Macquarie University public screening of Chicago on their Lakeside Lawn. Bring a friend, a blanket, some food and enjoy Chicago on the large screen for FREE! Plus, get to know other members*

of ENYA - you never know what opportunities might pop up. The evening kicks off at 6:30pm and the Screening begins at Sundown at the Macquarie University Lakeside Lawn. FREE Parking is available onsite, and you can also buy snacks. To RSVP and find out where to meet, email Cathy at cathy@enya.org.au. See you there~!