

2020-21 PRE-BUDGET SUBMISSION

THE YOUNG ENTREPRENEURS PROGRAM



**AUSTRALIAN SCHOOL OF
ENTREPRENEURSHIP**



Australian Government

THE YOUNG ENTREPRENEURS PROGRAM - SOLVING YOUTH UNEMPLOYMENT

ABOUT

The Australian School of Entrepreneurship (ASE) is a social enterprise that helps develop the entrepreneurial skills of school students, young entrepreneurs and anyone aged 5 to 21 years with a passion for innovation.

Our mission is to provide every young person with the skills, resources and mindset they need to start their very own business, regardless of their postcode.



More than 40,000 young Australians have participated in ASE programs with \$277,000+ in income or revenue being generated by our alumni.

THE PROBLEM: YOUTH UNEMPLOYMENT

- Youth unemployment has tripled since 2007. Many regional and rural communities have a youth unemployment rate of more than 60 percent.
- The youth labour market is characterised by higher levels of employment in consumer facing roles and industries such as retail, hospitality, events and entertainment. Given these industries usually have higher rates of part time + casual employment than the general population, young people have been disproportionately affected by COVID-19. Many young people are therefore extremely susceptible to losing their jobs and or having their hours significantly reduced. As a result of COVID-19 restrictions, including direct business closures, social distancing, and stay-at-home orders, many young people living in regional communities have no form of work or opportunity to create an income.
- 95 percent of small business owners believe entrepreneurial skills are the most important skills that set one young person above another in career success. Despite the demand of entrepreneurial skills, only 12 percent of young people are being taught them now.
- Government, the Private Sector and Educational Institutions spend billions of dollars on youth unemployment. The programs are delivered in silos and are not done as one Team Australia unit.



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OUR SOLUTION: THE YOUNG ENTREPRENEURS PROGRAM

- 20 week self-employment program for 1000 x 16 to 21 year old students living in high youth unemployment regions.
- Participants will identify a local problem and brainstorm a micro-business solution. The solution must take the form of a product or service.
- Participants will learn how to commercialise the product and complete basic sales training which will allow them to go out and produce revenue towards the conclusion of the program.
- The program is a preventative method of solving the youth unemployment crisis. It's an opportunity to get young people to create their own small or micro business.
- During the program, students will be equipped with a set of micro credential certificates based on skills of the future.

TARGET STUDENTS

We're going to target the program at students aged 16 to 21 who are disengaged or at real risk of becoming disengaged from traditional education and or mainstream schooling. Problems participants students face may include:

- Mental Health Issues
- Difficult Home Lives
- Homelessness
- Poverty
- Social Isolation
- Involvement with the Youth Justice
- Substance Abuse
- Low Literacy and or Numeracy skills
- Years out of Schooling



TARGET REGIONS

ASE looks to deliver the program for 200 students in each of the following 5 high youth unemployment regions:

1. Toowoomba - 24.1%
2. Ipswich - 20.1%
3. Townsville - 16.4%
4. Central Queensland - 14.1%
5. Mackay - 10.4%

ASE has received Letters of Support from:

- Senator Amanda Stoker, Senator for Queensland
- Hon Michelle Landry, Federal Member for Capricornia
- Hon Philip Thompson, Federal Member for Herbert
- Hon George Christensen, Federal Member for Dawson

PILOT OUTCOMES

- **Outcome A:** Run a 20 week self-employment program for 1,000 students aged 16 to 21 years in 5 x Queensland youth unemployment hotspot regions. 50 percent of the students will execute on their business idea and make an income or revenue.
- **Outcome B:** Equip all participating students with a set of timeless and transferrable life skills such as communication, collaboration, creativity and financial literacy. 75 percent of the students will be successfully receive a set of micro credential certificates that can be added to their resumes should they proceed down an employment pathway.

PILOT BUDGET

1000 students in 5 regions for 20 weeks each - \$1.45M (\$290,000 per region)

CONTACT

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