



## PROJECT 1: GRADUATE AWARE

Team Leader: Burton Yuen  
Criteria Addressed: 2, 3, 4, 5, 6, 7 & 8  
Total Hours Logged: 155

### **An Overview**

The Graduate Aware project has been in operation for 14 months & this year has experienced innovation and growth. We aim to achieve 'regional connectivity' by providing opportunities for regional firms to meet potential employees through social BBQs. We also prepare graduates by organising & promoting employer seminars, workshops & work experience competitions. A project plan has been devised that outlines our project & direction for the future.

The GradAware team has invaluable ongoing support & guidance on this project from Rhonda Leece & Airlee Bell, career advisors at UNE. They assist the team with seminar preparation & strategies to achieve our goals.

### **BBQs**

Social BBQ's have been organised to help break down the traditional power barrier between employers & UNE students. They provide a non-threatening informal environment at which career orientated conversation can take place. Currently, the team has organised two firms to host BBQs in August & contacts have been made to 27 other firms who have expressed interest in the project.

### **Employer Seminars**

The seminars aim to introduce firm representatives to potential employees. Students are exposed to possible career options & are offered the chance to ask questions & apply for positions.

The GradAware team invites firms to present, & promotes these seminars through posters and word-of-mouth networking. This year, SIFE promoted seminars for the Commonwealth Bank, Forsyths Accounting, & Rimfire Resources.

### **Workshops**

The GradAware team has promoted workshops conducted by the UNE Counselling and Careers Office. These sessions provide students with valuable knowledge & skills to better prepare them for their career and their life. Our team has helped promote the workshops on motivation, money matters, exam anxiety, & Post-grads: working with your supervisor.

### **Work Experience Competition**

Work experience has been arranged with three UNE departments: Accounting, Human Resource Management & Marketing. This work placement scheme enables students to apply their acquired knowledge to practical situations.

The next stage sees the Graduate Aware project expand campus-wide. All faculties at the University of New England will then benefit from this student/employer networking. This goal will be achieved through further promotion of SIFE UNE & gaining the support of each of the three other faculties.

## PROJECT 2: ARMIDALE MARKETS ONLINE

Team Leader: Emma Falkenmire  
Criteria Addressed: 2, 3, 4, 5, 6, 7 & 8  
Total Hours Logged: 175

### **An Overview**

Armidale Markets Online is our latest project & has been in development for almost a year. The aim is to create a website that promotes & potentially sells the products offered by stall-holders from the Armidale Markets.

In 2003, market research was undertaken by personally approaching each stall in the Armidale Mall. This was also an opportunity to promote SIFE UNE to the regional community. The project was well received, with 33 of 70 stall-holders expressing an interest in the project.

Our current plan is to focus the website solely on the Armidale Markets. SIFE UNE plan to hand the control of this project to an organised body corporate consisting of stall-holders who are devoted to the longevity of 'Armidale Markets Online'. A project plan was created to outline the operation & direction of the project.

### **Business Advisory Board**

Valuable advice was obtained by members of our Business Advisory Board, namely Scott Williams & Stuart Allardice. They advised us to create a detailed project plan & to consider the possible legal implications. They also gave ideas on ways of educating the stall-holders to benefit from applying the principles of the project to their mini-business.

### **Seminars**

Members from SIFE UNE are involved in educating stall-holders by conducting seminars at the University on:

1. Marketing,
2. Information Technology, &
3. Accounting.

These seminars encourage the stall holders to continue their learning and be enthusiastic to continue with this already successful project. There will be follow-up seminars later in the year to further assist stall-holders in developing & applying their business knowledge. This project seeks to facilitate on-line selling in Stage II with Stage III including regional producers such as the rapidly expanding New England wine industry.

### **The Website**

The present stage of the project involves development of a draft website ([www.akraweb.com.au/markets](http://www.akraweb.com.au/markets)) promoting handmade products of one of the stall-holders, Treva Stone. This website is now online & we are in the process of collecting feedback.

The next stage involves the actual website being set-up for all participating stall-holders so that anyone accessing this website shall be able to view the unique products from the region on offer at the markets. Links from the brand new 'Thrive in Armidale' website (an initiative of Armidale Visitor Information Centre) to the markets website will assist in promoting the Armidale region & the products on offer at the markets, to the world.