

enterprising students at une

By Burton Yuen

"Who are we? Students in Free Enterprise! What do we do? Change The World!" scream students from 35 universities, gathered at Hilton on the Park, Melbourne. Despite having travelled from numerous locations around the country, all have one thing on their mind: 2004 Campbell Arnott's Students in Free Enterprise (SIFE) Australia National Competition.

During the Winter break, whilst many students relax after semester exams, the SIFE UNE team were more stressed than ever; speeches, annual reports, transport, and uniforms were amongst the many issues to be finalised before the team left Armidale.

Arriving in Melbourne, the team didn't have much time to relax at the Quest Apartments on Bourke St. Going over their speeches once more, they left for the Hilton to meet and greet other competing students and place themselves for a timeslot to bestow their presentation upon the judges in the HJ Heinz Co. League.



Saturday morning may have been one of the most nerve-racking moments for the three presenters, having stayed up the night before making final changes to the presentation. At 9.45am they were to give their presentation in front of 10 judges, all of whom are leaders in Australian corporate and public sectors.

Under strict time constraints, the team presented two projects on which they had worked continuously throughout the financial year.

The 'Graduate Aware Project' saw the team connecting with departments of UNE as well as businesses across the New England region to encourage students to work in the region upon graduation.

The 'Armidale Markets Online Project' taught store holders at the monthly Armidale markets financial, marketing and computing skills to advertise their products on the internet, thus increasing sales and providing circulated advertising for the Armidale Tourism sector.

Following 2003's success of 'Best Rookie Team 2003', the 2004 SIFE UNE team brought home 'Runners-Up in the HJ Heinz Co. League', 'Most Supportive Vice-Chancellor' and 'Most Outstanding Mentor', with cash prizes totalling \$2,500. The judges also provided a lot of positive feedback and were mightily impressed with the team's efforts.

The SIFE UNE team consisted of: Peter McClenaghan (Academic mentor); Benita Wolfenden (President); Burton Yuen, Emma Falkenmire & Grant Johnston (Vice-Presidents); Olivia Thurling (Secretary); Karina Gill & Sheree Smith (Treasurers); Andrew Kapinga (IT Officer); Scott Finneran (Participant) & Rowan McKeever (Travel Officer).

With new projects proposed for this financial year, the SIFE UNE team will welcome new members. If you're interested in joining, or just to find out more go to: www.une.edu.au/sife or e-mail sife@une.edu.au