



DARE TO DREAM

youth workshop series



THE PROBLEM

The future of work is changing

There is an urgent need to shift mindsets in our approach to jobs, careers and work. Young Australians now require a whole new range of skills to ensure they can thrive in the new world of work.

How are young people faring in the transition from school to work showed a gap between the enterprising skillset young Australians need and their level of attainment.

35%

showed low proficiency in problem solving

27%

demonstrated low proficiency in digital literacy

29%

demonstrated low proficiency in financial literacy

We need to shift focus from jobs to skills to prepare young people for the future of work.

“This generation of young people will (need to) promote innovation and entrepreneurialism and grow our economy to maintain our standard of living”

Phillip Lowe, Deputy Governor of the Reserve Bank of Australia, 2014

Enterprise skills are becoming more important. Young people need to learn enterprise skills now to prepare them for the economy of the future, so they can become job creators, not just job seekers, and navigate more complex careers.

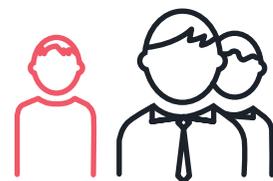
Stats from FYA report on new work mindset



70% of young people currently enter the workforce in jobs that will be radically affected by **automation**



Entry level roles for young people are disappearing



1 in 3 young Australians are unemployed or underemployed

THE SOLUTION

The dare to dream entrepreneurial workshop series

The Dare to Dream entrepreneurial workshops are aimed at years 5-12. The workshop content has been curated, and is delivered by a team of Australia's premier entrepreneurs providing world-class business content with a focus on the practical application of entrepreneurial skills.



The intention of the workshops are to inspire big thinking and to present entrepreneurship as an attractive career option. Our aim is to introduce an innovative educational model connecting young people with Australia's leading entrepreneurs. The workshops have been specifically designed to provide the foundation for future employment opportunities, sustainability and social change into the future and beyond.

Enterprise education leads to;

- Skilled young people
- Job creators
- The creation of innovative new firms

Workshop outcomes;

- The inspiration to dream
- Insights into problem solving through entrepreneurial thinking
- The development of an entrepreneurial mindset
- Core skills in leadership, sales, marketing, financial management, presentation skills, business planning and strategy
- Skills to develop resilience and adversity
- The role of entrepreneurship in social change
- Boost digital literacy/ targeted STEM training
- Place enterprise skills at the heart of learning
- Drive entrepreneurship and innovation

The dream team

Project Gen Z currently has a growing movement of over 150 entrepreneurs, changemakers and experts as part of our movement, every one of them is passionate about inspiring the next generation of world changers.



Liz Volpe
Co-Founder Project Gen Z, Co-Founder Ambisie, Co-Founder League of Extraordinary Women



Jesse Volpe
Co-Founder Project Gen Z, CEO ADAA



Andrew Morello
Business Development Manager Yellow Brick Road and Winner of Ch 9's The Apprentice, Sydney

Together we have inspired and educated over 30,000 young people across the country.



Jo Schneider
Founder of DVE Solutions and SA Telstra Young Business Woman of the year, Adelaide



Rebecca Tapp
Founder The Supernova Tribe, Sydney



Sheryl Thai
Co-Founder and CEO of League of Extraordinary Women, Melbourne



Tammy May
Founder of My Budget, Adelaide



Adrian Chan
Founder Nine Stiches Finance



Eric Chan
The Pitch Specialist

Delivery of workshops

The Dare to Dream workshops is delivered in the following formats. Presenters from the Project Gen Z team will be selected based on the school curriculum, key objectives and presentations formats selected.

Workshop formats include:

- 1 hour keynote presentations
- Half day workshops
- Full day workshops

Years 5-12

Up to 100 students per workshop





Workshop topics

Our curriculum has been designed by some of Australia's leading Entrepreneurs.

- Dreaming big
- The Entrepreneurial Mindset
- Goal setting
- Leadership Matters
- Money Management
- Team, Culture and Relationship
- Sales, Communication and Influence
- The Art of Business Planning
- Product Development
- Presentation Skills
- The Internet of things
- Branding and Marketing
- Technology and Marketing
- Social Enterprise
- Purpose and Passion

The Apprentice challenge

DARE TO DREAM... An entrepreneurial challenge to inspire!



In teams, students will launch a business in just one day working together to solve a real business problem. Students will be assigned the following roles:

- Chief Executive Officer
- Chief Financial Officer
- Human Resources Manager
- Sales Executives
- Branding and Creative
- Marketing Executives

Each team will be required to create a vision for their enterprise, decide on a product, branding, selling and marketing strategy. They will also be required to design a brand, create a marketing campaign and film and edit a 30 sec TV commercial. The objective is that each student will step into the shoes of the business owner and in doing so feel what it is like to be a real entrepreneur. The students will be required to lead, work as a team, overcome obstacles, make quick decisions, innovate and think outside of the square.

The day ends with a live pitch off competition where teams will showcase their work in front of the Project Gen Z entrepreneurs. The winning team will be assessed by Project Gen Z Judges on both their business idea, work, and presentation skills. The Project Gen Z team will also select an overall winner. The winners will all receive a certificate, prizes and one lucky winner will have access to a VIP mentoring session with an entrepreneur of their choice. It's fun, fast paced and equips students with important skills to prepare them for the future of work.





Social impact

For every Australian student that graduates Dare to Dream we will educate a student in a disadvantaged community.

Each year Project Gen Z runs a social impact trip for a group of leading entrepreneur's to run *Dare to Dream* in a disadvantaged community somewhere in the world.

Over the last five years we have travelled to Cambodia partnering with Sunrise. 30 Australia Entrepreneurs took part and ran the *Dare To Dream* workshop series and The Apprentice challenge to over 450 students. The results were phenomenal, our students launched their own business, and all were inspired to dream bigger. Together we raised over \$500,000 for our charity partner Sunrise.

Watch our video of Dare to Dream Cambodia; <https://youtu.be/jDir9ApbHgg>

Our vision

Inspire, educate and activate the next generation of world changers.

Project Gen Z have a vision to 'Inspire, Educate and Activate' the next generation of world changers. Our mission is to do this by educating a million young entrepreneurs by 2030 who dare to dream.

Young Australians now require a whole new range of skills to ensure they can thrive in the new world of work.



info@projectgenz.com.au

www.projectgenz.com.au