Business Icon Victoria 2009
About Business Icon™

Business Icon™ is a program that introduces some of Victoria’s sharpest young minds to the world of competitive business. The program is similar to Donald Trump’s ‘The Apprentice.’ Contestants aged between 18 and 25 years spend up to 5 days completing complex business tasks which have been designed to fully test their skills, creativity and leadership in all aspects of business. Participants are eliminated along the way until one winner is selected. Examples of the types of tasks completed by contestants are as follows:

- **Task 1:** over 2 days, four teams of 10 are to organise, market and hold an art exhibition aiming to raise awareness whilst fundraising for the Prostate Cancer Council. At the end of task 1, 16 contestants are eliminated.
- **Task 2:** over 2 days, four teams of 6 are to develop a media/marketing campaign that includes budgets, timelines and concepts which they are to pitch to a panel of expert judges. Following task 2, 12 contestants will be eliminated.
- **Task 3:** four teams of 3 develop and pitch an environmental impact reduction plan over a 5 year period. At the end of task 3, 8 contestants will be eliminated.
- **Task 4:** the final 4 contestants competed individually for the WA Business Icon™ 2008 in front of 450 guests at the formal final event. They developed a transport plan for WA that was pitched and judged live on stage.

One of the Final Four contestants presenting at the Final Dinner – WA 2008
Vision

To promote business intelligence, harness entrepreneurial thinking and develop creativity and innovation amongst young Australians.

Mission

To create a competition that develops and assesses contestants’ creativity, leadership and employability skills.

Target Audience

Young Australians aged 18-25 year olds.

Where It All Began

Business Icon™ was established in 2005 in the metro area of Perth WA. In 2006 it commenced in QLD through Queensland University of Technology. In 2009 the program will be introduced to Victoria and there are plans for the competition to be national by 2011.

About One of Our Past Business Icon™ Winners

The first ever Business Icon™ winner, Mark Pozzi, started his own Tax consultancy at age 22. Mark attributes Business Icon™ as the catalyst experience that opened his mind to the possibilities and gave him the experiential edge. After selling his consultancy last year and starting yet another business, he has just been named on the BRW Young Rich List. Mark is now a sponsor of the competition and regularly judges and gives interviews on our behalf.

Business Icon contestant fundraising for Prostate Cancer Foundation of Australia
2009 Competition Structure

The proposed dates for Business Icon™ Victoria 2009 are:

Monday 2 March       Applications Open
Friday 10 July        Applications Close
Sunday 23 August      Launch with all competitors
Mon 24/Tues 25 August Task 1
Wed 26/Thur 27 August Task 2
Thursday 27 August    Sponsors networking event with competitors

Friday 28 August      Task 3
Monday 31 August      Task 4 Final Event

Please note dates are tentative.
Who Is Involved?

Business Icon™ is an initiative of the Advantage Foundation, a not for profit organisation designed to foster a more entrepreneurial culture in Australia that promotes ethics, cultural diversity, environment and good health in business and community. The program was developed to build a bridge from education to employment for students, educational institutions and employers.

The Australian Experiential Learning Centre (AELC) has an agreement in place to service the Advantage Foundation with staff and resources and oversees Business Icon™ and other experiential learning programs across Australia and internationally. AELC develops Generation Y through cutting edge experiential learning programs. They are the sole representatives of higher education totally dedicated to experiential learning in Australia. The AELC is run with the aim of providing young people, students and community participants with real work experience, personal and professional development.

Business Icon™ is unique in that students from across the country come together not only to compete in this competition but also to run it. A select team of students organise the state competition as an experiential learning project. The experience these young people receive from running state and national programs for the benefit of peers is phenomenal. The concept has been recognised as world’s best practice by companies like KPMG, Walmart and Campbells Soup.
Founder - Tracey Hodgkins

Tracey Hodgkins, CEO Advantage Foundation was the 2005 Telstra Western Australian Business Woman of the Year. Tracey is honoured with other prestigious awards including amongst others; Brownes Everywoman and the Year Award 2004 and Business and Higher Education Roundtable Entrepreneurial Educator of the Year 2003, Paul Harris Fellow for her contribution to Humanity, Finalist in the 2008 Veuve Clicquot Awards for Australia’s most inspirational woman.

Tracey established the Advantage Foundation to enable a more entrepreneurial culture in Australia particularly amongst young people. Business Icon™ promotes this concept with a unique mix of challenge, psychology and education.

Business Icon Victoria State Advisory Board

- Lou Bacher, Chief Executive Officer, Charter Security
- Rebecca Cowan, Sponsorship Manager, National Australia Bank
- Tennille McInnes, Marketing Manager, PB Financial Solutions
- Stefani Phua, Case Co-ordinator, Australian Experiential Learning Centre
- Matthew Tan, Senior CRM Consultant, Eclipse
- Pauline Walker, Managing Director PK Walker
- Janenne Willis, Director, Undercurrent Group
Contact

To further discuss this exciting opportunity please contact:

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