

WE ARE CREATING CHANGE

Enactus at the University of Queensland was founded in late August of 2014. The society was born from the all too common employability conundrum, 'you need experience to get experience.' The founding members decided to take action themselves, creating their own opportunities for experience and building a network of professionals and researchers who shared the same innovative values. Inspired by the era of entrepreneurship and innovation, the society has grown from a group of seven to over one hundred members, all working towards bettering our world through the power of social entrepreneurship and solution-based thinking.

01 BRISBANE UNI GUIDE

Many foreign students from lower socioeconomic countries do not receive adequate support and guidance upon starting university, often experiencing anxiety and stress during the first years of study. These students fall through the cracks of institutional support. Brisbane Uni Guide aims to help new students familiarise themselves with the city as they begin a new chapter in their lives.

Our vision is to create an online platform containing the information and guidance needed for any new student to settle into Brisbane. Our goal is to reduce culture shock, smooth the process of moving to an unfamiliar environment, and give these new students confidence to join the community and make Brisbane feel like home.

PROGRESS
Needs- and root-cause analysis; initial research; website wireframe; coaching by startup mentors; first draft of online content; pilot workshop session; partnerships with UQ international societies; initial plans for Semester 2 'New Starter' student workshops.

Apr - Jun
3,400+
Estimated
Media Reach

Aug - Jun
106.0
Project
Hours

02 FINANCIAL FUNDAMENTALS

Australia is amongst the most developed countries in the world. However there are large number of young adults that are financially illiterate. Financial Fundamentals aims to address the lack of financial know-how in young adults and school-leavers from lower SES areas.

This project envisions that today's generation venturing into the world after secondary education will be fully equipped to manage their finances, including budgeting, insurance and health care. These are essential skills that are carried well into the future. The project reaches out to the young adult community falling into early financial distress through interactive workshops held by past participants of the program.

PROGRESS
Needs analysis; initial research and focus group studies; first draft of online content; contact with identified high schools and community groups; pilot workshop.

Apr '16 - Jun
156.0
Project
Hours

Aug '16 - Jun
5,500+
Estimated
Media Reach

03 THE ACT CARD

Family-run health and wellbeing businesses often struggle to reach a wider audience without social media; university students and young professionals have expressed difficulty balancing a healthy lifestyle with the pressures of work and study. We saw the perfect opportunity arise from these two issues.

The Act Card provides a marketing hub targeted specifically towards young adults and health oriented businesses. The Card provides incentive for this demographic to start taking care of their health by detaching from technology and engaging in uplifting and mentally stimulating activities and opportunities. This provides a pay-it-forward marketing service for many socially oriented and good hearted businesses.

PROGRESS
Needs analysis; market research; marketing materials and card production; business partnerships; membership benefits roll-out; expansion of partnerships for Semester 2.

Dec '16 - Jun
32.0
Business
Partnerships

Dec '16 - Jun
15,000+
Estimated
Media Reach

Dec '16 - Jun
76.0
Project
Hours