



CHARLES DARWIN UNIVERSITY CDU SIFE 2010 Annual Report

Our Community Demographics:

Charles Darwin University provides a tertiary education for a wide range of people across several campuses around the entire Northern Territory. The Northern Territory is distinct because of its large indigenous population, a strong tradition of migrant and refugee settlers, and a thriving resource economy which has changed the face of the 'wild' Territory forever, in recent years.

Our University Demographics:

CDU has a diverse make up of students. It caters to a large majority of external students, studying remotely in the Territory, and across Australia. It also has a greater percentage of Indigenous Australian students receiving a tertiary education. Mature age students are a prominent fixture of the student population as well.

Team History:

The CDU SIFE team for 2010 first took shape at the beginning of semester one when the students of the social work unit 'SWK343: Working with and developing communities' came together to discuss and revamp the SIFE project of the previous years team.

The team comprised students drawn from social work, psychology, environmental science, and Australia's only undergraduate humanitarian and community studies degree.

Using different perspectives and experiences the team quickly began instituting a new dynamic to the 'Schools 4 Social Change' program. They started school consultations, negotiations with sponsors, and a wide range of practical logistics for the program. After the program was completed they set about evaluating the success of both the team and the enterprise, and improvements for future years.



CDU SIFE Team and S4SC Competitors for 2010

Team Mission and Goals:

CDU SIFE exists to provide middle and high school children with the encouragement to tackle the issue of climate change, with a solid foundation of scientific knowledge and business ethics. It also exists to create links within the community to further the progress of the 'Schools 4 Social Change' program into the future.

For 2010 the goals of CDU SIFE were to successfully run the competition that is the main focal point of the S4SC program and to follow up with a focussed evaluation of the program. It also sought to give the program sustainability through educational integration into the university curriculum, the competing middle and high school curriculums, and financial security through community and business partnerships.

Description of S4SC:

In relation to the SIFE Criteria –

1. Market Economics:

In answering the competition question school children gain an initial basic and starting perspective on how market based economic system operates and its impact on socially and environmentally. It enables an understanding of the balance and ethics required in a qualitative lifestyle.

2. Success Skills

As school children the projects target group are essentially at the initial stage of realising the importance of an education to work in a dynamic competitive global economy. To this end the competition question was designed to stimulate motivation, ownership and interest for this field in their young minds with a view to them finding and exploring educational pathways to the skills needed.

3. Entrepreneurship

This was an interesting aspect of the posed question as the primary 'business' school children are exposed to is the school they attend and as one school team put it "students have creativity – why not use it?". Another slide stated "education and knowledge are skills for survival" given again that here we have the expression that a good start for entrepreneurialism is education.

4. Financial literacy

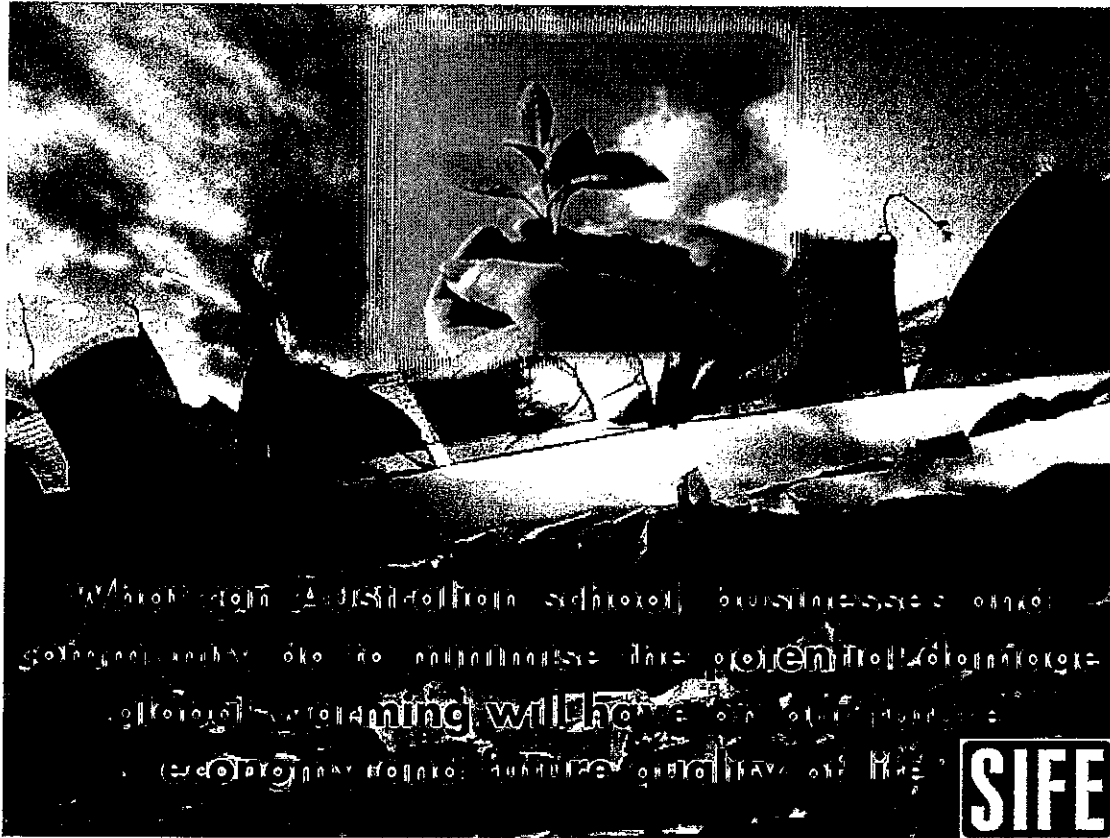
Interestingly one school focused on this issue with a performance of an average family, 'the Smith Family'. The essential message in the performance cited was "children can influence their parents to start making changes to the way we use the earth's resources". The performance covered a wide range of simple financial management skills that had a good fit environmentally and in gaining financial independence.

5. Business ethics

Business Ethics was identified as the core focus of the S4SC Program. How the economy could tackle such a large issue as climate change relies upon a strong basis of good ethics that are not always present. The students themselves identified the ethics of businesses, community organisations and individuals as the most important weapons in the fight against climate change

Project Need:

As the problems surrounding climate change worsen they will more and more infiltrate our daily practices, especially our professional practices. Only with a firm basis of knowledge to inform our ethical business practices can we hope to survive in the economic environment of the future.



S4SC COMPETITION QUESTION FOR 2010

Project Description:

The target audience of the S4SC program is middle and high school students, particularly those concerned by the issues surrounding climate change. Each of the educational topics identified in the SIFE Criteria were addressed by the S4SC program. The S4SC program used school consultations to encourage independent thought and initiative in these students.

Measurement of results:

Measurement tools -

- Feedback forms
- Accounting of sponsorship and grants
- Local media
- Local sponsors

Both qualitatively in terms of feedback and quantitatively in terms of finances and participation this program was successful.

Future Plans for the S4SC:

Hopefully, in 2011 the S4SC project and competition will be integrated into the curriculum of the class work for a variety of subjects throughout middle and high schools in the Northern Territory. Also, more community and business

partnerships are needed to strengthen the continued sustainability of the project into the future.

Program sustainability:

Business Advisory Board –

The Business Advisory Board (BAB) for CDU SIFE is its weakest element and the one that needs the most improvement to ensure the sustainability of the program. The current BAB consists of only internal staff representatives from CDU and the majority of these are involved in only a limited capacity. The greatest contribution came from the lecturer and co-ordinator for the Bachelor of Humanitarian and Community Studies (BHCS) who help to ensure that the S4SC program would become fully integrated into the social work unit SWK343. To increase the involvement and size of the BAB our greatest task is simply informing the greater university and general community of the work that CDU SIFE performs. Whilst community and business partners were made with the program, no actual BAB members were recruited to help serve the team. We have the links, but now they must be solidified by participation on a fully established and functioning BAB.

Team Succession Plan:

The team succession notebook comprises a debriefing document compiled by the students of SWK343, who each gave input into what worked and didn't work during this years S4SC program. This will be followed up with a full handover to both the incoming president later this year and to the next class of SWK343 students in semester one of 2011.

Funding:

The team has had great success in both fundraising and seeking sponsorship from CDU and the wider community. This year we have already raised more than two thousand dollars from donated book sales, and plan to participate in volunteering at further community events throughout the year to ensure funds will be available for next years team. Sponsorship agreements this year covered all of the costs of actually running the program. Funding support provided by SIFE Australia ensured that CDU SIFE could come and present at the 2010 National SIFE competition in Melbourne, thus giving further incentive for more funding from CDU in the future.

Income Statement:

| Supplier | Amount | Spent On | Amount Saved |
|---------------------------|---------------------------|-------------------------------------|--|
| Charles Darwin University | Ongoing contribution | 2010 National SIFE Competition | TBA after 10/07/10 |
| SIFE Australia | \$8000 | 2010 National SIFE Competition | TBA after 10/07/10 |
| Woolworths | Approx \$500 sponsorship | Catering | N/A |
| Bakers Delight | Approx \$500 sponsorship | Catering | N/A |
| Other Local Sponsors | Approx \$500 | Prizes | N/A |
| CDU SIFE 2010 | Approx \$2000 fundraising | Vouchers, trophies and certificates | Approx \$500 |
| CDU SIFE 2009 | Approx \$1000 fundraising | Vouchers, trophies and certificates | \$0 |
| Total | Approx \$13 000 | All costs | TBA after 10/07/10 (approx \$500 - \$1000) |

Media:

CDU SIFE engaged with a variety of media outlets in the Territory to provide the program and competition with plenty of coverage. The NT News, NTFM, and the University press reported on and promoted the competition both before and after it were completed.

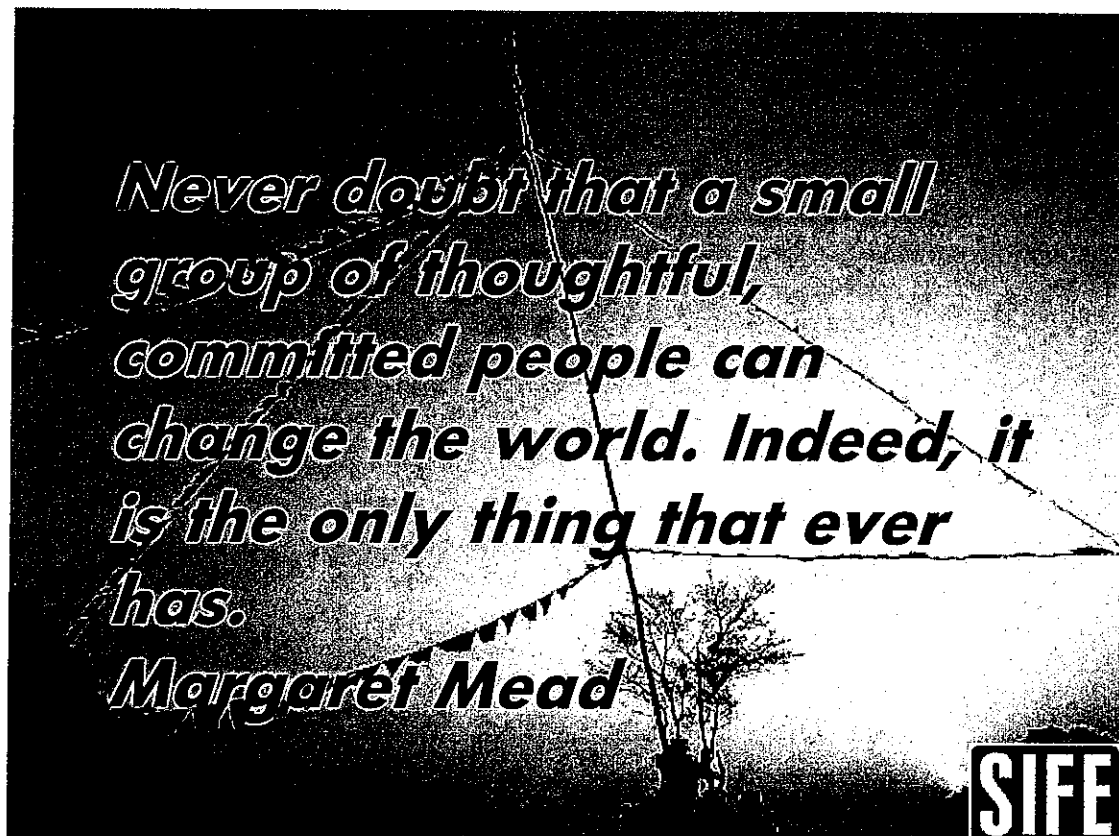
Goals for next year:

Next year CDU SIFE hopes to expand the S4SC competition to a further two middle and high schools in the Territory, and hopefully bring in a team from

outside of the Darwin region. This will also require more community and business partnerships, as well as a strong BAB for support. Also, the potential for a 'Rock Art' program to showcase Indigenous art and culture using a collective market approach will build upon CDU SIFE mission of informing change in business ethics to improve the world around us.

Final Remarks:

Education, especially around the issue of ethics, is vital to the prolonged economic prosperity of all those wishing to progress in our society. CDU SIFE will remain dedicated to its focus on environmental education and encouragement for change to ensure that those expanding audiences that it reaches will be prepared to handle the rapidly changing nature of the environment, both in the natural world and the world of business.



Report filed by

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2010 President

