

## OUR VISION

# A SMART, INCLUSIVE AND SUSTAINABLE AUSTRALIA

## OUR PROJECTS

**ALICE - EXPOSING  
CHILDREN TO IT**

**CROWDFUNDING  
FOR INDIGINEOUS  
ENTREPRENEURS**

**EMPOWERING  
COMMUNITIES**

## OUR OUTCOMES

**60**

YR 5 & 6 STUDENTS HAD THEIR  
INTEREST IN ICT AND STEM  
INCREASED

**11**

INDEGINOUS ENTERPRISES  
EMPOWERED THROUGH CROWD  
FUNDING

**5,000**

VISITS ON THE WEBSITE CREATED FOR  
SWAN REACH SINCE ITS LAUNCH

## OUR OVERALL IMPACT

**CAPACITY**

BUILDING APPROACH

**3,000**

HOURS INVESTED

**\$525,418**

AUD SAVED

# ALICE - Exposing Children to IT

## DESCRIPTION

### FACTS

- Only 3% of the teenagers in Australia choose Information technology as their career path
- Decline in the number of students with STEM skills
- Skilled Labour shortage in the ICT sector in Australia
- Lack of interest amongst students in STEM subjects

### OBJECTIVES

- Teach students computer programming using Alice programming tool
- Improve student’s creativity and logical thinking,
- Initiate a partnership with the Department of Education and Child Development (DECD) of South Australia to get their support to teach “Alice” in many primary and secondary schools in the state

### CHALLENGES

- Implement Alice tool, throughout primary and secondary schools
- Increase the number of STEM graduates at university level
- Collaboration with the Department of Education

## ECONOMIC, SOCIAL AND ENVIRONMENT FACTORS

- Skilled labour shortage in “Information & Communication Technologies” (ICT) sector
- Learning programming requires high investment (Average cost \$2k per year/student)
- For majority of the students, their life aspirations are formed before the age of 14

## TARGET AUDIENCE

Primary school students as well as the academic staff

## BUSINESS AND ECONOMIC CONCEPTS/ENTREPRENEURIAL APPROACH UTILISED

- Target primary education which lays the foundation for future studies
- Develop a long-lasting ecosystem by training academic staff of schools and universities

## PROJECT OUTCOMES

- Increased student’s interest by 20% in programming and animation related fields
- Improved creativity, logical thinking and mathematical skills
- Student initiated knowledge transfer process by making groups, to teach others students
- Using Alice tool, students also learnt personal hygiene and moral education values

## PROJECT SUMMARY

Alice is an open source software tool that teaches students computer programming in a 3D environment. It makes it easy for telling a story, playing an interactive game or a video to share on the web. The Alice project’s main purpose is to create an interest amongst children in Australian primary schools to pursue a career in programming.

## KEY TEAM STATISTICS

Team Members: Project Manager, Team Members Three

## FINANCIAL SUMMARY

Total Hours	200
Total Cost	\$110,000
Travel Costs	\$ 168
<b>Total Cost</b>	<b>\$110,168</b>

## MEDIA COVERAGE

Our story at Gilles Street primary was broadcasted on ABC news channel  
 March 25 2013 <http://www.abc.net.au/btn/story/s3720544.htm>

## NAME OF BAB MEMBERS

Aaron Potts Manager Business Department for Environment, Water and Natural Resources

# CROWDFUNDING FOR INDIGENOUS ENTREPRENEURS (CIE)



## DESCRIPTION

### FACTS

- “By the age of 15, more than one-third of Australia’s Indigenous students 'do not have the adequate skills and knowledge in reading literacy to meet real-life challenges”(Bortoli and Cresswell, 2004, page 11).
- Employment to population ratio of 42% in remote areas

### OBJECTIVE

- Create the platform to leverage the potential of crowd funding to raise funds
- Build partnerships with key stakeholders
- Provide technical support and tools to maximise their opportunities

### CHALLENGES

- Communication problems due to language barriers
- Poor telecommunication connectivity with the locations of our targets
- Make our fund raising campaigns successful and ensure efficient use of the proceeds.

## ECONOMIC, SOCIAL AND ENVIRONMENT FACTORS

- Indigenous social entrepreneurs lacking of fundraising knowledge
- Poor social circumstances of our targets: remoteness of their communities, low educational attainment
- Limited access to services and mainstream labour markets, low morale and mistrust

## TARGET AUDIENCE

Indigenous social entrepreneurs and innovators

## BUSINESS AND ECONOMIC CONCEPTS/ENTREPRENEURIAL APPROACH UTILISED

- Social entrepreneurship to promote an equitable society
- Use of Ecommerce and Crowd Funding to provide financial independence to indigenous entrepreneurs

## PROJECT OUTCOMES

- Created a new crowd funding platform exclusively targeted at indigenous entrepreneurs and innovators
- Established strategic partnerships with leading crowd funding sites like StartSomeGood
- Agreement with 11 Indigenous business enterprises. For 3 of them we have set up profiles on StartSomeGood and we are working in other campaigns that we will launch in August
- Built a website with e-commerce functionality for the Beanie festival to make its business model sustainable and help them gather funds to buy a printer worth \$60,000 for printing Beanies.

## PROJECT SUMMARY

(CIE) project seeks to work with Indigenous groups and individuals who are creating opportunities for themselves and their communities through social entrepreneurship and innovation.

## KEY TEAM STATISTICS

Team Members: Project Manager, Two Developers, Two Designers and Two Testers

## FINANCIAL SUMMARY

Total Hours per Member	200
Total cost	\$222,000
Website Cost (Software, hardware, hosting)	\$ 15, 125
<b>Total Project Cost</b>	<b>\$237,125</b>

## NAME OF BAB MEMBERS

Jason Quin Partner Desert People Centre

# EMPOWERING COMMUNITIES



## DESCRIPTION

### FACTS

- Australia is one of the driest countries in the world and South Australia (SA) is the driest state
- Murray the longest river of Australia is facing serious water management issues
- Swan reach is a small town residing on the banks of Murray river
- Tourism and other industries in Swan Reach town declining due to lack of visibility (Swan Reach hotel closed in April this year)

### OBJECTIVE

- Increase visibility of the town, promote economic opportunities and environmental awareness
- Encourage the participation and engagement of different groups of the community through the website.
- Transfer skills to the community to operate and manage the website and empower them to take its ownership

### CHALLENGES

- Motivate the community to participate in the process of empowerment
- Work closely with government agencies to identify the key problem areas
- Raise awareness regarding efficient management of water resources

## ECONOMIC, SOCIAL AND ENVIRONMENT FACTORS

- Decrease in tourism
- Poor management of Murray river
- Limited engagement and collaboration among different groups of the community

## TARGET AUDIENCE

Swan Reach community, Swan Reach Progress Association and Mid Murray River Council

## BUSINESS AND ECONOMIC CONCEPTS/ENTREPRENEURIAL APPROACH UTILISED

- Developing the town's brand name as an internal tool of engagement inside the community.
- Positioning the town's brand name as an external tool to enable the Hospitality industry and local producers to successfully link themselves to potential customers and business partners

## PROJECT OUTCOMES

- Visibility of the town increased. 5000 visits on the website in the last 3 months (Google analytics report)
- Lots of green initiatives like "care for the river" taken up to promote awareness about the Murray river
- Process used to help Swan Reach is transferable to other communities
- Project planning process initiated with one more town called Coorong

## PROJECT SUMMARY

Swanreach.sa.au is a community website for Swan Reach, South Australia. The site promotes the natural beauty and heritage of this mighty Murray location and surrounding regions to potential visitors, raising awareness about its natural resources, industry and primary production. The website provides information to potential business partners and acts as a communication source for the local community.

## KEY TEAM STATISTICS

Team Members: Project Manager, Two Developers, Designer and Two Testers

## FINANCIAL SUMMARY

Total Hours per Member	200
Total cost	\$162,000
Website Cost (Software, hardware, hosting)	\$ 16,125
<b>Total Project Cost</b>	<b>\$178,125</b>

## NAME OF BAB MEMBER

Stephen Schmid Manager Open Technology Foundation