

FIFTYSIX

Fiftysix Creations Pty Ltd

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Hon Josh Frydenberg
PO Box 6022
House of Representatives
Parliament House
Canberra ACT 2600

RE: Pre-Budget Submission 2019/20 - Fiftysix Creations

Dear Treasurer Frydenberg,

Fiftysix Creations is honoured to present our pre-budget submission outlining how the Australian Government can support our Regional Australia Works program in order to advance their initiatives for Indigenous Education and Youth Unemployment. We have had the opportunity to meet and discuss the program with Prime Minister Scott Morrison, the Hon. Andrew Laming MP, the Hon. Ross Vasta MP and the Hon. Trevor Evans MP regarding Regional Australia Works.

In an effort to reduce the increasing rate of youth unemployment in regional Australia our goal is to provide every child regardless of their postcode access to entrepreneurial education. Moving towards 2022, our proposal will deliver the following to achieve this vision:

Whole of Community Entrepreneurial Education Program

- In-Person Student Workshops
- In-Person Parent & Teachers Forums
- Online Training

The attached pre-budget submission is seeking a \$7.5 million investment over 3 years from the Australian Government (\$2.5 million per annum). We look forward to showing Australia how Fiftysix Creations and the Australian Government can create a world class country by decreasing the rate of unemployment in regional areas.

If Regional Australia Works, Australia Works.

Kind Regards,

Taj Pabari
Founder & Chief Executive Officer
Fiftysix Creations Australia & New Zealand

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Pre-Budget Submission 2019/2020

Regional Australia Works by Fiftysix Creations

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FIFTYSIX CREATIONS - SUMMARY

Taj Pabari founded Fiftysix Creations at the age of fourteen. Our Programs include Incursion, After-School Workshops and School Holiday Programs in Australia and New Zealand.

We also run programs and professional development for parents, teachers and seniors. In 2017, 24,119 students participated in Fiftysix Creations workshop programs. Of the 24,119 participants, **12,900 students** were from an Aboriginal background. **69.3 percent** of these students felt more confident with communication, financial literacy and business from the beginning to the end of the program. The Fiftysix Creations Workshops average **91.4 percent satisfaction** rate from students living in regional communities.

THE PROBLEM

In order for our Australian economy to prosper, we must create a highly skilled and real world ready workforce. Currently, students living in regional and remote communities are not reaching their full potential due to lack of a localised education that is personalised based on the needs of the community.

Many students are unemployed and cannot find entry level work. In Outback Queensland alone, youth unemployment sits at 67.1 percent.

Furthermore, nearly 50 percent of parents do not believe that schools are doing enough to equip young people for the workforce of the future and nearly one third do not believe that young people are prepared for the workforce of the future.

THE SOLUTION

Whole of Community Workshops in Regional Communities around Australia:

- **Full Day Student Workshop:** Students start their very own business to solve a community problem in a workshop form. Students will receive micro-credentials based on soft skills after the program:
- **Teacher & Educator Professional Development:** Teacher professional development focusing on creativity in the classroom and how to empower business and entrepreneurial thinking within the school grounds.
- **Evening Parents Forum:** Parent forums will be conducted to ensure parents understand the purpose of soft skills and entrepreneurial thinking for young people. The digital economy has connected us all and our message for this forum will be focused around ensuring parents understand that business and self employment is a viable career pathway for students living in regional communities.
- **Online Training:** Online training modules for a period of 12 months have been co-designed with indigenous communities for direct use from students. The modules focus on how to expand and export their businesses products or services. The training also connects young people together to connect, collaborate and share lessons and learnings.

CASE STUDIES

Case Study A: Lorraine Koerber, Mount Isa QLD

Lorraine is a creative eight year old student who attended one of our Regional Workshops in Mount Isa in August 2018 funded by the Queensland Government. She is now the Founder of Recycled Decorations Inc and already selling her handmade and recycled goods to the local community.

After her first day at market Lorraine had brought in \$24 of revenue. Mount Isa has one of the highest youth unemployment figures (67.1 percent). Lorraine is a catalyst for change in the Mount Isa Community. She has now sold \$1,100+ (as of 1 November 2018) of recycled decorations and has begun exporting her 'handmade, recycled outback decorations' to Brisbane, Sydney and Darwin.

Case Study B: Jake Lonton, Ipswich QLD

Steven's 9 year old son Jake attended a Fiftysix Creations Ipswich Community Workshop in January 2018. As a business development consultant, Steven was greatly impressed by the professionalism of the course and the skills Jake developed.

Steven has noticed that since completing the workshop, Jake has developed a greater interest in how businesses operate. "He understands how a product comes together and how the advertising, distribution and marketing all play a role. The more kids can understand that side of business, the better equipped they will be for any job they choose to go in to in the future. Jake has always had a creative mind but through the Fiftysix Creations workshop he's learning how to apply this to business."

Case Study C: Joel Kresner, Sydney NSW

Joel is a keen disability advocate, with a passion for finding solutions to improve the lives of kids with disabilities. The catch? He's only nine years old and has already begun working towards his goal of enriching the lives of kids with disabilities after attending Fiftysix Creations workshops.

His mother, Karen commented on how surprised she was with the kids engagement within the classroom setting. "What Fiftysix Creations has taught Joel is that you are never too young to have a great idea and start working on it, and be able to turn that idea into a tangible business. This requires kids to develop maturity beyond their years, such as teamwork and listening skills, as well as being able to organise and order their thoughts."

Case Study D: Charlie Squire, Sydney NSW

Alison's 10 year old son, Charlie attended a Fiftysix Creations Business Camp in 2018 and loved every minute of the experience. Since attending, Alison has seen a hugely positive change in Charlie, not only he is thinking more critically but at the age of 10 he is already thinking about what skills he will need for a thriving future.

What Alison particularly loved about the Fiftysix Creations Business Camp was that, "unlike during school where children are taught a specific curriculum, instead new ideas and thinking outside of the box are both encouraged and nurtured. The kids are also encouraged to work together and nurture each other's ideas." She also said "Whilst the children got to learn about how companies work, what really stood out was the focus on developing a complementary skillset, as well as the focus on creative thinking."

EVALUATION MECHANISMS

Phase A: 2019 to 2020

- Fiftysix Creations will assess the number of successful businesses created by young people and its revenue.
- Teacher and student anecdotal experiences from the programs will also be collated. The presence of the Fiftysix Creations programs in local media and/or outside of school will be monitored.
- The completion of 'Cores' will also be assessed.

Phase B: 2020 to 2022

- There will be an in-depth analysis into the use of Business Camp Academy after the in-person program (data mining).
- Key informant interviews with community representatives will be conducted
- Illustrative school case studies.

OUR ASK

For \$150 per student (15 to 24 years), we will run the full Regional Australia Works Program.

An investment of **\$7.5m** will provide **50,000 participants** living in high youth unemployment regions with entrepreneurial education for 12 months. If Regional Australia Works, Australia Works.

It will reduce youth unemployment, provide young people with the opportunity to create their own jobs and teach vital life skills should they wish to enter the workforce into the future.

