

the entrepreneur

Newsletter for the “Developing Emerging Young and Other Entrepreneurs in South Australia’s Mid North” project

Welcome to the sixth edition of “The Entrepreneur”, the E-newsletter designed to keep those with an interest in the “Developing Young and Other Entrepreneurs in South Australia’s Mid North” project informed.

This edition will provide a brief project update, including dates for Short Courses, and details of the Levels of Business model discussed at Awareness seminars.

We hope you enjoy this edition of “The Entrepreneur”.

Project Update – Short Courses

We have opted for a flexible approach for delivery of the workshop program. For this reason, there are different groups at different stages of the short course program. The program has been designed to be completed in the following sequence:

1. Entrepreneurship and Innovation (2 days)
2. Opportunity Assessment (1 day)
3. New Enterprise Financial Management (2 days)
4. New Enterprise Marketing (2 days)
5. New Enterprise Operations Planning and Management (3 days)

Are you an existing participant but would like to catch up a session/day you missed? Feel free to come along to another location to make it up.

Short Course One

There is now an opportunity for you to join the project if you missed the first round of Short Courses. Short Course One, Entrepreneurship and Innovation, will be delivered in Clare, Nuriootpa and Orroroo.

Clare (Group 3)	Wednesday 11/6 & Wednesday 25/6	Rural Directions Pty Ltd Office	3pm – 8pm
Nuriootpa	Tuesday 1/7 & Wednesday 9/7	Barossa Village Inc	3pm – 8pm
Orroroo	Thursday 3/7 & Thursday 10/7	“Blacksmith’s Chatter”	3pm – 8pm

Remember the first session is free – so come along and give it a go!

Short Course Two

For those of you who are ready to move to Short Course Two – Opportunity Assessment, please find below details of the dates, times and locations of these sessions. Please note the different times at different locations.

Location	Date	Venue	Time
Laura	Monday 16/6	Laura Civic Centre	12.30 - 5.30pm
Freeling	Wednesday 18/6	Rural Directions Pty Ltd Office	3pm - 8pm
Balaklava	Tuesday 24/6	Clark Cowan Community Centre	12.30 – 5.30pm
Clare (Group 2)	Monday 30/6	Rural Directions Pty Ltd Office	3pm – 8pm

Please note the Kadina group has been merged with groups at Clare and Balaklava.

This project is proudly supported by



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Short Course Three

For those of you who are ready to move to Short Course Three – New Enterprise Financial Management, please find below details of the dates, times and locations of these sessions.

Location	Date	Venue	Time
Clare (Group 1)	Wednesday 2/7 & Tuesday 15/7	Rural Directions Pty Ltd Office	3pm – 8pm

We are happy for people to be flexible with the dates that suit them best. If you wish to change from your original group, please email (cmellors@ruraldirections.com) or call (08 8842 1103) Carlyn and we can make the change.

Project Update – Enterprise Development Groups

Enterprise Development Groups are a separate, yet complimentary, component of the project. Enterprise Development Groups are designed to be self-directed – content, location, direction and outcomes will be determined by the group. The groups will meet four times per year over two years with a facilitator to guide them throughout.

What would an enterprise development group do? Typically an enterprise development group might:

- Develop a collaborative idea that may add value to an existing industry, or
- Develop a business plan that will provide a progress association, industry group or community group with a purpose and focus, or
- Provide a confidential forum for discussing how learning’s from the short courses can be applied, or
- Develop ideas for how new industries could be built within a region

If one of these concepts sounds like you or your industry association, please contact Carlyn or David at Rural Directions Pty Ltd on 08 8842 1103 to discuss. These groups will commence in July and places are limited to four groups of up to 15 businesses.

Developing an Entrepreneur

Levels of Business Model

Level	Advantages	Opportunities
5 Entrepreneur	<ul style="list-style-type: none"> • Business duplication and/or franchising • Networking • Achieving goals • Innovative 	<ul style="list-style-type: none"> • Leveraging additional capital for new business ideas • Sell the business model
4 Owner Leader	<ul style="list-style-type: none"> • Proactive management • Develop business systems • Change willingly • Strategic focus • Profit focused 	<ul style="list-style-type: none"> • Employ independent management structure • Employ a great team
3 Owner Manager	<ul style="list-style-type: none"> • Increased workforce increases income potential • Share the workload • Teach others your trade/skills 	<ul style="list-style-type: none"> • Reduce stress – delegate tasks • Reduce people management problems
2 Self Employed	<ul style="list-style-type: none"> • Work for yourself • Flexible • Sense of achievement • Accountable to yourself 	<ul style="list-style-type: none"> • Busy working from job to job – manage the workload
1 Employee	<ul style="list-style-type: none"> • Paid regular wage/salary • Security • Paid training and holidays • Lower risk 	<ul style="list-style-type: none"> • Little room for growth – seek training • Can be inflexible

To learn more about this model and other systems to help develop your business – attend one of the Short Courses being offered around the region.



How to register for the project

Registration forms for short courses, enterprise development groups and coaching and mentoring are all available on the Mid North Regional Development Board (MNRBD) website www.mnrdb.com.au .

Alternatively contact: Colin Rawnsley or Alan Schwarz at Mid North Regional Development Board on 08 8842 3115
Carlyn Mellors or David Heinjus at Rural Directions Pty Ltd on 08 8842 1103

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