

### **When is the illuminate:nextgen Challenge?**

The challenge will run across five consecutive days, from Monday to Friday between 9:30am and 2:30pm. There is also an awards ceremony on the final day in the evening, from 6.00pm to 7.30pm.

### **Where is the illuminate:nextgen Challenge?**

The program will take place at a central location, which will be announced with the dates of the program.

### **What does it cost?**

With the support of Chartered Accountants Australia and New Zealand, registration costs are kept to a minimum. Schools will however need to organise their own transport to and from the central location.

### **What is the theme of the challenge?**

We keep the exact wording of the theme secret until the opening presentation of the challenge, to add to the excitement and pressure of the experience. This ensures that all students have the opportunity to approach the challenge with an open mind, but the theme will be relevant to the economy and region.

### **How many students and teams will be involved?**

Entries are limited based on the capacity of the venue. Teams should consist of seven students, however we will welcome teams of five and up to eight students. If you do not have enough students to make a whole team but still want to be involved, please contact illuminate Education for alternative arrangements.

### **How do we register a team?**

You can register a team of students online at [www.illuminate.education](http://www.illuminate.education) or by contacting Jessi ([jessi@illuminate.education](mailto:jessi@illuminate.education)). We recommend one staff member enters all applications/details on behalf of the school.

### **Will students require any prior knowledge?**

No. The illuminate:nextgen Challenge is developed so that all students can learn the basics of business and

entrepreneurship through the presentations and content delivered in the five day period.

### **What will teachers need to do during the challenge?**

During the challenge, the entire program is run by facilitators from illuminate Education. We also invite speakers from the community as well as representatives of Chartered Accountants Australia and New Zealand to present content as well as judge the student work. Whilst teaching staff may assist students on the first day, their role will be primarily to supervise. Teaching staff, will also have the opportunity to attend lecture sessions.

### **How are students rewarded?**

On the Friday evening, an awards ceremony will be hosted to celebrate students' achievements across the challenge. Prizes will be awarded to teams and schools, based on criteria as set out at the beginning of the week.

### **What are the supervision requirements?**

Participation in the challenge should be treated as a school excursion to the central location. In turn, schools are required to provide appropriate supervision according to their respective risk management policy. illuminate Education will have at least one facilitator attending the program at all times, with all facilitators holding current Working with Children Checks.

### **How are the awards decided?**

Two major awards and individual prizes will be presented at an award ceremony on the last day of the challenge. The judging panel will be made up of representatives from Chartered Accountants Australia and New Zealand as well as other members of the business community. The judging panel will assess the challenges against eight criteria:

1. Creative thinking and innovation
2. Strategy and planning
3. Financial interpretation
4. Presentation standards
5. Branding and target audience

6. Message and language
7. Time management
8. Use of Information Communication Technologies

### Is attendance on site compulsory?

It is compulsory for students to attend the central location on the Monday, Tuesday and Friday. These are the days where students can interact with facilitators and invited guests, as well as present their business ideas in person.

Aside from the compulsory days, there are two attendance options for Wednesday and Thursday:

**OPTION 1:** Students continue to come to the central location. Presentations will be available online to allow students to set their own schedule for the day, and manage their own deadlines.

**OPTION 2:** Students have the opportunity to complete the online submissions from their school. Schools will need to provide a dedicated working space for students to complete the tasks and access the scheduled presentations online. Students and facilitators will communicate via Slack, simulating a remote working experience, and with no disadvantage in the level of support available to them compared to attendance on campus.

*After registration, please advise us of your attendance arrangements at your earliest convenience.*

### What equipment will students need to bring?

All teams will be provided with a folder containing resources that will be useful for the week. Additionally, students can bring the following optional items:

- Laptops or tablets. Care of these items will be the responsibility of the student, and access to the Wi-Fi network in the central location will be made available where possible.
- Pens and paper. These can be used to take notes and support the learning environment.
- Morning tea and lunch. Depending on the facilities available, students (and staff) may be able to purchase food on site as well.

- As the challenge progresses, students may decide to bring additional resources or equipment from home/ school, specifically for their trade display stall promoting their business.

### What should students wear?

Students are required to wear their school uniform from Monday to Thursday. On Friday (presentation day), students are permitted to wear neat attire relevant to their business idea, or can continue to wear their school uniform.

### How does the challenge align with the Australian curriculum?

All sessions and tasks throughout the challenge are aligned with the Australian Curriculum. The challenge meets content descriptors for English, Mathematics, Science, Humanities and Social Sciences, Technologies, the Arts and Work Studies, as well as the Australian Blueprint for Career Development. These are available to download from the [www.illuminate.education](http://www.illuminate.education) website, or can be provided upon request.

### Why does Chartered Accountants Australia and New Zealand partner with illuminate Education?

illuminate Education recognises the changing business landscape and aims to support and equip students with the important skills they will need in their future careers. Chartered Accountants ANZ will be involved in facilitating each event through providing CA speakers who will share their experience and knowledge through presentations, assessment and feedback. This will give students a chance to gain an insight into a career in business as a Chartered Accountant and into the many different exciting opportunities the designation offers.

### What is illuminate Education?

Founded in 2010, illuminate Education is a multi-award-winning business that is completely focused on empowering young people while also making it engaging and fun. They are dedicated to developing engaging and supportive activities, and all of their programs have been met with great success.

### Any Further Questions?

All questions and comments can be sent to Jessi at illuminate Education ([jessi@illuminate.education](mailto:jessi@illuminate.education)).

## illuminate:nextgen Challenge Outline

Chartered Accountants Australia and New Zealand has partnered with illuminate Education, a leading provider of educational experiences, to deliver the illuminate:nextgen Challenge in your region soon.

Each day of the illuminate:nextgen Challenge will run from 9:30am until 2:30pm, with activities scheduled to support student learning as well as giving students enough time to complete the tasks allocated. As the challenge is in the final planning stages, below is the order of the sessions and the days they will be on, but the final times of these sessions will be confirmed closer to the challenge.

Day	Sessions / Presentations	Submissions
Monday	<ul style="list-style-type: none"> <li>- Opening Presentation (at 9:30am)</li> <li>- Introduction to the Topic</li> <li>- Idea Generation Strategies</li> <li>- Overview of the Week</li> <li>- Introduction to Marketing</li> </ul>	<ul style="list-style-type: none"> <li>- Samples of their Business Model Canvas (a business planning tool)</li> </ul>
Tuesday	<ul style="list-style-type: none"> <li>- Briefing Session (at 9:30am)</li> <li>- Introduction to Financial Accounting</li> <li>- Creative Feedback Session</li> <li>- Public Speaking Tips</li> </ul>	<ul style="list-style-type: none"> <li>- Samples of their Business Model Canvas</li> <li>- 30 second elevator pitch</li> <li>- -Description of Idea Report</li> </ul>
Wednesday	<ul style="list-style-type: none"> <li>- Business Plans Presentation (via YouTube)</li> <li>- Graphic Presentation Tips (via Youtube)</li> </ul>	<ul style="list-style-type: none"> <li>- Samples of their Business Model Canvas (a business planning tool)</li> <li>- Market Research Report</li> <li>- Draft Business Plan and Financial Tables</li> </ul>
Thursday	<i>N/A as the day is dedicated to completing submissions.</i>	<ul style="list-style-type: none"> <li>- Completed Business Plan.</li> <li>- Completed Financial Forecasts.</li> <li>- Marketing Package (Radio Advertisements, Social Media Ads &amp; Printed Materials)</li> </ul>
Friday	<ul style="list-style-type: none"> <li>- Briefing Session (at 9:30am)</li> <li>- Pitch Deck Presentations</li> <li>- Timed 45min Challenge</li> <li>- Trade Display Set Up and Judging</li> <li>- Review Session (finished at 2:30pm)</li> <li>- Public Viewing of Trade Display (6pm)</li> <li>- Award Presentation Ceremony (6:30pm)</li> </ul>	<ul style="list-style-type: none"> <li>- Powerpoint for Pitch Deck Presentation</li> <li>- Pitch Deck Presentation</li> <li>- Three submissions as per the Timed Challenge</li> <li>- Trade Display</li> </ul>