



# THE UNIVERSITY OF MELBOURNE STUDENTS IN FREE ENTERPRISE PARTNERSHIP FACTSHEET

## LET'S WORK TOGETHER

As a partner of the University of Melbourne SIFE, your organisation will join a global network of over 2000 universities in 48 countries. In Australia, there are active SIFE teams on over 30 university campuses. Partnering with SIFE will help to build your company profile amongst the University of Melbourne network.

## BUILDING YOUR COMPANY'S NAME AND REPUTATION

- Showcasing your company's commitment to strengthening corporate social responsibility, building public trust, and making a positive impact in the community.
- Opportunity to present information about your company to SIFE students in a formal or informal environment, thus developing their understanding of your company and its core values.
- Promoting your company's name and reputation across all faculties in a leading Australian university, to over 30 Australian universities at the National Conference, and to over 2000 universities at the World Cup.

## ACCESS TO THE UNIVERSITY OF MELBOURNE NETWORK

- Presenting your company as a quality employer, building brand recognition and encouraging students to consider your company as a future employer.
- Working with ambitious, skilled, passionate and innovative students who are committed to their personal and professional development, and whose experiences as SIFE students have better prepared them for professional careers.
- Further integration with the University of Melbourne and opportunities to build relationships with academics and researchers from a wide range of faculties.

## EVIDENCE OF SUCCESS

- Partnerships with large Australian companies and organisations operating in a range of sectors, including Shell Australia, Goldman Sachs, Allens Arthur



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Robinson, Golder Associates and Yooralla.

- Recognition and prizes awarded at the National Competition and World Championships, including SIFE Australia National Runners-Up 2008 and 2009, National Champions 2007, and SIFE World Cup Semi-Finalists in New York 2007.
- Personal support from the University of Melbourne Vice-Chancellor Glyn Davis, as well as prominent members of the commerce faculty including Margaret Abernethy (Dean of Commerce), Suzanne Dixon (Director of Advancement) and Christine Brown (Head of Finance).
- SIFE alumni have received graduate positions or vacation placements with leading professional firms including Deloitte, Macquarie Capital, UBS, McKinsey, Accenture, StateStreet (USA), KPMG, PwC, Ernst & Young, Mallesons, Blake Dawson, Arup and the Federal Treasury.
- Average team member commitment of 5 hours per week, ranging to approximately 20 hours per week for those in the core leadership team, and the highest retention rate of any student society.
- Professional training workshops conducted throughout the year by industry leaders and professors.

## PARTNERSHIP OPTIONS

There are various partnership options available to suite your organisation's specific needs and goals. These vary from local to international scale involvement and short-term to more substantial commitments.

## SPONSORSHIP

As a self-supporting, non-profit organisation, SIFE's activities are funded by government grants, private grants, corporate sponsorship, university support and competition prize money.



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These sources of funding ensures effectiveness in SIFE's day to day operations which includes supporting the project portfolio, the facilitation of professional training workshops for student members, subsidising the annual National Conference event and World Cup expenditure, and providing for general administrative expenses.

In providing sponsorship, our professional partners will benefit from having increased brand recognition and marketing via being recognised as official sponsors of SIFE on promotional materials as well further developing their reputation to the high calibre students of both SIFE and the broader University of Melbourne networks.

We are able to create an individual sponsorship package that meets the interests and objectives of both our organisations.

## BUSINESS ADVISORY BOARD

The Business Advisory Board (BAB) is an integral part of the SIFE program. The BAB is a group of business and community leaders that are recruited to serve as mentors for the team. It involves members of the business community providing advice, monitoring activities, receiving project reports, assisting in the development of strategy and acting as a judging panel in the lead-up to National Conference.

BAB members keep SIFE students informed of current business and community concerns and trends, provide financial or in-kind assistance for projects, critique annual reports and presentations, and provide networking opportunities. The BAB is also capable of carrying out other duties on behalf of the SIFE team, which may include holding the team accountable for finances and projects goals, connecting the organisation with local networks and identifying possible sponsorship opportunities.

## ACTIVE ENGAGEMENT

### MENTORING

Company representatives are able to act as valuable strategic advisors for students given their existing professional specialisation, general business knowledge and experience. Members of the business community have the opportunity to personally and professionally inspire the next generation of



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entrepreneurs and business leaders through providing mentoring support to the team. Individual mentors and steering committees aim to develop the leadership skills and knowledge base of project managers and functional managers.

## TRAINING WORKSHOPS

Members of the business community can actively engage with the SIFE team through running workshops on topics ranging from developing interpersonal skills such as public speaking, interviewing techniques and professional networking, through to technical skills such as financing and project management.

## **PROJECT HIGHLIGHTS FROM THE LAST 12 MONTHS**

- Think.Act.Green ran a pilot program at 5 Victorian secondary schools in 2009. Winners of the environmental proposal competition, Presbyterian Ladies' College, were awarded with the funds to implement a grey-water system on the school campus. Think.Act.Green has embarked upon the 4-phase 2010 program with 9 schools on board. Shell has officially endorsed this project and has provided \$15,500 to aid its development.
- Nexus Abroad has completed the second technical trip to Nectar Home in Ghana to provide management training to staff, establish the groundwork for an income-generating international Volunteer Program, and to create a formal governance board that provides support network for the orphanage. In 2010, Nexus Abroad raised capital to create volunteer accommodation on the Nectar Home site, developed and marketed the Volunteer Program and will be sending over the first group of volunteers to Ghana at the end of the year.
- Switched-On Enterprises has recently concluded engagement with 2 social enterprises run by the Yooralla umbrella organisation. The team ran workshops on professional writing, sponsorship and employment assistance for the socially disadvantaged. Further recommendations allowed for one enterprise to minimise business expenses and to set up a mentoring relationship with a similar organisation. In 2010 Switched-On-Enterprise established new engagements with STREAT, a social enterprise that supports



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hospitality training for disadvantaged members of society and a local driving school under AMES: Learner Drivers, an organisation that aims to assist underprivileged members of the community to attain their driver's license, thereby maximising their employment skills.

## CONTACT INFORMATION

### KEY CONTACTS

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This document has been prepared by SIFE Marketing & Communications.