Welcome to **The** **University of Newcastle Year 11 Business Plan Challenge** for 2021.  We are pleased to announce that for the 2021 year the prize pool will be **$15,500** including the chance to win an **iPad MINI.** Just by submitting a plan each student’s name will go into the iPad Mini draw.

The prize pool is now - 1st prize **$2,000.00** plus **$500.00** for their school plus each member of the team will be offered a **$2000.00 scholarship** if they study Business & Law at Newcastle University. The 3 "runners up" will each receive $**1000.00** for the team or individual and **$500** for their school. So - there's never been a better time to get your students involved.

We would ask for your support in promoting the competition by displaying the poster and encouraging Year 11 Business Studies students to participate.

**A** **Comprehensive Template for use can be found at** <https://www.business.gov.au/Info/Plan-and-Start/Templates-and-tools/Business-Plan-Template-and-Guide>

**The University of Newcastle** views this competition as an important tool to encourage students to explore the interesting opportunities that await them in the business world and we thank you for your assistance in this matter.

If you require any further information, please contact:

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University of Newcastle  
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***A Possible Process for Entering the Competition:***

1. Organise an individual entry or team entry of Year 11 Business Studies Students. Teams may consist of a maximum of four students.
2. Complete and post the attached Registration Form. For multiple entries please copy form and attach to each plan.
3. Complete your Business Plan report using the information that follows and post the completed Business Plan by 30th August, 2021.

**Completing the Business Plan report**

1. Decide on a product or service that will be the focus of the Business Plan. This may be an innovative product/service or an existing product/service that will be delivered to the market in an innovative way. We are also asking students to consider ethical and/or sustainability issues in their plans.
2. Write up your business plan. Format is flexible.

Your Business Plan report would likely consider the following issues:

***Description of your product/service.*** Focus on:

Nature of your product/service

What is its anticipated place in the market? What distinguishes it from similar products/services?

What are the strengths, weaknesses, opportunities and threats confronting your organisation in bringing this service/product to the market and being successful (making a profit) in the market?

***Marketing your product/service***. Focus on:

Who is your target market?

How will you conduct market research?

How will you price your product/service?

How will you design your product/service to be attractive to the market?

How will you promote your product/service to the market?

How will you distribute your product/service to consumers?

***Financing your product/service.*** Include a 12 month projected cash flow budget focusing on:

Estimated monthly revenues from the sale of your product/service

Costs of producing your product/service

Costs of marketing, administration and finance

Cashflow and financing requirements

***You’re Organisation***. Focus on:

The type of entity you will operate

An organisation chart showing your management structure

Your policies regarding human resource management

**Terms and Conditions of Entry for The University of Newcastle:**

**Year 11 Business Plan Challenge – IPAD Mini Draw**

1. These terms and conditions of entry, including information on how to participate and prize details (Terms), apply to the Promotion and entry into the Promotion is deemed acceptance of these Terms.  
2. The Promoter is The University of Newcastle trading as same, ABN 15 736 576 735 located at: The Chancellery Room CH213, University Drive, Callaghan, NSW 2308.  
3. The Promotion will be open from midnight Australian Eastern Standard Time [AEST] on Monday the 28th June 2021 until midnight [AEST] on Mon 30th August 2021 (Promotion Period).  
4. Entry in the Promotion is only open to Australian and International residents, excluding:  
a) management, employees, directors and contractors of the Promoter, its related entities, and other agencies, firms or companies associated with the Promotion.  
b) persons who have used or attempted to use any more than one name in order to qualify to win a promotion run by or on behalf of the Promoter (except in the case of a legal change of name); and  
c) persons who have breached the terms and conditions of any promotion run by or on behalf of the Promoter,  
d) Eligible Entrants: The Promoter is responsible for determining whether a person is an Eligible Entrant in its absolute discretion.

HOW TO ENTER  
5. To enter and be eligible to win, Eligible Entrants must, during the Promotion Period:  
(b)complete a registration form (providing all details required, including their full name, address school and business plan name with a daytime phone number).  
DRAW AND PRIZE  
6. A random prize draw will be conducted at the University of Newcastle by a nominated staff member at midday AEST on Wednesday 15th September 2021 from all Eligible Entries received during the Promotion (Draw).  
7. The first Two Eligible Entrants with a valid Eligible Entry drawn in the Draw will win an Apple IPAD mini.

GENERAL  
9. Each Qualifying entry counts towards one entry only.  
10. Eligible Entrants may enter the Promotion once only.  
11. Eligible Entrants can only enter the Promotion in their own name.  
12. Prizes are not transferable, exchangeable or redeemable for cash. Prizes must be taken as offered and may not be varied.  
13. The Promoter accepts no responsibility for any variation in the value of the Prize.  
14. If, for any reason, the Promotion is not capable of being run as planned, including due to tampering, unauthorised intervention, fraud or any other causes beyond the control of the Promoter, which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, the Promoter reserves the right in its absolute discretion to take any action that may be available to it, including cancelling, terminating, modifying or suspending the Promotion.  
15. Any entrant who, in the opinion of the Promoter, tampers or interferes with the entry mechanism or Draw in any way, engages in any unlawful or improper conduct which jeopardises or is likely to jeopardise the fair or proper conduct of the Promotion, or who does not properly comply with the entry process, will be ineligible to win.  
16. Incomplete, illegible, indecipherable or incorrect entries are not eligible to win.  
17. The Promoter reserves the right to disqualify entries in the event of non-compliance with these Terms. The Promoter's decisions in relation to all aspects of the Promotion are final and binding on each entrant and no correspondence will be entered into.  
18. The Promoter, the Promoter's related entities associated with the Promotion; shall not be liable for any loss or claim, action, demand, liability, damage, cost, expense or personal injury whatsoever (including but not limited to any direct, indirect or consequential loss), incurred, suffered or sustained by any person or entity (without limitation) in connection with, or arising from, the Promotion or the acceptance or use of, or participation in, except that which cannot be excluded by law (in which case that liability is limited to the maximum extent allowable by law).  
19. The Promoter accepts no responsibility for any tax liabilities that may arise from winning or receiving the benefit of [the Eligible Entrants agree and acknowledge that all entries and any intellectual property rights subsisting in their entries become and remain the property of the Promoter.