Would you like the opportunity to help disadvantaged people? What if you could do this while at the same time gaining valuable ‘real life’ experience and developing a range of skills; and also be in the running for some significant prizes?

A Social Enterprise Competition
The Big Idea is a social enterprise concept and planning competition for undergraduate students. Not only are there great prizes to be won, but participation will provide a unique learning experience. The competition is about creating solutions to real life social issues. It is open to all undergraduate students from across the university.

The Big Idea is an initiative of The Big Issue, which is an independent, not-for-profit organization that aims to help homeless, marginalized and disadvantaged people positively change their lives. (www.thebigissue.org.au)

The Big Idea is a national competition between teams of undergraduate students from participating universities. It requires students to develop an idea for a social enterprise and prepare a business plan for that enterprise. The ultimate objective is to try and develop an idea which could go on to be as successful as The Big Issue in helping disadvantaged people in the community.

What is a ‘Social Enterprise’?
A social enterprise is a business that operates on a not-for-profit basis and whose primary aim is to in some way assist a disadvantaged group in the community.

Some Competition Details
The competition will be conducted across Semester 2. Flinders University students have two options for participating in the
competition. If you wish to earn credit towards your degree you can participate by enrolling in BUSN3026 (or BUSN9026) and undertake the project as an elective within your degree. Alternatively, if you do not have elective space available or you simply want to participate in a less formal manner you can undertake the project as an extra-curriculum activity. If you choose this second path support will still be available from both The Big Issue (the organizer of the competition) and from the Flinders University Big Idea Coordinator.

Students who wish to participate in the competition via enrolling in BUSN3026 should already have undertaken at least 72 units towards their degree.

Both individual and team entries are possible and entering the competition is free. You simply coordinate your entry via the Flinders University Big Idea Coordinator.

The competition will take place across semester two, with internal judging taking place in early November, while national judging will take place later in November and early December.

To register your interest in participating and to obtain further information simply contact the Flinders University Big Idea Coordinator, Kevin Kirchner, in the Flinders Business School, kevin.kirchner@flinders.edu.au

Note that no previous business studies knowledge is required and students from across the university are encouraged to participate.

Additional information can also be found at www.thebigidea.org.au