

C.R.E.A.T.E.

(Creating Rural Enterprising Attitudes Through Education)

A. Preamble

The community and economic life of rural Australia is undergoing constant change. Many of the traditional employment opportunities have disappeared, globalisation, industry restructuring and the demographic and service decline of many small inland towns. However, improved communications, lifestyle preference changes and increased rural tourism demand have created new employment and entrepreneurial opportunities.

By and large the education system continues to prepare young people to work for others and to encourage them to leave rural Australia in search for employment. This attitude was well expressed by Nebraskan Educationist, Ed Nelson when visiting Australia in 1999 -

"We, as parents and as teachers, must feel the guilt for some of the demise of the rural communities. Too many of us have been in the business of encouraging our children and our students to study hard so they can go and get good jobs. We have not worked hard enough to help them explore the possibilities of returning to their home communities some day, not in search of jobs, but in search of entrepreneurial opportunities through which they can offer jobs".

(Dr Edwin Nelson, (Director, School/Community Revitalisation Program, Nebraska, USA)

The C.R.E.A.T.E. Initiative seeks to respond to this challenge.

B. Goals of C.R.E.A.T.E.

1. To develop 'can do' attitudes and enterprising behaviour amongst rural young women and men.
2. To encourage rural young men and women to focus on the assets, capabilities and opportunities of their rural communities, rather than dwelling on their limitations, weaknesses and deficiencies.
3. To contribute to enterprising culture thinking and activity within rural Australia.
4. To support rural young people respond to changing social, economic and employment circumstances by encouraging self-initiative and the consideration of self-employment as a career option for remaining in or returning to rural Australia.

C. Specific Objectives of C.R.E.A.T.E

1. To demystify the concept of '*being enterprising*' and its relevance for all young people in coping with change.
2. To understand and appreciate one's local and regional community and the social and economic opportunities they provide.
3. To explore, develop and test a variety of social and business enterprise experiences.

D. Curriculum Themes of C.R.E.A.T.E

I Appreciating rural change in Australia

II Knowing oneself and one's strengths

III Discovering what it means to be an enterprising person, community and business

- enterprising individuals
- enterprising businesses
- enterprising communities

IV Exploring our community as a place of opportunity

- auditing the community
- appreciating its uniqueness, assets and "windows of opportunity"

V Testing and tasting the enterprise option

- idea generation and critical
- thinking social entrepreneurialism
- understanding the world of business
- testing entrepreneurial options.

E. C.R.E.A.T.E Resources

- Toolbox: handbook, curriculum framework, resources file, journal, games, exercises, texts, case studies, videos . .
- R U MAD?
- Biz-in-a-Box: interactive computer program
- C.R.E.A.T.E. Ambassadors: rural residents who as young people instigated entrepreneurial initiatives.

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