



# ABW

ENTERPRISE  
EDUCATION

responsibility - run your own enterprise

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## Newsletter - October 2007

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### Introduction

ABW programs give students the opportunity to take responsibility for their own learning across the curriculum by running their own simulated business. In 2008 we have incorporated a number of changes to enhance our programs and to make them more interesting and challenging for students, with a new retail simulation and single player mode; also the process has been made easier for teachers with online delivery.

## Register for 2008 Programs

Take advantage of registering for the ABW Program early and save.

**Offer 1 - Register prior to 21st December 2007** to run an in-school program any time in 2008 and we will hold our charges at the 2007 rate - no increase. **Plus a Bonus further discount** of \$2.00 per student.

**Offer 2 - Register prior to 31st March 2008** if you miss the 21st December deadline but prior to 31st March to run an in-school program any time in 2008 we will hold our charges at the 2007 rate - no increase.

**Bonus Offer 1 - Run an in-school program which commences prior to 30 June 2008** and we will allow you to enter one team in any of our interschool programs in 2008 at no charge. (excluding the GEC Qualifier)

**Bonus Offer 2 -** In addition to the advance registrations discounts above if your 2008 in-school program is run in January – March you will receive an additional 10% discount. Running April - June will earn you a 5% discount on the above early registration discounts.

You do not need to pay your participant fees when you register. The only payment required at this stage is the registration fee. You will be invoiced for participants when your program runs.

[Click here](#) to view ABW Pricing and to Register

## ABW to launch a new Retail Simulation in 2008

ABW will now be offering a fourth simulation. The Retail Simulation.

The Retail simulation challenges participants to take over and run an electrical goods store selling computers, flat screen televisions, accessories and similar. The company has been in operation for two years prior to takeover. Each team will start with one regular store plus a basic virtual online store and can expand up to four regular stores plus a fully featured virtual online store.

Unlike other ABW simulations which model larger companies with shares traded on the stock exchange, the Retail simulation will model a smaller proprietor owned business where performance will not be assessed by share price. Instead, for this proprietary limited company we have developed an algorithm which will assess each retail company's performance having regard to profit, market share turnover and growth. This value will be expressed numerically and the company with the highest number will be determined the winner. The challenge for each company will be to run the most successful retail business, to do this you will need to keep costs down and profits up while retaining and motivating staff, exceeding customers expectations and beating opposing retailers.

## National Awards

Coordinators who ran programs in 2007 are encouraged to submit entries for the national awards. The categories for the awards are:

1. Best Video Commercial
2. Best Trade Display
3. Best Written Report
4. Best PowerPoint Presentation and/or Website
5. Best School Program

Please send entries to the ABW office by **Friday 28 March 2008 at 5.00pm**

[Click here to view the judging criteria](#)

## The Global Enterprise Challenge

67 students from across Australia took part in the 2007 Global Enterprise Challenge, to select the team that would represent Australia and compete against student teams from 15 countries.

This years challenge “to produce a working model of an innovative game that will entertain, inform and educate 8 – 12 year old about

Global Citizenship” was a closely fought contest, with the judges commenting that only a narrow margin separated the Top 4. The Victorian State Team was selected to represent Australia.

The international judges announced USA the overall winner with Germany taking out the creativity award. Australia was placed within the top 3.

## Changes to Web Site

The website is an ongoing work in progress, as ABW continuously evolves so does the website. Feedback from first time visitors suggests that the large amount of material available is overwhelming. First time visitors only need a brief introduction to answer the questions “what is ABW, and how can I participate?” Regular visitors on the other hand do not want to wade through the introduction each time they visit the site, they only want quick access to the ABW support materials.

In recognition of this dichotomy of visitors the ABW website is being developed as two parallel sites, the Preliminary site will cover the basics of ABW while the Support site will hold all the program materials needed to run an ABW program. Everything from Brochures and Power Points to Participant and Mentor manuals will be available for download. The ABW Support will be up and running early 2008.

## In-School – Online for the whole cohort

In school programs have typically run via a CD loaded on to a single PC. Now with In School – Online you can run an in school program online with students entering decisions from any PC connected to the internet, even wirelessly and from home. Your program is set up on an ABW website and each team is allocated its own unique log-in code and password. Students enter their own decisions. As coordinator your master log-in code and password gives you complete control and having the simulation running on the ABW server simplifies your IT requirements. In School – Online programs

can be run at any time of the year that suits the school; you pick the date and timeframe that suits you.

## Inter-School Program can be scheduled to run when you want them to run

In 2008 ABW Inter-School programs will be scheduled to run in February, May, July and October and you are welcome to participate in these scheduled programs if that suits your timetable. But;

You now have a choice to participate in an inter-school program at any time of the year that suits you. All you have to do is challenge other schools in your area, region, state, nationally or even internationally and you can run an inter-school program whenever and against whoever you want.

[Register](#) to run an inter-school program.

## Teachers can experience ABW inter-school simulations for Free

Teachers can experience the ABW simulations for free with inter-school simulations scheduled to run in March, May, August and November. Register your interest with [lauren.clark@abw.org.au](mailto:lauren.clark@abw.org.au) and develop your skills by playing against other teachers in schools across Australia. Taking part in an inter-school challenge is stimulating and an ideal way to evaluate the suitability of the program for your school.

<b>Teachers Program 1- Manufacturing</b>	<b>Teachers Program 2 - Retail</b>
28 February to 20 March	8 May to 29 May
This program is offered free to teachers only	This program is offered free to teachers only
<b>Teachers Program 3- Hospitality</b>	<b>Teachers Program 4 - IT</b>

7 August to 28 August	30 October to 20 November
This program is offered free to teachers only	This program is offered free to teachers only

## Individual Program

ABW has developed an exciting new single player version of the manufacturing, IT and hospitality simulations. To date participants have only been able to take part in scheduled inter-school programs. Now for the first time we will be able to offer participants the opportunity to take part in an ABW simulation spontaneously at virtually any time that suits you. Initially in this beta version we can only offer access to this program to teachers as we do not have the server capacity to cater to the massive multi player capabilities needed for students.

There will be no charge for you to try this program which will be limited to 4 quarters and must be completed within 60 minutes before it is timed out. You will be playing against three cyber opponent teams in a full version of the simulations but reports will be restricted to the summary version. Contact ABW at [abw@abw.org.au](mailto:abw@abw.org.au) and request access. We would welcome your feedback and suggestions.

## LEEP

LEEP stands for Leading Enterprise Education Partnerships and is a program that has been developed by ABW with funding from the Federal Department of Education, Science and Training. Through a pilot study conducted in five states with business - education partnerships, ABW has been developing a model that can be applied by all schools and businesses seeking to develop a meaningful working relationship focussed on Enterprise Education. For more information on LEEP go to [www.abw.org.au/leep](http://www.abw.org.au/leep)

## ABW Corporate Programs

ABW has been associated with A.S.K Learning for the past four years through A.S.K delivering the ABW experience to corporate leaders such as IBM, Dell and Fuji Xerox in Australia and across the globe. Based on the ABW Manufacturing Simulation, the A.S.K programs marketed as Business Acumen are modified to suit corporate requirements and are offered by A.S.K in conjunction with its extensive range of eLearning modules and other instructor led corporate training programs.

Feedback from the more demanding corporate environment is used to continuously modify ABW simulations to make them more relevant for students many of whom will seek employment with these leading corporations or similar. To learn more about A.S.K and to see some of their outstanding eLearning materials go to [www.asklearning.com](http://www.asklearning.com)

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