

THIS WEEK YOU WILL...

- Understand what the challenge is about (main goal, tasks and timeframes).
- Form your team and share your aspirations for this project.
- Create the first slide of your final presentation.

INTRODUCTION

Have you heard the word 'sustainable' before? I bet you have. As the world's population continues to grow, humans consume increasing amounts of Earth's resources, to a point where protecting and fairly distributing what is left becomes really difficult. Some of the brightest people on the planet agree that sustainability will be the big battle of our generation. So, what do we do? We prepare. By inventing ways of living that are kinder to our planet, ourselves and others.

Main Goal

This year's ATSIAP Challenge will have you explore the multiple meanings of sustainability, as you step into the shoes of an **Aboriginal and Torres Strait Islander Entrepreneur willing to build a nature-based business in a rural or remote area**. In other words, you will:

- come up with a business idea for a nature-based business that can be operated from a rural or remote area
- prove its commercial value
- work out how to make it environmentally and socially sustainable
- present your idea and your journey at the ATSIAP 2019 finals.

It's a brainy challenge. You'll be learning all about...

- nature-based businesses
- testing the quality of business ideas
- the social and environmental impacts of businesses.

But don't get too comfortable in that chair! It's very hands-on too. You'll be doing...

- stand-up creative brainstorming
- lots of interviews
- a 1-minute explainer video.

ACTIVITY 1 - *"What was that again?"*

The best start to any project is to ensure we have a clear understanding of the goal. So, let's recap. Using your own words, write short answers to the following questions:

What will you be producing for the ATSIAP Challenge? And why could it be important?



Now, share your answers with another student, taking turns to read aloud what you wrote.

- Are your answers similar?
- If there are differences, do you complement or contradict each other?

If you find contradictions in your understandings of the task, take some time to read again the introduction and adjust your answers until you're satisfied. If it helps, here's my own recap of the same questions.

What will you be producing for the ATSIAP Challenge? And why could it be important?

We'll produce a business idea that can be operated by Aboriginal and Torres Strait Islanders from remote or rural areas. It needs to be a nature-based business (although I'm not sure what that means just yet).

We'll need to prove the business idea is commercially viable, and also prove that it can be environmentally and socially sustainable.

The whole exercise is meant to help us explore and apply sustainability concepts in practical ways.

ACTIVITY 3 - YOUR FIRST SLIDE

Key outputs produced throughout the challenge will be placed directly on a PowerPoint presentation, ready for the final day.

To conclude Week 1, let's create the first and final slides of our presentation.

Step 1

Open a new PowerPoint presentation and save it in a secure location.

Our PowerPoint presentation file is called _____ .pptx

It was placed in the folder _____.

Step 2

Create an opening slide, with the title ATSIAP Challenge 2019, the name of your School, City/Town and Date. We'll add the name of your business idea to this slide later on.

Create an 'Our Team' slide, showing a bulleted list with the names of your team mates.

Create a closing slide that says 'Thank you' or something similar.

Save and close 😊!

A note about formatting:

It's very tempting to start playing with different fonts, colours, images, backgrounds, animations and other formatting options at this point. I strongly recommend that you keep all formatting to a bare minimum until about Week 8.

The main reason for this is: you'll be producing lots of interesting content over the next few weeks, such as a business idea, images and video, which might end up influencing the style you want to give to your slides. Any time spent on styling during the first few weeks is likely to be a waste.

That's it for now. Don't forget to watch the last video under Week 1's Additional Resources, 'An Environment of Opportunity', to get you thinking about business opportunities for Aboriginal and Torres Strait Islanders in regional Australia.

Until next week!