



Nomination:

Outstanding Emerging Entrepreneurship Center

I nominate Sydney School of Entrepreneurship as an outstanding emerging entrepreneurship center since its official launch in August 2017.

Sydney School of Entrepreneurship is a globally unprecedented collaboration between 12 Australian tertiary institutions across New South Wales – Australia’s strongest state economy with the highest rate of new business creation.

Independent and not for profit, the school was established with cornerstone investment by the New South Wales State Government to build a diverse community of next generation entrepreneurs and create jobs and businesses of the future.

Submitted by:
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Purpose

Sydney School of Entrepreneurship (SSE) brings together student entrepreneurs from diverse backgrounds, disciplines and locations across the state of New South Wales (NSW), which is roughly the size of California. We connect them with industry experts, policymakers, academics, entrepreneurs, advisers and their student peers, in an experiential learning environment.

Our **vision** is to be the leading entrepreneurial school in Australia, ultimately creating next generation jobs and high growth businesses.

Our **collaboration** is unique because it's globally unprecedented – all 12 tertiary institutions in one large state collaborating on a common stage.

Highly engaged **student entrepreneurs** are immersed in applied studies to develop the entrepreneurial mindset and skills required for a startup business to succeed.

Our **12 member institutions** provide a community of talented academics and professional staff. We attract them to SSE with teaching and development opportunities to co-create a practical and project-based entrepreneurship curriculum to be delivered in a cross-institutional and interdisciplinary setting.

Once developed, SSE units of study can be “shared” - offered locally at a home institution by any member in our collaboration, thereby increasing reach and scale.

Our collective impact creates a larger common stage for student entrepreneurs to learn, connect and thrive - more than any one of our members could achieve alone.

Target audience

12 Members - 11 universities and TAFE NSW (Australia's largest public vocational educational and training provider), located at more than 200 campuses across the state of NSW, Australia.

Student Entrepreneurs - From a diverse pool of 700,000 undergraduates, we attract passionate student entrepreneurs from any member institution, discipline or geographic location.

Partners – startups, corporates, industry experts, policymakers, entrepreneurs, global networks, advisers, alumni.

Our story

SSE was catalysed by cornerstone investment and strong leadership from the NSW State Government. The policy objective was to embrace innovation and drive jobs growth through supporting the Australian culture of startups and entrepreneurship.

A global model was found for the local context. Stockholm School of Entrepreneurship was recognised for trailblazing collaboration between five academic members in one city, and the NSW Government set out to amplify this model across the state.

In June 2016, \$AUD 25 million (\$US 20 million) and the membership of all 12 tertiary institutions was secured. A Steering Committee was established to create a new school for new ways of working.

In late 2016, Nick Kaye, an Australian who led the Stockholm School of Entrepreneurship for 10 years, commenced as founding CEO, building a small direct team to prepare SSE for launch.

A central campus was secured and fitted out. The team travelled many thousands of miles to visit all member institutions and engage rural and regional communities and industry partners across multiple sectors.

A Board of Directors and Academic Committee was appointed. Then each member nominated a 'Champion' from their faculty to lead participation in this unprecedented cross-institutional collaboration.

A key success factor is the unwavering commitment of a high calibre Board of Directors, Academic Committee and Champions network, whose fast-paced decision making and appetite for risk has embodied the entrepreneurial mindset vital in creating an outstanding entrepreneurship school.

12 Member Institutions

Australian Catholic University
Charles Sturt University
Macquarie University
Southern Cross University
TAFE NSW
The University of Newcastle
The University of Sydney
University of New England
University of Technology Sydney
University of Wollongong
UNSW Sydney
Western Sydney University

Rationale

The rationale for creating SSE was to make entrepreneurship education and training accessible to any student enrolled at any member institution in NSW, no matter their background, discipline, location or gender. A new centre of cross-institutional collaboration to grow entrepreneurial jobs and economic contribution via business creation and startups.

The Australian evidence base for this is the 2015 [McKinsey & Co report](#) showing 20% year on year net jobs growth in NSW, over 6 years, from a small number of high performing 'gazelles' (small to medium enterprises that scale).

The NSW economy is significant as Australia's engine room. With a population of nearly 8 million people, NSW generates one third of Australia's Gross Domestic Product. NSW is the home of Australian entrepreneurship, with more than 40% of Australian startups founded in this state.

SSE is Sydney in name only. The naming rationale capitalises on the brand and global reputation of Sydney as one of the world's most alluring cities. Operations extend beyond Australia's financial capital, across a powerful state-wide network, nationally and globally.

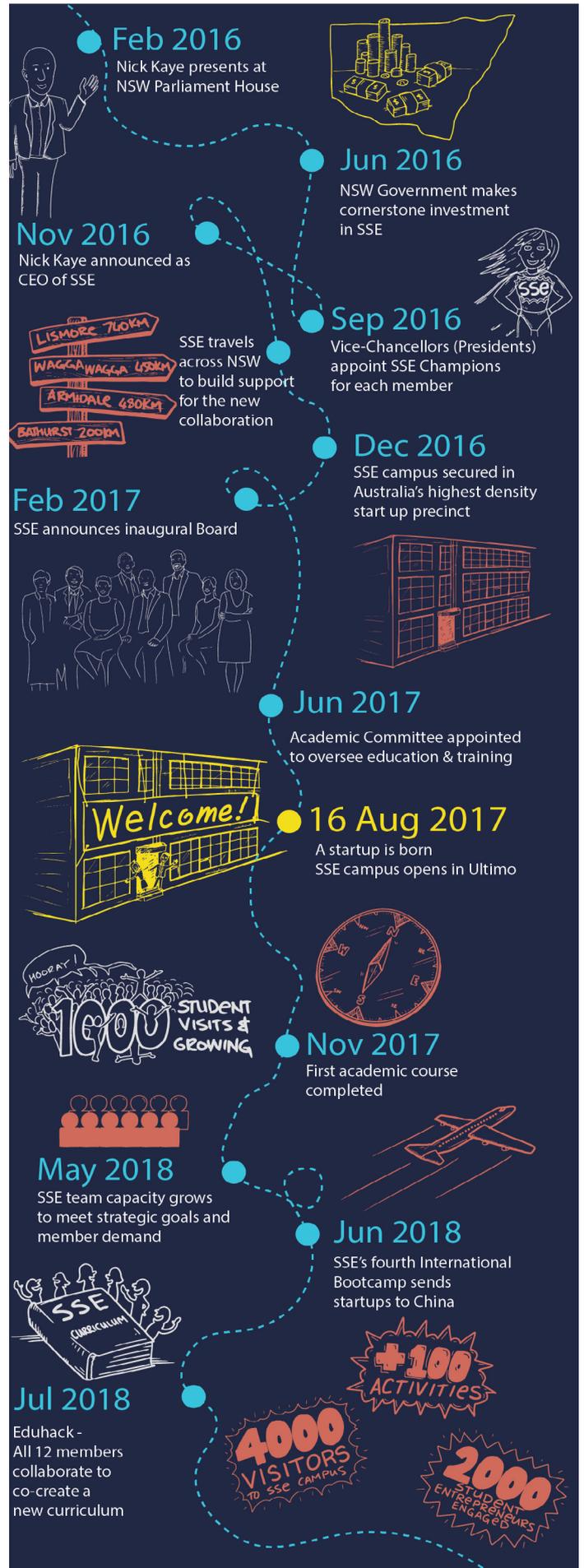
Goals

SSE's demanding goals ensure talent in any cohort is a mix of institutions, disciplines and locations – requiring at least 30% of student entrepreneurs participating from regional areas and equal gender representation. Building a truly diverse community requires flexibility, so SSE is always adapting - one size rarely fits all.

The strategy is to consolidate a strong first year by reaching scale for operations in 2018/19. This is to ensure long term growth and sustainability.

2018-19 goals:

- **Engaged Members** - Drive collaboration to co-create and pilot a new curriculum
- **Diverse community** - Expand our community engagement at scale
- **Active Partners** – Leverage industry networks and build global relationships
- **Global Network** – Attract global thought leaders and send International Bootcamps eg. India and China
- **Create Jobs** - Make a measurable impact on new jobs



Achievements

4,000

welcomed to SSE

In a highly dynamic and impactful first year, SSE has assumed a leadership position in driving next generation Australian entrepreneurship.

Building a diverse community, 4,000 participants including academic faculty, students, industry partners, government representatives and members of the public joined SSE, and our network continues to grow. (See Appendix 1)

+100

activities hosted

Nine learning activity areas each welcome a different audience to discover SSE. They include Speaker Series, Global Series, Masterclasses, International Bootcamps, Development, Demo Day, Co-Creation, Colloquium and Academic Courses.

Complementing this curriculum, SSE campus has played host to many events showcasing innovation and entrepreneurial endeavours of member and partner institutions. (See Appendix 2.4)

2,000

student entrepreneurs engaged

2,000 student entrepreneurs have participated in learning activities led by specialised academics recognised as expert in their field, industry practitioners and global thought leaders.

The point of distinction is the SSE opportunity to engage with and learn from peers in an unprecedented cross-section of locations, disciplines and institutions, delivered in an experiential format at the cutting edge of entrepreneurship studies. (See Appendix 3)

+60

engaged member faculty and growing

In only the first year of operation SSE has delivered three academic courses, taught by four member institutions, to a founding student cohort representing all 12 SSE members and nine different disciplines.

Teaching across member institutions is building an entrepreneurship community of practice, founded on a passion for practical and experiential learning, with the opportunity to co-create a new curriculum beyond any institutional or discipline barriers.

In a major strategic accomplishment, SSE launched the “Eduhack” project. Embracing the spirit of a startup itself, the hackathon format rapidly prototyped four new academic courses, composed of 16 modules. All 12 members collaborated to co-design a new curriculum - an emerging model providing unified strength. (See Appendix 2.5)



EduHack in action

30%

regional participation

SSE is Sydney in name only, state-wide in operation. 30% of student entrepreneurs in academic courses live in regional communities. Two way mobility scholarships makes SSE accessible to remote and regional areas, ensuring a transfer of talent and ideas between Sydney and the regions. (See Appendix 2.2)



SSE Campus

SSE opened its brand new, state of the art campus in August 2017.

A vibrant art deco heritage restoration of a former Boot Trades School, our campus is a physical home and hub for entrepreneurship, a space of convergence and creativity.

SSE is based in the inner Sydney suburb of Ultimo, Australia's highest density start up precinct and connected public transport hub.

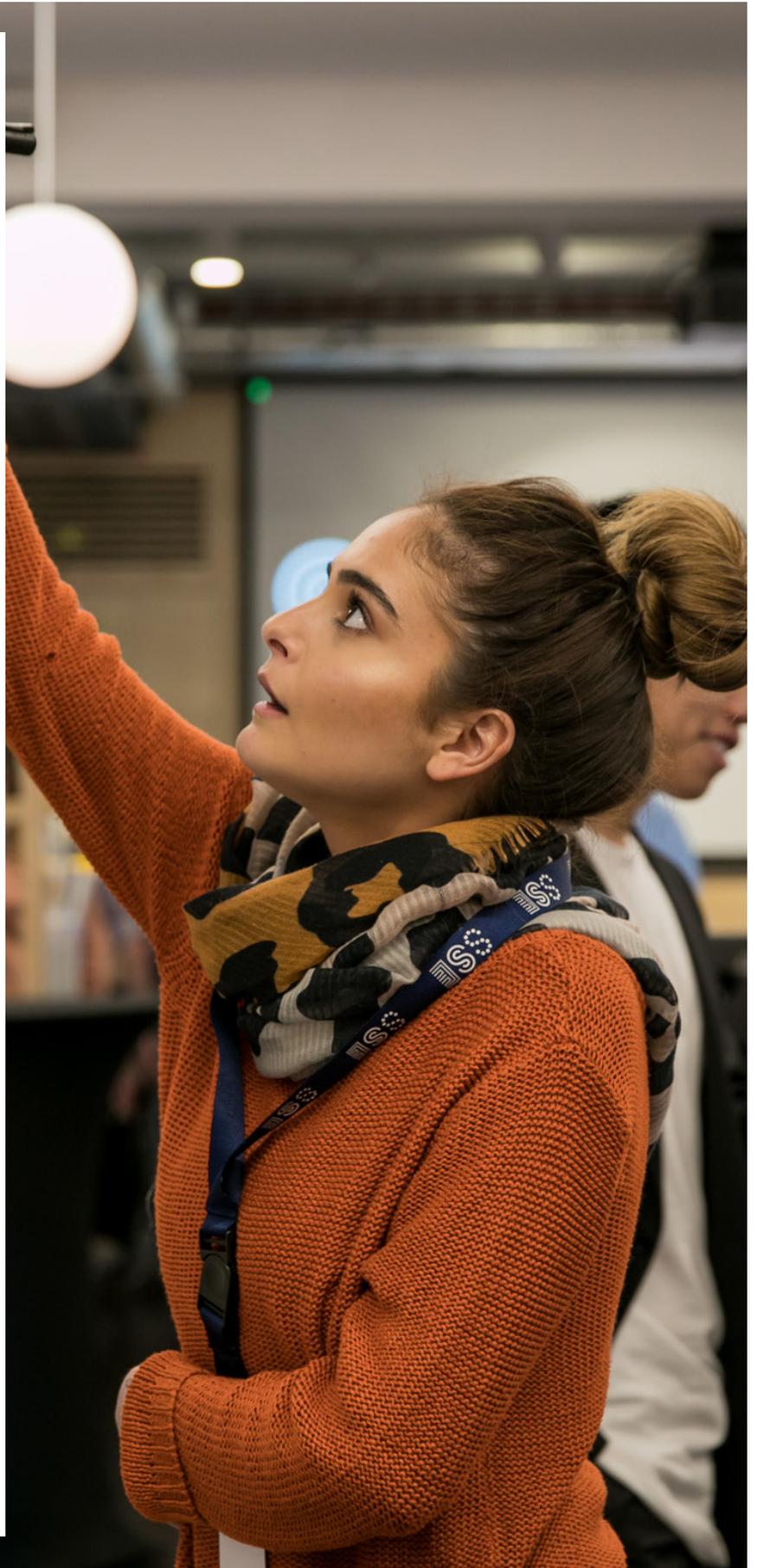
We're in the heart of Sydney's burgeoning higher education and innovation corridor. Our neighbours are a host of incubators and accelerators, co-working spaces, digital and creative agencies.

This central location facilitates high traffic interactions with student entrepreneurs, tertiary institutions, startups, industry partners and global visitors.

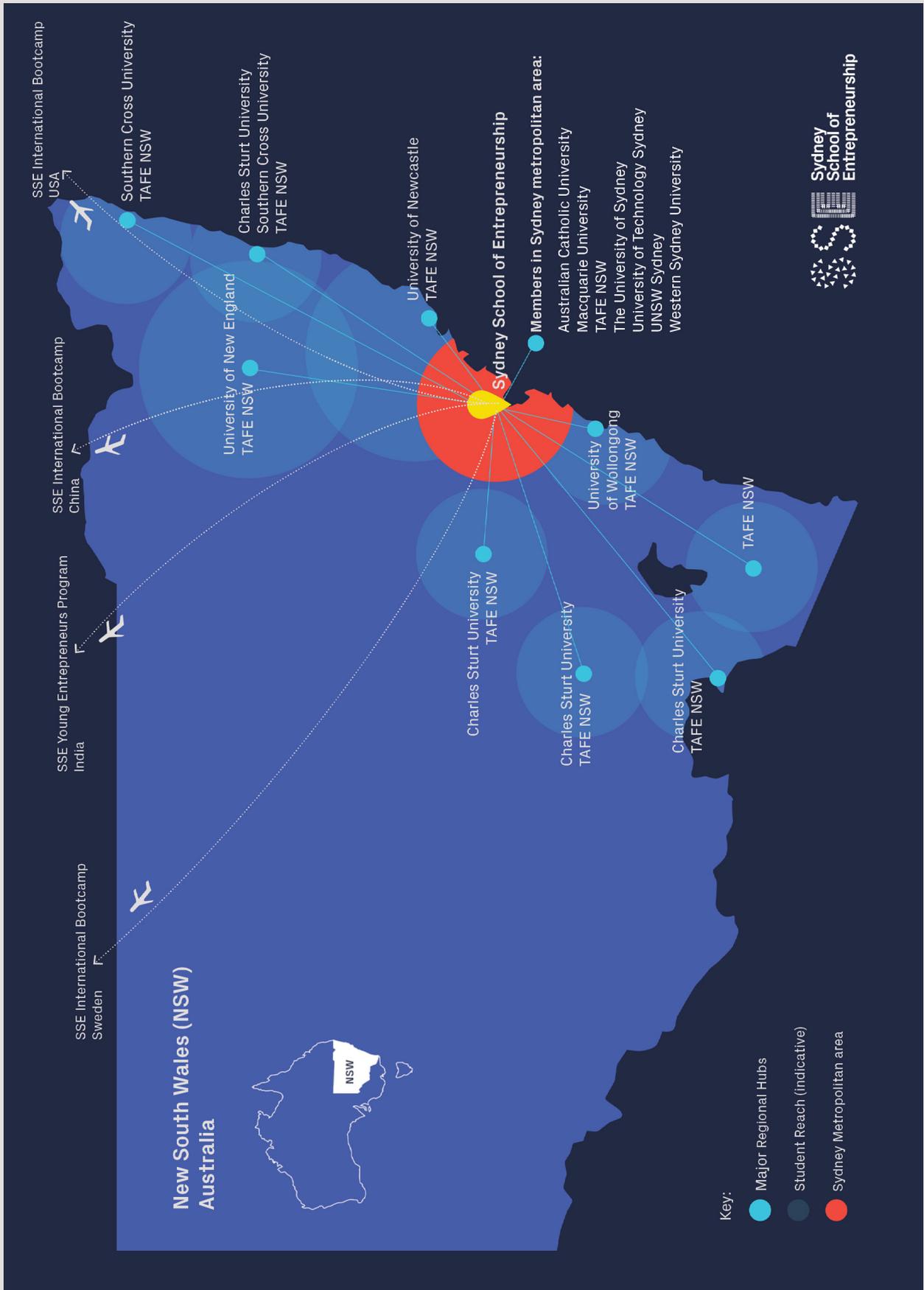


"It's boosted my confidence to experiment with my ideas and find different ways to transform them into a reality."

Talifaia Oloapu
University of Western Sydney



SSE Collaboration



Member Buy-in



Board of Directors

Emeritus Professor Mark Wainwright
Independent Director and Chair

Dr Raji Ambikairajah
Independent Director

Professor Attila Brings
Member Representative
Vice-Chancellor and President
University of Technology Sydney

Professor Kevin Hall
Member Representative
Deputy Vice Chancellor (Research and Innovation)
University of Newcastle

Professor Denise Kirkpatrick
Member Representative
Deputy Vice Chancellor and Vice President
Western Sydney University

Ms Fiona Pak-Poy
Independent Director

Ms Liane Sayer-Roberts
Government Nominee

Academic Committee

Professor Denise Kirkpatrick
Deputy Vice Chancellor and Vice President
Western Sydney University

Professor Andrew Parfitt
Provost and Senior Vice President
University of Technology Sydney

Professor Philippa Pattison
Deputy Vice-Chancellor (Education)
The University of Sydney

Professor Alison Sheridan
Head of Business School
University of New England

Professor Wilma Vialle
Professor of Education and Psychology
University of Wollongong

SSE Champions Network

Australian Catholic University
Professor Marea Nicholson
Associate Vice-Chancellor NSW/ACT

Charles Sturt University
Professor Morgan Miles
Professor of Entrepreneurship

Macquarie University
Professor David Wilkinson
Deputy Vice-Chancellor
(Corporate Engagement)

Southern Cross University
Mr Ben Roche
Pro Vice-Chancellor (Engagement)

TAFE NSW
Ms Lucy Arundell
Chief Education and Training Officer

University of Newcastle
Professor Kevin Hall
Deputy Vice-Chancellor
(Research and Innovation)

The University of Sydney
Professor Richard Miles
Pro Vice-Chancellor
(Education - Enterprise & Engagement)

University of New England
Dr Mary-Louise Conway
Senior Lecturer, UNE Business School

University of Technology Sydney
Professor Andrew Parfitt
Provost & Senior Vice-President

University of Wollongong
Professor Dominic Riordan
Director Academic Quality and Standards

UNSW Sydney
Professor Nick Wailes
Associate Dean (Digital & Innovation)

Western Sydney University
Professor Simon Barrie
Pro Vice-Chancellor (Learning Transformations)

SSE Nine Learning Activities

9 ways to learn

- 

Speaker Series
A conversation with the brightest entrepreneurial minds.
Open to the public.
- 

Global Series
International leaders in their field speak with the SSE community. *Open to the public.*
- 

Demo Day
A celebration to showcase next generation Australian Entrepreneurship.
- 

Colloquium
Forums for leading entrepreneurship researchers and member academics.
On-campus or member institutions.
- 

Academic Courses
Blended, experiential accredited courses which deep dive into the local entrepreneurship ecosystem.
On-campus at SSE and online.
- 

Bootcamp
Learn, partner and pitch at global startup hotspots. For student entrepreneurs and member alumni with a startup.
International.
- 

Co-creation
One-of-a-kind learning experiences co-created with members and partners.
- 

Development
Rapid evolution for entrepreneurship educators. For academic faculty and staff of our member institutions.
On campus.
- 

Masterclass
Specialised, intensive entrepreneurial classes designed for student entrepreneurs and SSE alumni.
On-campus.



SSE education and training activities give student entrepreneurs the skills, experience and confidence they need to succeed. We connect them with a powerful network of academics, industry experts, policymakers, entrepreneurs and mentors.

In our first year, SSE hosted more than 100 activities at our campus, welcoming 4,000 people including 2,000 student entrepreneurs.

An unprecedented collaboration with 12 member institutions.



Fact Sheet

Fact Sheet: EduHack

On 13 July 2018 SSE embraced the hackathon concept and hosted leaders in entrepreneurship and innovation from all 12 member institutions at SSE to co-create an education and training portfolio.

The collaboration broke new ground with the rapid prototyping of four new courses made up of 16 modules. Each module can be led by a different member.

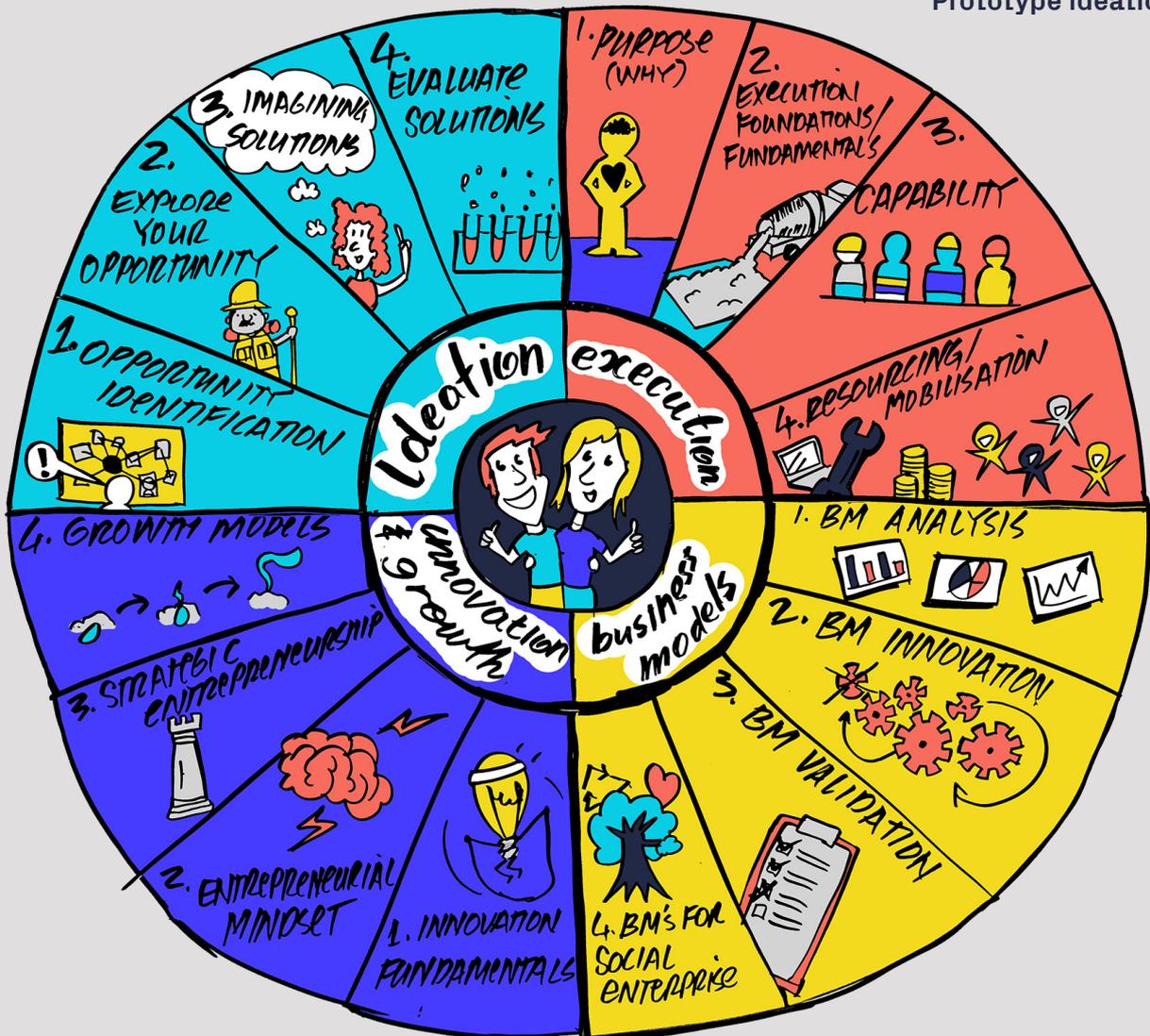
It is envisaged that student entrepreneurs could earn micro-credentials for each module, or fulfil several modules towards an accredited course.

In doing so, SSE is exploring new territory where student entrepreneurs can optimise their own experience and create personalised learning journeys.

Led by SSE's new Education and Training Director, the result was a day of tremendous energy and ideation with a clear path ahead.

As SSE fully harnesses this emerging collective strength, the co-creation will deliver a truly outstanding centre of entrepreneurship.

Prototype ideation map



Fact Sheet: Academic Course

The inaugural course to be offered by SSE is a ten-week online and face-to-face course. It is open to any undergraduate student enrolled at any member university or TAFE NSW. SSE is currently offering the course for the third time.

Titled *The Navigator*, the course is an experiential and intense process of discovering the world of entrepreneurship.

Core to the experience is a diverse mix of student entrepreneurs from 12 member institutions and a wide range of disciplines, with at least 30% regional students and an equal gender balance.

The course is practical, project-based and collaborative – student entrepreneurs are not restricted to a lecture hall and there are no exams. They have the chance to connect with industry, startups and government initiatives. It can count for credit towards a university degree or TAFE NSW program.

The course develops capacity to leverage ecosystems to advance venture creation and become a catalyst within them. Student entrepreneurs better understand and become more confident actors in their entrepreneurial ecosystems.

Student Entrepreneurs:

- Study the characteristics of leading entrepreneurial ecosystems, entrepreneurial support systems and government policy making.
- Develop confidence in building and expanding entrepreneurial relationships.
- Engage with more than 60 stakeholders and players at a local, national and global level.
- Join a diverse cohort of 12 member institutions, up to 9 disciplines, at least 30% regional representation, and an even gender balance.



Course in session at SSE Campus

Case Study: Regional Venture Student Society



Regional Venture Student Society

Miles Archibald

Bachelor of Business,
University of New England

Ali Archibald

Bachelor of Business,
University of New England

The Navigator —
Discover the world of
Australian
entrepreneurship



**Sydney School of
Entrepreneurship**

Siblings Miles and Ali Archibald grew up together in a small, isolated town called Guyra, with a population of 2,000, located in north-west NSW. They both attend University of New England (UNE).

Miles joined SSE's first course in 2017, travelling to Sydney on a mobility scholarship. Keen to use his new skills and experience, Miles ideated a new Regional Venture Student Society at UNE.

Fellow SSE alumni, Rosie Dawson, from University of Technology Sydney, was doing an SSE internship to help alumni stay actively engaged with entrepreneurship at their home institutions. Rosie and Miles collaborated to launch the society - a cross-institutional collaboration embodying the SSE spirit.



[Click here to read about the launch](#)

UNE's incubator, which helps startups with innovative business ideas grow, also came on board to forge a strong local network. SSE hosted the launch event at UNE, sparking local connections and leading more student entrepreneurs to join the SSE community.

Inspired by her brother and the new society, Ali Archibald joined SSE's second course in early 2018.

"The reason I joined The Navigator is because I saw the impact it had on my brother ... The opportunities and insights he gained have been fantastic and I wanted to do it as well." - Ali

With the skills and confidence gained at SSE, Miles continues his entrepreneurial journey. He has travelled to China and South Korea, completed an internship, and received a prestigious scholarship from Australia's largest global insurer, as their first Indigenous Fellow.

Ali and Miles now work together on the UNE Venture Student Society, and keep in touch with fellow students in the growing SSE alumni network. They hope to expand the society into other locations in their region.

Case Study: International Bootcamp - China



Sahil Harriram

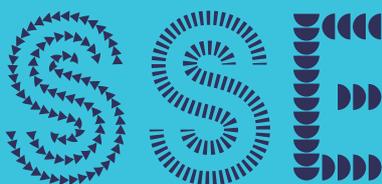
**Co-Founder and CEO
Elite Robotics**

Bachelor of Engineering
Honours of Mechatronics
University of Newcastle

SSE International Bootcamp
to China
June 2018



Bootcamp



**Sydney School of
Entrepreneurship**

SSE alumni Sahil Harriram always knew that someday he would build new technologies that had never existed before. He founded Elite Robotics with fellow students to build intelligent, autonomous vehicle platforms for use in mobile robots - think lawn mowers, package delivery vehicles and street sweepers.

Sahil attended a breakfast SSE Speaker Series at University of Newcastle, an SSE member. Bo Ji, Assistant Dean of Cheung Kong Graduate School of Business, delivered an inspiring session about entering the China market.

The SSE Speaker Series encouraged Sahil to apply for an SSE International Bootcamp to China, an opportunity to pitch his robotic startup to global manufacturers and investors.

"I had a feeling this program was going to be the next big step for us. It was a million times better than I'd originally anticipated." - Sahil



[Click here for Sahil's website](#)

The SSE International Bootcamp has enabled Elite Robotics to start manufacturing custom circuit boards now, instead of waiting a few years. Sahil is travelling back to China and aims for a first production run by the end of next year.

"I setup a manufacturing deal with a company based in Shenzhen that knows all the high level managers in plastics and electronics manufacturing. There are so many investors interested in our technology." - Sahil

The SSE experience gave Sahil more confidence in negotiations, the ability to scale his business, and a better understanding of his market. Most of all, he now sees the true global value of his technology.

Media Coverage

* Sydney Morning Herald is Australia's highest circulation daily newspaper - 4,750,200 total readership.

THE SYDNEY MORNING HERALD APRIL 1-2, 2017

4 NEWS

Entrepreneurship Stockholm school of thought comes to NSW

Millionaire factory in the making ready for students

Catherine Armitage

What has Stockholm ever done for us? When the Sydney School of Entrepreneurship gets its first students in the second half of this year, there will be a new answer to the question (aside from IKEA, streaming service Spotify and screen siren Ingrid Bergman).

It all started when the NSW chief scientist Mary O'Kane, in Stockholm on business, invited Nick Kaye, Australian and then-CEO of the highly regarded Stockholm School of Entrepreneurship, to give a breakfast seminar in Sydney. You'd expect the head of an entrepreneurs' school to do a pretty good sell job. But Kaye must have been sensational, because now, 14 months later, Sydney is getting a Stockholm equivalent with \$25 million from the state government and Kaye as the founding CEO.

This was a "dream scenario", says Kaye. He had "absolutely no thought" it might happen when he gave his breakfast talk. But now, "the eyes of the global entrepreneur community and start-up community are on us".

Anthony Roberts, the then NSW industry minister, and John Barilaro, then minister for skills, were at the breakfast, recounts Professor O'Kane. "Everyone said, 'wouldn't it be great to do it here?'"

In 19 years the Stockholm school has had 13,000 students graduate. One-third of them have launched their own start-ups. Three have reached values over \$US500 million. The Sydney school aspires to match that success - and beat it.

"That's his KPI," jokes Professor O'Kane. "We



Lucy Hamblin and Rose Hartley; SSE's Nick Kaye (below). Photos: Daniel Munoz

will send him right back if he doesn't do it."

"We've got 12 members. It's unprecedented on a global basis," says Kaye, referring to the 11 NSW universities as well as TAFE NSW who are partnering in the venture. "Stockholm only had five, so 12 is a world first," he says.

Sydney also plans for more students - at least 1000 a year, though "in fact I believe it will be more", says Kaye.

Video and virtual technologies will bring students together. It will be "curated serendipity", he says, so students from a range of backgrounds, disciplines, and places get experiences the

individual institutions can't provide. In classes, "we'll see doctors sitting next to designers, viticulturalists, technologists, business students ..."

Lucy Hamblin, 22, and Rose Hartley, 21, psychology students from Sydney University, intend to sign up. Last year they started Project Huni to ease the transition for high school students to university. They do workshops in high schools and offer a tool which helps students choose the best courses according to their interests rather than their ATAR, all the while building a networked community of ready-made mates for first year students, says Hamblin. In six months they've gathered 1600 students; they plan for 6000 by the end of the year.

"With the two of us not having any business background, being surrounded by people who can teach us those skills is so important," says Hamblin.

"We have the big dream but we need the insider knowledge."

Stockholm is ranked number two in the world for successful tech start-ups, behind Silicon Valley. Innovation is a key factor in higher productivity to boost living standards, says Professor O'Kane.

"Our well-being really turns on us being much more innovative," she says. "This was a mechanism that seemed to be working really well in a country high up in the innovation ecosystem."

The SSE will run events such as workshops, seminars, boot camps and intensive study tours, as well as modules for students to earn credit towards their degrees.

NSW Deputy Premier and Minister for Skills John Barilaro says the SSE is "a very important initiative going forward for NSW because innovation is a cornerstone of jobs growth".

