

# PARTNERSHIP PROPOSAL

## Young Business Mind Awards

# 2025



Celebrating the Hunter region's young innovators & out of the box thinkers who hold the solutions to our future in their capable hands!



## 2025 PARTNERS



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

I2N Integrated  
Innovation  
Network



HUNTER  
INNOVATION  
FESTIVAL 2024

intouch™



# About the Awards

The YBMA has been providing a showcase opportunity for children and young people under the age of 25 to develop entrepreneurial projects since 2017. In 2025 the Awards will be limited to school students as under 25s have other options available to them. Secondary and primary students are encouraged to enter a business idea, design a new product or showcase a creative project for a chance to win cash prizes, school recognition and industry mentorship.

Choose from 6 categories: Innovation, Community Project, Sustainability, Start Up Business, Business Idea, STEAM Award. Additional prizes will be awarded for: Primary School (under 13s), Most Creative Video, Encouragement Award & The Young Business Mind of the Year! It's about taking a step closer to a future where their ideas can make a difference.

Teachers are recognised in an award for Innovation in the Classroom, acknowledging the critical role that our educators play in the development of NextGen skills for our future leaders.

Entries open at the start of the school year and require students to submit a short 2 to 5 minute video presentation of their pitch. The entries are then judged by sponsors, business leaders and industry mentors, with the winners and runner ups being celebrated in an awards ceremony and winning cash prizes, certificates and trophies for themselves and their schools.

In 2024, Career Links took over the management of the competition and awards. Career Links has extensive networks within the education sector, within industry and business through their existing programs and events including the Newcastle and Lake Macquarie Career Expo, the Work Placement Program, Youthlinks, YAKKA, the Future Choices Disability Expo and the Mini Electric Vehicle Challenge. Recognising and encouraging young people in the innovation space is a natural extension of the work that Career Links does..

***It was an incredible experience getting to hear from so many inspiring people... seeing the different winners and their ideas. It was really just quite inspiring and finding out I was one of the winners – that was incredible as well."***

**Akash Enjeti, winner of the Social Enterprise award 2024.**





# The Value of YBMA

The real value of Young Business Minds is its impact over decades, not just days. Offering a platform for young minds to explore, innovate, and validate their ideas at an early stage, we are cultivating a generation of problem solvers who see themselves as entrepreneurs.

Over 8 years we have seen amazing ideas and innovations, some of which have led to real world success. To view past entries visit <https://ybma.com.au/previous-winners/>

- 2017 runner up Tyler Regan from Tomaree High started a low cost online student rewards software program that he went on to sell for a substantial profit.
- 2021 first prize winners, Myla Tucker and Olivia Lorenz are now running Cinnamon Cove, a tween swimwear label and filling a definite gap in the market for age appropriate, stylish swimwear that respects the planet. In 2023 they received investment through Shark Tank Australia.
- 2023 a group of six Year 8 students from Hunter School of Performing Arts (HSPA) won the Social Enterprise category for their innovative accessible self-checkout design. The exposure from the event has propelled their project forward, and they are now collaborating with Woolworths who is piloting its own accessible self-checkout design.

It proves that awards like YBMA provide them with a platform to pursue their passions, solve societal challenges, and make a positive impact on the world

*Thank you for the wonderful opportunity you and the Young Business Minds Awards have offered us. We are absolutely thrilled to be a part of something so impactful and meaningful. This experience has truly inspired us to continue ideate, innovating and designing as we shape our futures. Your support and encouragement mean so much—thank you for being such an incredible source of inspiration!*

**JENNY GURR, HEAD OF TAS & VET, BISHOP TYRRELL ANGLICAN COLLEGE**

*"From what I've seen here tonight, there's plenty of very impressive young minds that are going to be solving the world's problems in the years ahead."*

**ROB COOPER, SENIOR MANAGER CORPORATE AFFAIRS, AGL, GOLD SPONSOR.**



# Seeking Sponsors

Identify your business or organisation as a leader in innovation. Support young people and be a part of the development and empowerment of our region's NextGen innovators, creators and business leaders. It's time to lift up our youth, to help them grow and prosper in a way that meets the future demands of our rapidly changing contemporary business and employment environment. Our kids deserve no less.

## Platinum Partner – \$6,000 + gst investment

This top tier sponsorship level provides maximum benefits including logos across all collateral including press release mentions, articles, social media posts, event signage, opportunity to give a speech at the event and present awards to their chosen category as well as mentoring or incursion opportunities with winning students. Detailed benefits include:

- x 10 Complimentary tickets to Young Business Mind Awards
- Speech up to 10 minutes on the presentation night
- Presentation of the Young Business Mind of the Year award (overall winner)
- Acknowledgement of sponsorship in all media releases and publications
- Logo on all marketing collateral including website, school information packs, EDMs, fliers, posters etc.
- Logo and premium onstage banner inclusion during awards presentation
- 10 Unique social media posts on all YBMA platforms
- 2 Articles in the YBMA newsletter/latest news
- Article in Youthlinks sent to Careers Advisors in schools
- Marketing analysis report following completion of the awards
- Liking and sharing of your social media content promoting your support
- Advertisement/Introduction piece in the souvenir program
- Business logo printed on winners certificates
- Media kit will be provided for internal and external promotions
- Open to mentorship and incursion opportunities with participating students
- Opportunity to provide online resources for student & teacher participants
- Speaking opportunity on video collateral to be produced and distributed across our social media platforms advertising this and next year's program





# Seeking Sponsors

## **Gold Partner – \$4,200 + gst – 1 available (HVO signed Gold Partner)**

This sponsorship level provides strong benefits including logos across all collateral including press release mentions, articles, social media posts, event signage, opportunity to give a speech at the event and present awards to their chosen category as well as mentoring or incursion opportunities with winning students. Detailed benefits include:

- x 4 Complimentary tickets to Young Business Mind Awards
- Speech up to 5 minutes on the presentation night
- Presentation of Awards
- Acknowledgement of sponsorship in all media releases and publications
- Logo on all marketing collateral including website, school information packs, EDMs, fliers, posters etc.
- Logo and onstage banner inclusion during awards presentation
- 5 Unique social media posts on all YBMA platforms
- Article in the YBMA newsletter/latest news
- Marketing analysis report following completion of the awards
- Liking and sharing of your social media content promoting your support
- Printed logo in the souvenir program
- Business logo printed on winners certificates
- Media kit will be provided for internal and external promotions
- Open to mentorship and incursion opportunities with participating students

## **Silver Sponsors – \$2,900 + gst , 4 available (AGL & I2N-UoN signed Silver Partners)**

This third-tier sponsorship level provides strong brand acknowledgement across most collateral, short article, social media posts, opportunities to present awards.

- x 2 Complimentary tickets to Young Business Mind Awards
- Presentation of Awards
- Acknowledgement of sponsorship in all media releases and publications
- Logo and banner inclusion in function room during awards presentation
- Logo on all marketing collateral including website, school information packs, EDMs, fliers, posters etc.
- 3 Unique social media posts that align your business with the award categories on all YBMA platforms
- Acknowledgement post in the YBMA newsletter/latest news
- Marketing analysis report following completion of the awards
- Liking and sharing of your social media content promoting your support
- Printed logo on the souvenir program
- Business logo printed on winners certificates
- Media kit will be provided for internal and external promotions

## **Partners Inkind – 2 available (Intouch & Hunter IF / Hunter Innovation Festival signed Inkind Partners)**

Partners at this level provide services free of charge or at reduced rates and may include venue, media, food and beverage, photography and printing. Benefits include website, email and brand acknowledgement, social media posts and opportunity to present an award.

# 2024 Results

In 2023 there were 22 entries, and in 2024 we doubled this with 44 entries in total. The Sustainability category was most popular with 16 entries, followed by Business Enterprise: 7, Social Enterprise: 7, Design & Technology: 4, Primary School: 4, Teacher: 4 and Creative Industries: 2.

Around 150 students were involved in the program, and there were submissions from 13 Hunter schools from Lake Macquarie, Newcastle, Port Stephens and Hunter Valley areas. Attendance at the Awards night was at capacity with around 140 people in attendance.

YBMA is able to reach all schools in the Hunter region. Marketing reach is as follows:

- 68 high schools & 170 primary schools
- 37 careers teachers
- 986 subscribed contacts
- 501 YBMA Facebook followers & 1,200 Career Links Facebook followers
- 587 YBMA Instagram followers & 121 Career Links Instagram followers
- 241 YBMA LinkedIn followers & 225 Career Links LinkedIn followers

In 2024 YBMA collaborated with the Hunter Innovation Festival to increase youth participation in Hunter IF. Additionally YBMA was presented to participants of the Newcastle Innovation Summit, presented by Future Minds Network on 29-30 July at the University of Newcastle and YBMA is also presented by the University of Newcastle's I2N Start-Up Schools program as an opportunity on their entrepreneurship journey.

**Don't miss this incredible opportunity to be a part of our future - to support those of us working at the coal-face to encourage the skills our next generation of leaders will need if we are all to flourish.**



## Key Dates

Entries Open Feb 25  
Entries Close 26 Oct  
Awards Event 20 Nov

## Contact

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