



ABW Enterprise Education – 2023

Canterbury Girls High School provides a high standard of education to its students. The school and the teachers are committed to offering a diverse range of extracurricular activities. ABW (Australian Business Week) is an extracurricular activity that the school is offering its year 10 students.

ABW will be running in week 8 of Term 4 (27 November – 1 December 2023). All Year 10 students are encouraged to participate in this program. This year the program will be held at Ashfield Boys High School. We look forward to Year 10 Ashfield Boys joining our Year 10 students in the Australian Business Week activities.

During the week-long program, students will learn about a variety of business activities by running their own company in teams of approximately ten students. Each team competes against others in a computer business simulation of the Australian economy. In order to succeed, students learn about the basics of business operations from financial statements through to planning and marketing a new product. On the final day, there is a trade display of all the companies' new products. Parents, carers and other members of the school and business community are invited to attend this event. The students' work is judged by representatives from various businesses and schools.

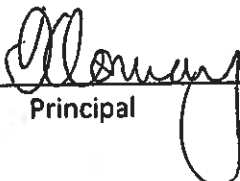
AN OVERVIEW OF THE PROGRAM


- The ABW manufacturing simulation challenges students to take over and run a manufacturing company. The company has been in operation for two years prior to the takeover by the students. Each company starts with three basic technology factories and has the option of buying up to another two to make a total of five factories. Each factory starts with one employee team on single shifts working under standard management systems.
- All companies take over operation with exactly the same history and run the company usually for the next eight quarters. The object of the simulation is to have the highest share price each quarter by making the best decisions regarding operations, marketing and financing of the factories, in competition with the other factories in the market. Share price is a formula based on market share, return on assets, debt ratio and return on equity.
- All companies participating in the simulation are offering the same type of product eg. sporting goods such as golf clubs and tennis racquets. Every group must offer a similar product because it enables comparisons to be made between similar companies. In the real world of business, a comparison of the performance of Ford versus Holden is relevant because they both make cars, but a comparison between Coca-Cola and Qantas is not relevant because their products are so different.
- We have assumed that students have little or no knowledge of running a business so they will receive support from mentors.
- The program is an intensive learning experience and students will find it challenging, enjoyable and rewarding.

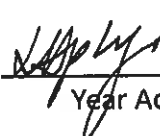
There is a registration fee and a participant fee charged by the ABW enterprise. Though the school takes a huge share of the running cost and the registration fee, the parents/guardians/sponsors are requested to contribute the participant fee of \$60.00/child. This can be paid in three instalments of \$20 on or before 20 October 2023.


This activity is an extracurricular component of the education program at Canterbury Girls High School. We encourage all students to become actively involved in this high-quality educational program. Could you please fill out the attached permission note after paying a deposit of \$20 or the full amount of \$60 and have your child return it to the box at the front of HSIE office on or before 20 October 2023.

Yours sincerely,


Principal


V. Michos
ABW Organisers


Year Advisors (Year 10)



If you require more information about the ABW program you can contact:

Ms V. Michos (Relieving HT HSIE) - 9718 1805

Ms L. Venkatesan (Relieving Deputy Principal) - 9718 1805

Please complete below and return to the box at the front of HSIE staffroom by 20 October 2023.

Student's name: _____

I give permission for my student to participate in Australian Business Week during Week 8 of Term 4 2023.

Parent/Carer's Name: _____

Parent/Carer's Signature: _____

Date: _____