

20 22 Annual Report



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Chair and CEO Welcome



**Emeritus Professor
Annabelle Duncan**

**Independent Director
and Chair, SSE Board**



Dr Sarah Jones

CEO, SSE

2022 has been another successful year for SSE, collaborating with inspirational individuals, community groups, government, and industry to deliver meaningful impact and public purpose across New South Wales (NSW) and beyond its borders.

Our commitment to social justice goals drives our focus, and we have been privileged to partner with extraordinary people from First Nations communities, refugee groups, under-represented cohorts from regional NSW, as well as secondary schools from all corners of the State.

Innovation capability matters.

And we see the results of our efforts demonstrated every day, whether it's a school student developing a new idea to solve a problem in their community or creating a new invention to help their parents in their regional business, or a teacher activating entrepreneurial problem-solving to reimagine their teaching design and delivery, or a local council upskilling their staff with an SSE professional development program that helps them to better support their constituents and their local community.

Our partnerships span a full spectrum of expert talent and diversity, ensuring

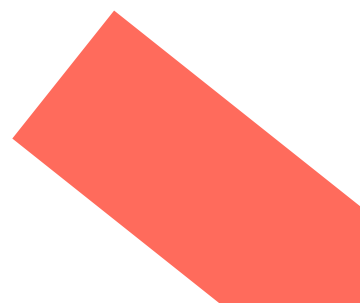
that SSE's programs and purpose fulfill the skills training needs of today and for the future. SSE's short courses, micro-skills and badges demonstrate industry-relevant, skills capability and verifiable credentials. Over the course of 2022 we issued 534 industry-recognised badges and delivered our programs to 2,446 participants from secondary schools and tertiary institutions, businesses of all sizes and from diverse sectors and locations, as well as councils, governments and community groups. We were thrilled to return to a hybrid model of delivery—co-designing, co-innovating and co-delivering in person as well as online. It was a privilege to engage with so many talented people across regional NSW and to work to empower more people with the skills to ideate and operationalise solutions to challenges that matter to them.

Our commitment to collaboration remains strong and integral to our 2023 Strategy: SSE Squared (SSE²). SSE² builds on our community, business and government relationships as we deliver on our access, diversity, and inclusion agenda. We commit to strengthening our collaborative efforts to work with and showcase First Nations innovation and skills capability in its

many varied forms, learning from the millennia of Indigenous practices; we will continue to build on the success of SSE's schools program, and we will strengthen capability at all levels of society, providing upskilling, reskilling and new-skilling to help remove barriers to education and employment for more individuals, growing pipelines of more innovative and entrepreneurially-minded T-shaped workers, leaders and learners.

While recognising ongoing economic, social, geopolitical, and health challenges, we acknowledge and celebrate the talent, dedication, resilience, collaboration and fortitude of the SSE Team and the many people with whom we engage. It is due to their efforts that we continue to achieve so much, and give back to our community. We would like to thank you all for all you have done to contribute to this effort. We look forward to the year ahead and to accomplishing even more in 2023.

Annabelle and Sarah



What We Do

Our vision is for SSE to be recognised as a leading collaborative partner in NSW, advancing entrepreneurial capabilities and innovative mindsets in order to address social, economic, and cultural challenges locally and across the globe.

We improve opportunity and access to quality entrepreneurial education

- Provide relevant, quality programs to under-represented and disadvantaged cohorts
- Develop and expand collaborative programs to increase access and visibility of under-represented regions and equity groups
- Develop an alumni community that continually looks to SSE to provide lifelong learning opportunities

We broaden entrepreneurial pathways for young people, connecting secondary education, vocational education and training, and higher education

- Deliver programs for students and teachers that address skills shortages and provide equitable and accessible learning pathways
- Integrate entrepreneurial education as a core component in the learning pathway of youth across Australia and across life stages
- Develop accessible and applicable resources that can be embedded into the curriculum

We support a competitive and resilient NSW by delivering best-practice entrepreneurial education

- Use our international partners and global programs to promote study in NSW
- Deliver industry-recognised short courses and micro-modules based on a defined microcredential framework that leads to industry-recognised programs
- Develop international partnerships to design and deliver a microcredential in Global Entrepreneurship

We meet Australia's knowledge and skills needs to deliver new knowledge, drive innovation, and boost capability

- Collaborate with the higher education and VET sectors as key drivers of multi-sector precincts
- Increase opportunities across the sector for work-integrated learning and research
- Leverage our member institutions and industry partners to explore collaborative projects around government priorities

Entrepreneurship Fundamentals

2022 in Review

2022 was a busy year and there is a lot to celebrate with the introduction of new partnerships, programs, and new markets. SSE is proud to look back and reflect on a year of impact.

Virtual Startup Internship: Future Cities

Continued through to 2022 October

Partner:

Western Sydney University Launchpad

Showcasing startups and scaleups that can innovate to help create our future economy, this program provided participants with the opportunity to gain real-world experience with three innovative startups while gaining insight into the future of our economy and the startups that are helping define it.

Digital Internship Program: Tech Central

Coming February 2023

Partner:

Tech Central

Virtual Startup Internship: Innovating for Smart Cities

Continued through to 2022 October

Partner:

City of Newcastle

Designed in collaboration with the City of Newcastle, this program offered participants the opportunity to work with startups that are leveraging the power of shared mobility and renewable energy networks to incentivise sustainable societal change.

Digital Internship Program: Western Sydney University Launchpad

Coming February 2023

Partner:

Western Sydney University Launchpad

Industry-relevant Skills

Cyber 123 for SME

Delivered in May

Partner:
CyberCX

Helping small and medium enterprises develop a plan for cyber security in their organisation.

Invest In Yourself: Exploring Money & Self-Employment

Delivered in November

Partner:
University of Wollongong
(open to UOW students)

Assisting UOW students to become more financially independent, acquire entrepreneurial skills and broadening the scope of their employment opportunities by leveraging these skills.

Innovate From Within: Reimagining Workplace Productivity

Delivered in November

Partner:
NSW Small Business Month

Equipping small businesses with the confidence, skills, and techniques to increase the innovation capability of their team and foster an innovative environment to inspire and increase productivity.

Innovate From Within: Using Digital Platforms

Delivered in February

Partner:
Open access

Encouraging participants to apply innovative methods to adapt to changes in the workplace.

Invest In Yourself: Exploring Money & Self-Employment

Coming February 2023

Partner:
Department of Regional NSW

Program will be co-designed and co-delivered to two unique groups—Ezidi refugee community in Armidale, and First Nation students from the Gomeroi Culture Academy in Tamworth.

Youth Strategy

Discovery

Partners:

- Merewether High School / *January*
- Liverpool Girls HS / *April*
- Korowal High School / *April*
- Hoxton Park High School / *October*

Imparting crucial transferrable entrepreneurial skills such as creativity, critical thinking, problem-solving, adaptability and teamwork, this program prepares participants for the future of work as innovators and change makers.

Ignite

Delivered in October

Partners:

- Central West Leadership Academy
- St Johns College

A collaborative, experiential, and challenge-focused innovation program providing school students from across a network of regional NSW schools with exposure to entrepreneurship and pathways to impact beyond school.

Rethinking Your Financial Future

Delivered in June

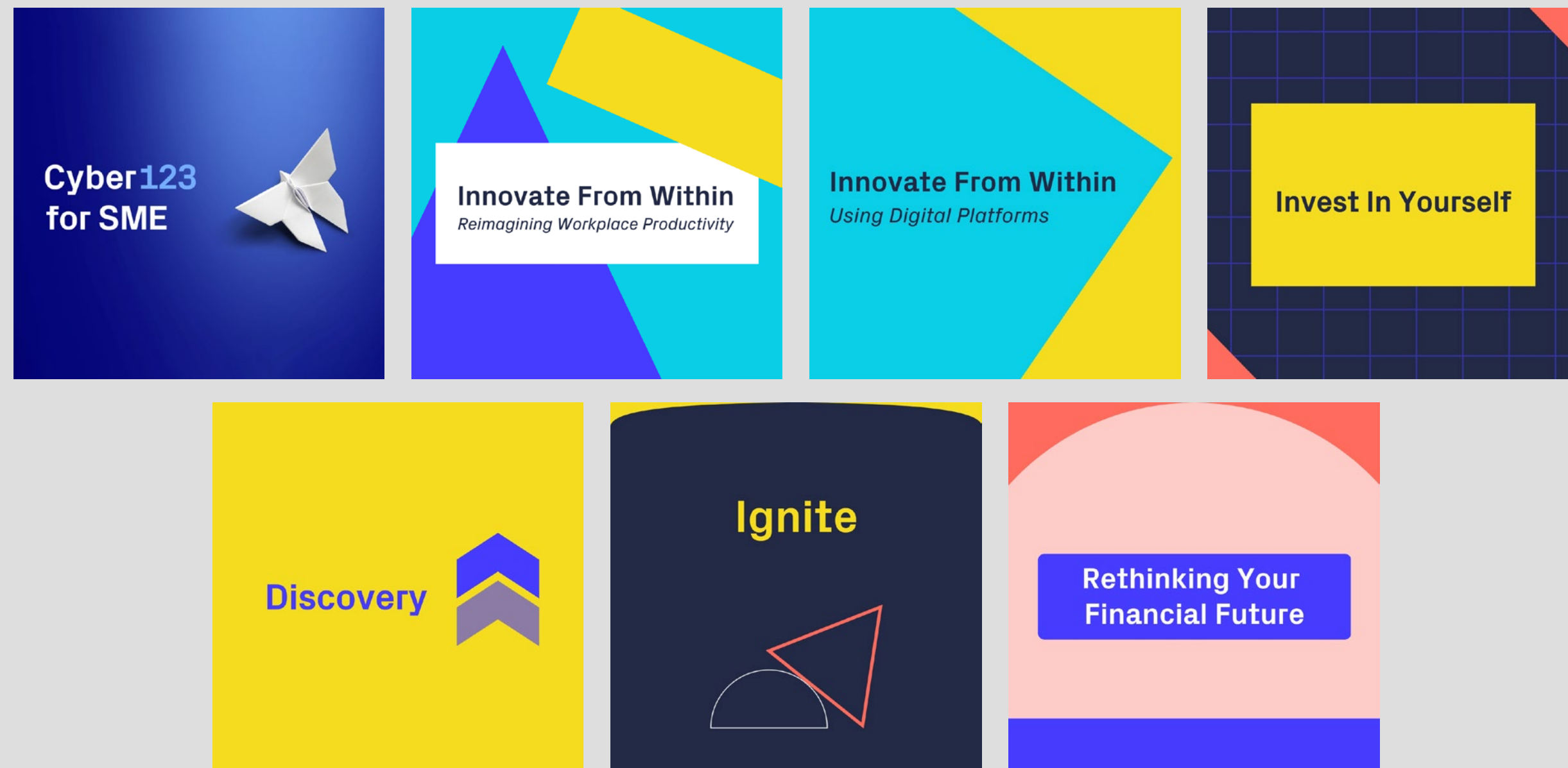
Partners:

Women NSW*

*Program delivered to young women from:

- Barraba Central School
- Oxlet High School
- McCathy Catholic College
- Tamworth High School

Focused on enhancing financial independence through financial literacy and entrepreneurial skills for young women up to the age of 25 in regional NSW in Tamworth.



Advocacy, Research and Thought-leadership

**"63% of all jobs will
be enterprise-skills
intensive by 2030."**

[DeakinCo. 2007]

Our "Insights into the NSW Youth Entrepreneurial Education Ecosystem" White Paper, produced in collaboration with the team at Young Change Agents, and released on 10 May 2022, provides insights into the state of **entrepreneurial education for youth** (aged 10-24 years) across the state of New South Wales (NSW).

Insights on this topic were collected from over 200 people from a cross-section of voices across the entrepreneurial ecosystem – including youth, parents/ guardians, businesses, education bodies, government, and community members.

The White Paper explores the following themes:

1. Clear pathways and recognition of entrepreneurial thinking and practice
2. Guidance for parents, carers, career advisers and teachers on today's skills and the future of work
3. Champion and support by school leadership and embed entrepreneurial education in the curriculum
4. Removing barriers to education and employment for more learners and empowering every child
5. Entrepreneurial education needs to be introduced at the earliest appropriate age
6. Entrepreneurial education is a key ingredient in fostering a vibrant and resilient innovation ecosystem

In 2023, we will work to ensure:

1. Entrepreneurial education is integrated with industry and supported by parents as mentors
2. Every child has an entrepreneurial mindset, skillset and toolset
3. There are entrepreneurial pathways and credentialing for educators and all students
4. There is a dynamic tribe of entrepreneurial educators and other providers who support youth development to form communities of practice
5. Entrepreneurial education is valued and measured

56.7% of the people we spoke with believed that young people were "somewhat prepared" for the changing nature of the workforce, while 37.7% of respondents felt that young people were "under prepared". Only 5.6% believed that young people were adequately prepared for the changing nature of the workforce. [White Paper, page 6]

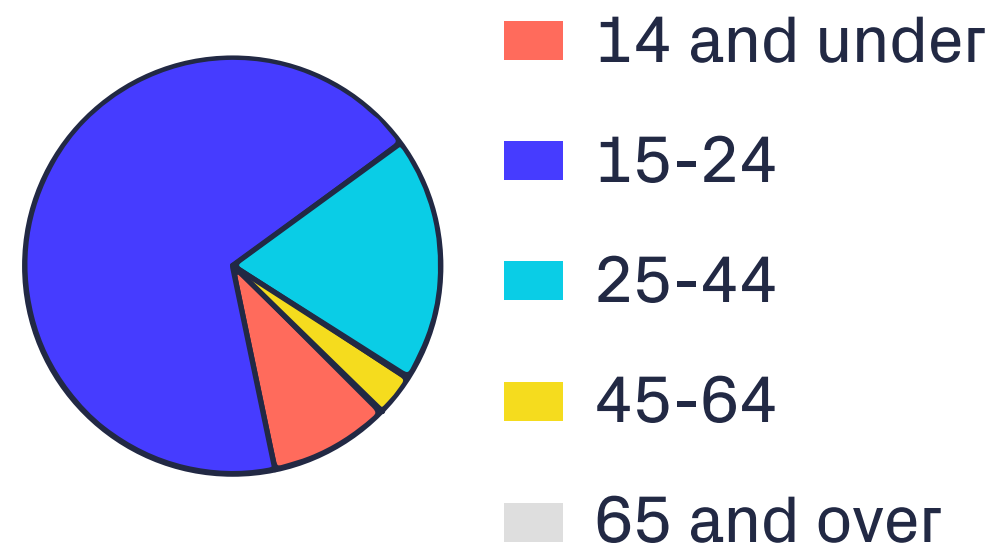
Our Impact

9 programs delivered to 2,446 participants

55% female identifying participants

534 digital badges

Participant age range



187 students from 11 Schools engaged with an SSE program

Global reach

Participation in Virtual Internship Program by country

INDIA			
AUS		GBR	
USA	PAK	IDN	TUR
	NGA	PHL	CAN

15 Regional NSW partners

150+ strategic partnerships

Participant Stories

Our Impact Stories

In 2022, we evolved and expanded our offerings, working with inspiring people and delivered programs to grow our impact.

Discovery Program

Partner:
Hoxton Park High School

"This program is a great opportunity for students. The skills they learn is highly valuable as it is required when they leave school to become independent adults. We are time-poor at school, so this helps us out a lot."

Wendy Huynh, Science and STEM Teacher at Hoxton Park High School

Rethinking Your Financial Future, Tamworth

Partners:

- Barraba Central School
- Oxley High School
- McCarthy Catholic College
- Tamworth High School

"I've always wanted to start a business, but I never knew how to do it. This program gave practical tips on how to do it and to not be afraid. Just do it."

Student

"All the aspects of building a side hustle inspired me to start my own."

Student

Participant Stories

IGNITE Dubbo

Partners:

- Central West Leadership Academy
- St Johns College

"[We loved] getting to generate our own ideas, solutions and pitch them."

Student

"[We appreciated] guest speakers coming in and discussing their experiences with entrepreneurship."

Student

Innovate From Within: Reimagining Workplace Productivity

Partner:

Small Business Month

"The program introduced Design Thinking, Agile methodologies, and Lean practice. These topics are rarely exposed in a relational format to make sense of it all."

Small business owner

"Awesome content, succinct delivery - I love that! I have relevant real-world tools to approach future business problems. Many thanks for the opportunity to attend! Loved it."

Small business owner

Invest in Yourself: Exploring Money & Self-Employment

Partner:

University of Wollongong

"It is a great course, you get so much out of it and learn so much about yourself, well worth it!"

UOW Student

"This program has given me a better perspective on how to be a successful entrepreneur."

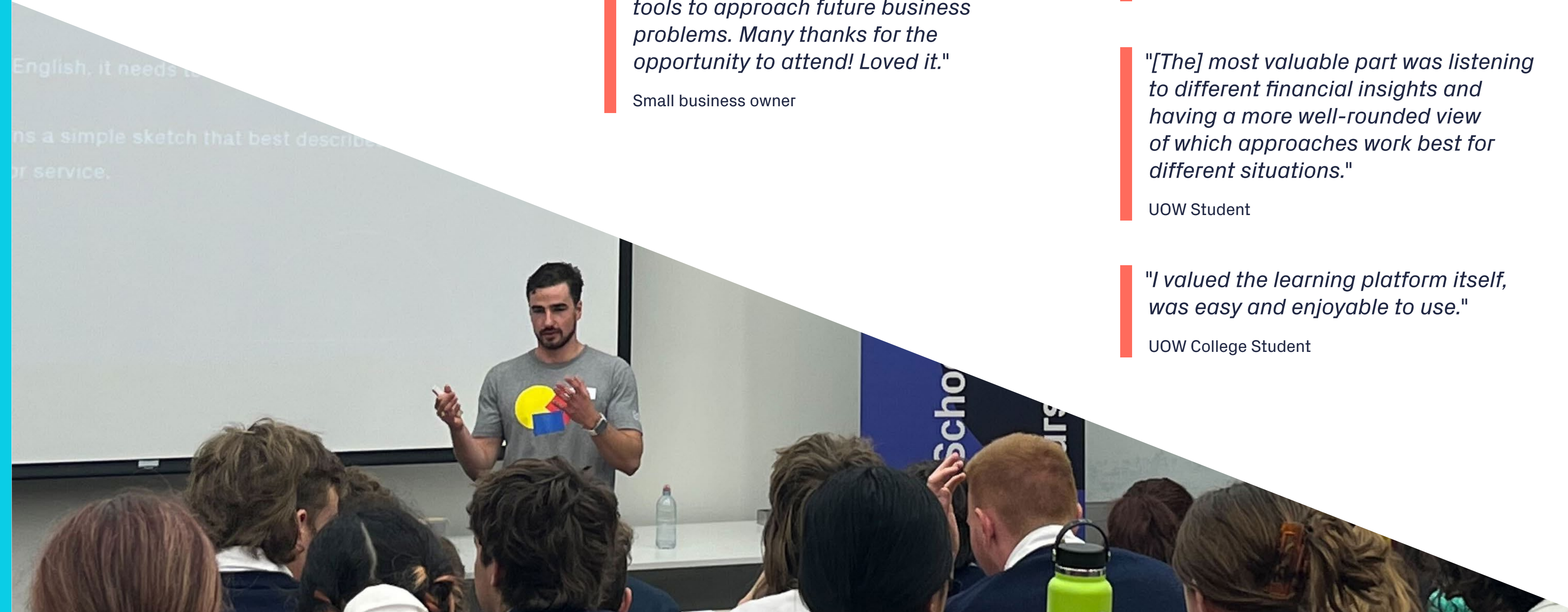
UOW Student

"[The] most valuable part was listening to different financial insights and having a more well-rounded view of which approaches work best for different situations."

UOW Student

"I valued the learning platform itself, was easy and enjoyable to use."

UOW College Student



Alumni Stories

SSE has worked with many entrepreneurs over the years, usually at the inception of their startup journey. Many have gone on to grow their idea, build new businesses, pivot or change direction completely.

SSE engages many of our Alumni as part of our Brains Trust of experts helping deliver industry-relevant best practices, mentorship and facilitation.



Scott McKeon, Co-Founder of Espresso Displays

ESPRESSO
DISPLAYS

Espresso Displays has designed the world's thinnest portable touchscreen monitor, meeting the need of makers and workers who need an additional screen to boost productivity but find themselves away from their fixed set-up at home or work.

<https://au.espres.so/>



How are you continuing to innovate today?

"We've got a lot of ideas, and our marketing and team and capabilities are getting better and better and better. Because we're a new company, we don't need to get every new customer to buy the latest iPhone, we just have a long roadmap to get market penetration of people who need our product, it will take years for us just to get that reach. So, it's really about "Okay, how do we continually add value to our existing customers through software, so they've got new features, particularly around the touchscreen, especially now in a remote and hybrid world" [Our latest innovation is whiteboarding.] You're not whiteboarding in person, you're whiteboarding remotely. So rather than having this display as a second screen, how about I share the screen, and, using a stylus, just start whiteboarding. Right here. [...] I could be annotating, brainstorming, [etc.]. This form of visual collaboration in the context of how we actually communicate and work [in today's dispersed and distant working environments], there's a lot of opportunities there."

What role did SSE play in your journey to this point?

"SSE's role was the catalyst for our actual idea when we were at university. Creating the right environment, which for us at the

time meant bouncing ideas off of each other within a context, but then also learning about the ecosystem, what's around. Mapping out the entrepreneurial ecosystem, the landscape, the who's who, which was really interesting to know, because if you're a university student, and you haven't been involved in entrepreneurship, you have no idea about incubators, accelerators, investors, advisors, co-working spaces, things like that, you have no idea. That was pretty much a program: to make sense of what's available."

What advice would you give to aspiring entrepreneurs?

"For me, entrepreneurship has to be treated like an adventure, because it is an adventure that has highs and lows. But it's the journey in itself that is the adventure. That helps rationalise the whole thing. Right? The question that you always have to ask yourself is, "Is this the adventure I want to be on?" And if the answer's "No" then do something different, but if the answer is always "Yes" then it's exciting because the adventure is live. It's ongoing, you can continue to go into different things and each new milestone that you get bigger, like the adventurer changes and your role in the adventure changes, and that's what keeps it exciting and fresh."

Elias Honor, Co-Founder of AusAir Masks

AUSAIR™

AusAir Masks are leading filtration masks that are sustainably designed by using Australian wool and avoiding using single-use plastics, making them both reusable and better for the environment.

<https://shopausair.com/>



How are you continuing to innovate today?

"Since setting up our website, we've developed another product from the AirFlex [a mask with a stainless-steel valve and botanical filters]. This subsequent product range that we've released is called the AirWave [a merino mask with copper filters]. It's award-winning and it's just more breathable, more lightweight, more comfortable to secure, and it's got a different filtration technology, which is the reason why it's actually quite breathable. [...] And then we used that same platform to just recently launch a range with Canada Goose. We've just put that up for sale on the website in our stores in the US and in Canada."

What role did SSE play in your journey to this point?

"SSE was really helpful for us [...]. It helped us to progress through the learning curve a lot faster than if we had not worked with them. [...] it's like facilitating access to great resources. [...] it's like a hub, where it attracts really experienced, seasoned entrepreneurs that are really interested in helping new startups, which I think is [...] quite typical of an entrepreneur—they're very interested in helping other entrepreneurs. I think the SSE brand really attracts a high calibre of entrepreneur as mentors."

What advice would you give to aspiring entrepreneurs?

"[...] if there are entrepreneurs or people who are looking to start a business, I'd say think about things as a 5–10-year journey. Think about your learning as you think about compounding money in the bank, [...] you make less mistakes, you do better the next time, you surround yourself with better people, you make better decisions."

Looking Ahead to 2023: SSE Squared (SSE²)



Our commitment to collaboration and our focus on social justice goals will drive our 2023 Strategy—SSE Squared (SSE²). In 2023, we will be doing more with First Nation communities, refugee groups, LGBTQIA+, under-represented and low-SES groups across this country. We are excited to expand our Youth Strategy and work more closely together with ancillary youth groups striving to empower young people to achieve their fullest potential, and we will continue to grow our professional development programs to support more people advance their work-relevant skills.

SSE enters the new year with a dynamic team and a passionate commitment to delivering more impact and helping more individuals.

Our Team



Dr Sarah Jones
CEO



Lynn Erkens
Executive Director, Innovation,
Enterprise and Engagement



Frances Lee
Director, Operations



Vicky Lee
Director, Finance



Nicole Swanson
Director, Marketing,
Brand and Communications



Daniel Smith
Director, Entrepreneurship



Caine Wilkins
Engagement and
Outreach Officer



Isabel Urrego
Client Services and
Administration Officer



Vanessa Hung
Graphic Designer



Nada van Kempen
Project Coordinator

*We acknowledge and thank
all those who contributed
to SSE over the past year
for the enormous help and
support provided by each
and every one of them.*

Our Governance Structure



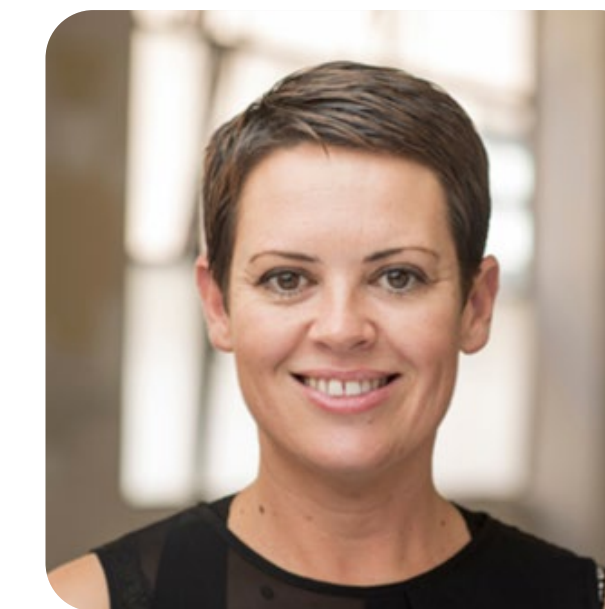
**Emeritus Professor
Annabelle Duncan**
Independent Director
and Chair



**Associate Professor
Paul Martin**
Company Secretary



Tze Masters
Independent Director
and Chair of AFRC



Liane Gawne
Independent Director
and AFRC



**Professor Patricia
M. Davidson**
Member Representative
Director



Susie George
Member Representative
Director



David Caspari
Director, Audit, Finance
and Risk Committee



Zoe Williams
Director, Audit,
Finance and
Risk Committee

We acknowledge and thank all Directors, advocates and champions who have supported SSE over the course of 2022.

Our Partners and Networks

2022 has been an incredible year of inspiration and innovation. We are grateful to our many active collaborators and partners who continue to support us. We extend our thanks to the following organisations and our many other collaborators. We couldn't have done it without you.

Arula
Barraba Central School
Central West Leadership
Academy, Dubbo
City of Canterbury Bankstown
City of Newcastle
CyberCX
Dartbase
Department of Regional NSW
Greater Cities Commission
GreenBee
Haymarket HQ
Hoxton Park High School
KaosPilot
Korowal High School
Launch Pad, Western Sydney
University
Liftango
Liverpool Girls' High School
Lumiant
Macquarie University
McCarthy Catholic College
Merewether High School
MyTradie
Neutopia
NSW Department of Education
NSW Department of Industry
NSW Small Business Commission
NSW Treasury
Oxley High School
Spark Festival
St Johns College, Dubbo
Stone & Chalk
switcheDin
Sydney Startup Hub
Tamworth High School
Tech Central
University of Wollongong
UTS
Western Sydney University
Women NSW

Thank you!



Our Founding Partners

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

NSW Government