

Application Form

Two Honours Scholarships of \$2,000 each to study Startup Shakeup or BuyfromNorthEastVic in 2022

What are we offering?

Two Honours Scholarships will provide funding of \$2,000 each for two students who are passionate about small business/technology and want to do the Bachelor of Applied Research (Honours) full-time, to study Startup Shakeup or BuyfromNorthEastVic in 2022.

Industry contacts are already established to carry out these studies. Information on the two Honours projects can be found in the attached information sheet.

All Honours classes/consultations will be held online and students living nearby may have access to desk space, printing and rooms for interviews at the Wangaratta Regional Study Centre.

What is the Wangaratta Regional Study Centre (WRSC)?

The [Wangaratta Regional Study Centre](#) (WRSC), a partnership between Charles Sturt University and Goulburn Ovens TAFE, is located in the Hume region in Victoria. WRSC are here to meet regional needs and help the community prosper through supporting the needs of their students.

What is Startup Shakeup?

[Startup Shakeup](#) is a community of 500+ movers, shakers and change-makers in North East Victoria.

What is BuyfromNorthEastVic?

[BuyfromNorthEastVic](#) is a regional, place-based collaboration approach to improve digital inclusion and innovation through e-commerce.

Who should apply?

Someone who is passionate about small business/technology and wants to do Honours full-time which is only offered online. Students must have completed, or be about to complete, a relevant Undergraduate degree, preferably in Business, Law or Technology with a GPA of 5 or above. The preference is for students who live in the region to apply. Students outside the area will need to have easy access, and availability to travel to, North East Victoria.

What do we ask?

You participate for 3 days pa in our outreach program and give a presentation to the community, as well as undertaking research as part of your Honours study.

A summary report of findings will be presented at the completion of the project.

How are funds managed?

The two scholarships of \$2,000 can be spent on anything research related to the student's Honours project e.g. travel, conferences, technology (at the discretion of the CEO of the organisation supervising the student). However, the funding cannot be used for student fees. The funding will be put into a fund held by the Charles Sturt Supervisor / School.

If you have more questions

Please contact:

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Two Honours Scholarships of \$2,000 each to study Startup Shakeup or BuyfromNorthEastVic in 2022

Applications are welcome at any time.

Final date for applications is 5pm on Sunday, 18th December 2022.

Submit your application to Rosemary Woolston: rwoolston@csu.edu.au

Based on their application, potential Scholarship recipients will also be interviewed.

Name:	
Address:	
Telephone:	
Email:	
Qualification:	
GPA:	
Project preference:	

Provide details of the experience you have that is relevant to this project:

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Why should we choose you to conduct this project?:

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How would this grant help you?:

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WRSC 2022 Honours Scholarships - \$2,000pp

One for a project on Startup Shakeup and one for a project on BuyfromNorthEastVic. Applicants will be interviewed, and expected to produce a summary report of findings



<https://startupshakeup.co>

Welcome to Startup Shakeup, a community of 500+ movers, shakers and change-makers in NorthEast Vic.

It's their ticket to networking and educational events that will support their mission to solve local problems and support causes that shape our future. We offer programs that underpin the future prosperity of the region, building a new "normal", capitalizing on the innovation resources we know we have and opportunities and challenges these times have brought.

Whether someone is a Startup, Shakeup or Innovator, we're here to support businesses who do it differently. We work at several levels, we are a catalyst for innovation and regional economic growth, we lead the Regional Innovation Ecosystem and we nurtures purpose, capacity, confidence and powerful connections.

Our Incubators are offered in partnership with Runway HQ and GHD Digital, a total program that offers four pre-accelerator programs to regional entrepreneurs, with pre-tasters and access to ongoing support, advice, expert skills and networks. The RunwayHQ and GHD components are existing programs, tried, tested and producing real outcomes. What is new is the way in which we are landing these programs on the ground with regional knowledge, experience and expertise, plus access to national networks and tech.

This honours project looks at our 2021 – 2022 Incubator program, talking with current and past participants about their experiences ... we are interested to know what participants gained, what differences it made and what they found to be the strengths and weaknesses of the program. The final questions will be decided with the successful Honours student.

www.buyfromnortheastvic.com.au



BUY FROM NORTH EAST VIC

Welcome to BuyfromNorthEastVic, a regional, place-based collaboration approach to improve digital inclusion and innovation through e-commerce.

Developed in early 2020 to digitally upskill and support SMEs and communities impacted by bushfires and the collapse of regional visitation, BFNEV became even more critical with the introduction of repeated COVID-19 restrictions.

The platform supports local provenance by leveraging emerging 'buy local' sentiment and connecting business and communities through an overarching BFNEV website with local 'Buy from' community websites. Beyond the 'early adopters' in local markets, significant opportunity exists to raise local engagement and access new external markets to grow the economic potential of the Ovens Murray region. Proof of concept is evident in over 400 traders having registered shops and approximately \$50,000 in cumulative sales to date.

Digital engagement outcomes from the BFNEV initiative are important for the region, particularly as Ovens Murray as part of the Northern Victoria region has one of the lowest levels of digital inclusion in the State. We know that 13,056 SMEs operate in Ovens Murray (ABS Series 8165, 3218), 10% of BFNEV businesses identify as being digitally skilled, 54% of BFNEV businesses identify as having moderate ability, and 36% identify as low ability.

This honours project looks at the results of our 2021 – 2022 SME digital literacy survey, and talks with 'case study' BFNEV participants about their digital literacy experiences ... we are interested to know what helped, what didn't help, and what they see as the strengths and weaknesses of the program. The final questions will be decided with the successful student.