**Entrepreneurs and Being Enterprising**

What does it mean to be an entrepreneur or to be enterprising?

Entrepreneurs are people who have a **good idea** and **do something** about it. They are often small business owners, although being enterprising is not restricted to the business world.

*Task1 : Use the following space to describe the idea and the action taken by each of the following groups.*

**Meals on Wheels**

The idea:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The action: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Apex**

The idea:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The action: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Red Cross Australia**

The idea:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The action: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Task 2: Read the following information about an enterprising individual and answer the questions that follow.*

**Clean Up Australia Campaign**

Many Australians take part in a special day to clean up their local natural environments. Clean Up Australia was the idea of one person, Ian Kiernan. When Ian Kiernan sailed his yacht to different parts of the world he was disappointed at the amount of rubbish or waste he saw in the waterways. His first idea was to bring a group of friends together to clean up Sydney Harbour. He spread the word for volunteer help and 40,000 people turned up to collect 5,000 tonnes of rubbish.

He and his committee then had the idea of encouraging other Australians to clean up our beautiful natural areas. The committee wanted Australia to have a ‘spring cleaning’ day every year to remind us of the need to protect our natural environments. The campaign has grown to be an international event.

1. What was Ian Kiernan’s first idea?
2. How did he know whether or not he had been successful?
3. What was his motivation?
4. Why do you think so many people attended?
5. Was there a target group; were particular groups of people likely to attend the clean up?
6. How might the committee have published the clean-up day?
7. Do you think business skills were needed to organise such a day? What type of skills?