



WHAT IS A SWOT ANALYSIS? YOUNG BUSINESS ENTREPRENEUR PROVIDES THE ANSWERS ON DOLLARSANSENSE WEBSITE

Sydney, 29 June 2003: This month's very special DollarsandSense website Forum guest is a 21 year old entrepreneur with a real head for business - Ainsley Gilkes.

Ainsley comments "I really fell into business. I had just left school and was working on youth projects whilst undertaking my university studies, and noticed there was a potential opportunity to support enterprising young people.

"So, with a business partner, I started up Youth 2 Youth, a support network for young entrepreneurs which provided workshops to assist in developing their skills. The workshops covered Public Relations, Writing Skills, Starting Up a Business and Young Womens' Empowerment." added Ainsley.

Ainsley has since moved on, starting a second smaller business, Fresh Communique, which helps micro-businesses with their marketing and PR, by creating plans for them to use.

Ainsley is currently one of three young people that are Directors of the Enterprise Network for Young Australians (ENYA), a public not-for-profit company that promotes the active participation of young people in enterprise, and supports young entrepreneurs. She is also one of the fifty young people on the Commonwealth Government's 2003 National Youth Roundtable.

Ainsley is passionate about connecting with young people and her belief in creating her own opportunities has meant she has gained a variety of skills through paid and volunteer work.

To ask Ainsley any questions about starting up a business, you are invited to log on to the www.dollarsandsense.com.au Forum during July. Answers will be published on the website.

- **What is a SWOT analysis?**
- **Where do I start with my business plans?**
- **Do I have the right personality to run a business?**
- **Should I go into partnership?**
- **How do I get the jump on my competitors?**

DollarsandSense is a website developed by the Commonwealth Bank to help young people develop money management skills. The website offers concise, objective, and practical information about a range of money matters.

Media Release Media Release

Upcoming Forum Guests:

August – Recipe for Business Success - with Telstra Business Woman of the Year, Professor Di Yerbury and two Commonwealth Bank business bankers.

ENDS

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