



THE  
grow  
PROGRAMME  
for schools and community



# Welcome to **THE GROW PROGRAMME** for secondary schools

## WHO WE ARE

**The Grow Programme** is all about capturing, developing and maintaining creative and divergent thinking in students. It provides a teacher supervised, online teaching resource using a real world micro business model that embraces and demonstrates new technologies. It begins with your organisation and your community. Our mission is to establish a brand that is synonymous with nurturing mindfulness, encouraging creative, critical and holistic thinking whilst redirecting profits from everyday items back into your community. **The Grow Programme** is about the future of the workforce, the changing nature of contemporary workplaces and preparing students for the new economy.



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## EASY STEPS TO GET STARTED

**STEP ONE** – Register your school via our online registration process.

**STEP TWO** – Your School will receive a 12 month contract to an online shop at a cost of \$50 per month plus GST, payable 12 months in advance. This will be Invoiced from Jane Pascall Marketing Services. Returned your signed contract to [info@thegrowprogramme.com.au](mailto:info@thegrowprogramme.com.au) along with payment for your shop as indicated on the invoice.

**STEP THREE** – within 48 hours of your registration and payment being received your generic online shop will be allocated to make it your own by using the built in customising system. (refer separate manual on how your shop works).

You will also be provided access passwords for teachers only to access **The Grow Programme** Resource centre. Students can access all **Grow Programme** resources via their usual software – for example Moodle or Canvas.

**STEP FOUR** – *Ordering Stock* To keep prices as affordable as possible, stock is printed overseas and will take 28 working days from the time the art approval sheet is signed by the supervising teacher. Shorter lead times are available at a slightly higher price – using local printers. Artwork is required in vectored format (an eps or ai file) with a matching jpg or PDF file. You can locate **The Grow Programme** products at **The Grow Programme** home page [www.thegrowprogramme.com.au](http://www.thegrowprogramme.com.au) where a range of reusable bags, mugs and **Grow** products for kids are located.

Chose your products and the quantity you require and email a request for a quote to [info@thegrowprogramme.com.au](mailto:info@thegrowprogramme.com.au)

We will generate a quote including your printed area, set up fees and freight. Once the quote is approved by email from a supervising teacher, your order will go into our production system.

You will receive an art sign off sheet within 3 days of your order being placed. This sheet will need to be signed, dated and returned by email for your order to proceed, the 28 day production time begins on the day the approved art is received and is subject to customs timing.

Schools take delivery of the stock and implement their micro **Grow Programme** strategies for their micro business.

**NOTE** – while stock is being printed, your micro business teams can plan a company structure, allocate jobs and responsibilities, create a marketing and promotions plan, discuss logistics and design your online shop, create a TV ad campaign and or a video presentation – all ready to implement by the time the stock arrives. Liaise with other schools on **The Grow Programme**. **The Grow Programme** has been designed to create its own community to support this process. Let others know what is working in your school and how you have solved any challenges.



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## CREATING CHANGE POWERED BY KNOWLEDGE

Students in **The Grow Programme** go beyond learning **STEM** subjects, they experience first hand the relationship of **STEM** courses to the world outside the boundaries of school. Deconstructing business means that individual skills can be matched to roles that come together in a collaborative approach to learning skills for work. Embracing a mindful approach to making decisions can build confidence to 'have a go' at applying for employment, choosing a career path, starting an enterprise or setting out in the adult world.

When your school connects with **The Grow Programme** it connects with a state of the art, interactive, sophisticated teaching platform that mirrors a modern on line business which meets key learning outcomes in **STEM** courses. It sits with:

Certificate II 20113 Skills for work and Vocational Pathways

Certificate II Business Services

Certificate III Retail

Your **Grow Programme** business can be as small as a market stall or a corner shop through to a multi store online shopping mall. Importantly, **Grow** offers teachers resources to fit with current courses which can be made available through one platform. An individualised online shop offers a state of the art software that features in contemporary online

businesses including on line stock management and postage and handling systems if required. It can be as simple or as complex to meet your students requirements.

Under teacher supervision, students participate in operating a micro business that sells actual products generating real income with profits going back to your community. **The Programme** provides students with a learning journey starting with planning and development, designing artwork to specification for the product, creating a jingle and catering for a launch event, all the processes involved in production and marketing to delivery and follow up with customers. On line resources are provided in product development, marketing, accounting, administration, logistics, public relations, communications, event management, graphic design and human relations. online video cameos provided by professionals in business will also be provided when **The Programme** is rolled out in term one 2019. Through this programme students are provided an opportunity to grow in confidence by developing individual skills whilst working collaboratively. It reinforces a message of the importance of every role in business. Holistically, it plants the seeds to develop a mindful approach to decision making in adult life.



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## YOUR GROW PROGRAMME OPPORTUNITY THAT SITS WITH SUSTAINABILITY PROGRAMMES

Plastic bags are currently being phased out. Every household will need to purchase multiple re-usable bags with coffee cups soon to follow. Retailers and supermarkets will sell millions of their branded reusable bags and reusable coffee cups to make a profit. **The Grow Programme** provides a means to redirect some of the profits from the sale of these items back to your school and your community via a powerful teaching resource.

### THE NUTS AND BOLTS OF THE PROGRAMME

- High Schools select and purchase products from **The Grow Programme** web site.
- All online resources for your school programme are located in a passworded area via **The Grow Programme** website
- On line resources include teaching modules, price lists, design templates, product images for promotion and other resources to operate your micro business.
- Purchase products at very competitive prices. Quantities start at 100
- Your recommended selling prices are listed in product details. It is up to your school to determine your retail price.
- Schools market their individualised items at a profit via an online web shop for distribution via their canteen, uniform shop, Parents and Friends or Australia Post.
- Schools will be listed and promoted on **The Grow Programme** website.
- The Noticeboard provides interaction with other schools in **The Grow Programme**. This is an active forum to discuss all aspects of running a micro business and become part of **The Grow Programme** community.
- Customers can visit your individual school shops via **The Grow Programme** website or purchase directly from your school.
- Shops are designed by students using back end Graphics tools.
- Stock can be managed using a fully automated stock control facility built into your web shop
- **The Grow Programme** will provide video presentations on all aspects of the Programme that can be integrated into **STEM** lessons
- **The Grow Programme** will use Social Media access via Facebook and Instagram and integrate teaching around online analytics using social media as an example.



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## PARENTS AND FRIENDS

For parents, friends and organisations, **The Grow Programme** provides a really easy way to generate funds for your organisation. It addresses the issue of busy working parents, who are time poor, and to actively engage with their school community outside of the school. It is also a way to sell products that EVERY household will need and be buying. Your parents and friends can link with your schools academic activities, essentially linking your entire community with one objective.

## CONTACT US

**The Grow Programme**

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