



blue nile

AFRICAN AUSTRALIAN
BUSINESS MASTERCLASS

A black and white photograph of a woman with long dark hair, wearing a light-colored sleeveless top and dark trousers. She is sitting in a wooden chair at a dark wooden desk. She is holding a smartphone to her ear with her left hand and a pen over some papers with her right hand. A laptop is open on the desk to her left. The background is a dark, curved wall. The image is partially obscured by a white diagonal shape at the bottom.

Blue Nile African Australian Business Masterclass Program

Overview

The Blue Nile African Australian Business Masterclass program **is a subsidised program** designed for African Australian entrepreneurs and corporate leaders who would like to broaden their business knowledge so that they can access and network with mainstream Australian industry, enabling them to build their own economic prosperity and that of their communities.

The Blue Nile program was developed by the University of Melbourne in collaboration with the African Australian community to respond to the specific challenges faced by African Australian entrepreneurs in the Australian business landscape.

Over 12 days, participants will engage with entrepreneurs, world-class faculty, executives, managers and community leaders, who will share tools for growing businesses and developing economic opportunities for the community at large.

In addition to delivering world-class business knowledge, the Blue Nile program also seeks to build participants' business networks through a mentoring program. Mentors will continue to provide support to participants following the completion of the program.

Program Snapshot

Duration

3 x 4-day modules

Location

The University of Melbourne
Carlton, Melbourne

Dates

Module 1 – July 17-20
Module 2 – September 4-7
Module 3 – October 31 –
November 3

Apply

I'm Interested

[Apply Here](#)

Enquiries

Please direct your enquiries to:
blue-nile@unimelb.edu.au

Program Details

The program will be delivered over 3 x 4-day modules, with each subject area covered in two days.

These sessions have been designed to strengthen the capacity of participants in the following areas:

- **Business Strategy:** Formulate effective growth-oriented business strategies
- **Accounting and Finance:** Develop sound financial management tools for your enterprises
- **Marketing:** Craft unique market value propositions
- **Managing People:** Develop and lead effective workforces
- **Australian Business Culture:** Effectively negotiate deals and manage business relations in the Australian business context
- **Leadership and Social Impact:** Develop your leadership skills and empower your community

FAQs

- I am interested. But do I qualify to apply?

If you're an entrepreneur of African background, running or managing your own business and want to grow your business in Australia, then this program is perfect for you.

- I am interested but I do not own or manage my own business yet. Can I still apply?

Maybe. The content has been designed to help grow your business rather than start a new one. If you are looking to start a business and you have previously managed your own business in the past 5 years, then the program might still be right for you. If you have a clear business idea but do not have business experience, then you are probably better off with a business accelerator program. Feel welcome to contact us to talk this through.

- So, when do applications open?

Applications open on the 15th January 2020. You can access the application form [here](#).

- What do I need to do to apply?

You just need to fill in the application form and attach your most recent CV. If you have a business plan, you can also include that.

- When do applications close?

Applications will close on the 31st of March, 2020.

- Will there be a selection process?

Yes. Shortlisted applicants will be invited to an interview; successful applicants from the interviews will be admitted to the program. Interviews will begin in April 2020.

- How much does the program cost?

The actual cost of the program for a person is \$10,000. But The University of Melbourne and our sponsor, The Scanlon Foundation, have heavily subsidised much of this cost. You only need to pay a **\$500** registration fee for the entire program.

Contact Us

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