

the entrepreneur

Newsletter for the “Developing Emerging Young and Other Entrepreneurs in South Australia’s Mid North” project

Welcome to the fifth edition of “The Entrepreneur”, the E-newsletter designed to keep those with an interest in the “Developing Young and Other Entrepreneurs in South Australia’s Mid North” project informed.

This edition will provide a brief project update, including dates for Short Course two, and profile a great Australian entrepreneur, Kerry Packer.

Short Courses

Short Course One - Chance to join program still available

There is now an opportunity for you to join the project if you missed the first round of Short Courses. Short Course One, Entrepreneurship and Innovation, will be delivered again in Clare.

When: Wednesday 11th and Wednesday 25th June

Where: Rural Directions Pty Ltd office (9 Strickland Street Clare) 3pm – 8pm

Cost: First session is free – so come along and give it a go!

Are you an existing participant but would like to catch up a session/day you missed? Feel free to come to Clare to catch it up.

Short Course Two - Opportunity Assessment Dates and Locations

For those of you who are ready to move to Short Course Two – Opportunity Assessment, please find below details of the dates, times and locations of these sessions.

Location	Date	Venue	Time
Clare (Group 1)	Wednesday 30/4	Rural Directions Pty Ltd Office	3pm – 8pm
Kadina	Monday 2/6	TBA	3pm – 8pm
Freeling	Wednesday 18/6	Rural Directions Office	3pm – 8pm
Laura	Monday 16/6	Laura Civic Centre	12.30 – 5.30pm
Balaklava	Tuesday 24/6	Clark Cowan Community Centre	12.30 – 5.30pm
Clare (Group 2)	Monday 30/6	Rural Directions Pty Ltd Office	3pm – 8pm

We are happy for people to be flexible with the dates that suit them best. If you wish to change from your original group, please email or call Carlyn and we can make the change (08 8842 1103 / cmellors@ruraldirections.com).

This project is proudly supported by



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Entrepreneur Profile – Kerry Packer

1933 Sir Frank Packer established the Packer media empire with Women's Weekly

A young Kerry Packer Kerry packer was sent to boarding school at the age of five, and just a year later caught a serious illness called polio myelitis or infantile paralysis. Kerry's case was severe and he spent nine months immobilised in an iron lung, an early version of a respirator, which helped him to breathe. By the time he got back to boarding school, at the age of nine, he was way behind his fellow students. Fortunately his recovery from polio had been complete because it was his size and strength that helped him excel in one area , sport.

Kerry finished school when he was 19 and went to work in his father's newspaper

1974 Kerry's father died and Kerry took over the business

1977 When Kerry couldn't get exclusive television rights to Sheffield and Test cricket he made up his own teams with the best players in the world and started World Series Cricket. If the Australian Cricket Board wanted the services of these players it would have to give Kerry the TV rights and, in 1979, after a long struggle, he got his way.

1987 Another business trait of Kerry Packer's is timing - knowing when to sell and when to buy. In 1987, he sold his two Channel Nine TV stations to Alan Bond for one billion dollars. It was a lot more than they were worth and the deal made Kerry Packer his first billion. Three years later, Bond was in financial trouble and Kerry bought the stations back for just two hundred and fifty million dollars.

1991 Attempted to buy Fairfax newspaper group

His greatest love is polo and he spends three months of every year in England playing the game and millions of dollars on horses, stables and players for his own team.

2005 Kerry Packer passed away

Source: <http://www.mediaman.com.au/profiles/packer1.html>

How to register for the project

Registration forms for short courses, enterprise development groups and coaching and mentoring are all available on the Mid North Regional Development Board (MNRBD) website www.mnrdb.com.au.

Alternatively contact: Colin Rawnsley or Alan Schwarz at Mid North Regional Development Board on 08 8842 3115
Carlyn Mellors or Dave Heinjus at Rural Directions Pty Ltd on 08 8842 1103

This project is an Australian Government funded initiative under the Building Entrepreneurship in Small Business Program, administered by AusIndustry.