



# TAFE QUEENSLAND NURTURES SMEs & START UPS

## PROBLEM



Job growth is coming from small to medium sized businesses (SMEs). However Australia significantly lags other countries in bringing new ideas to market.

## SOLUTION



TAFE Queensland educators and students work with startups to help owners as they journey from idea to business, and with SMEs to grow their business.



"I was really impressed with the professionalism of the students and the array of great designs to choose from. TAFE has helped me develop the VehicleXChanges brand and I look forward to working with the TAFE team again on future projects."

Karen Whitting, Founder  
VehicleXChanges.com

## INNOVATION IN ACTION



**Gold Coast Swim  
Fashion Festival**

With support from industry partners and City of Gold Coast (as part of its Cultural Development Strategy), TAFE educators trained 15 Emerging Designers in business skills specific to their industry.



**VehicleXChanges.com**

Educators and Students from Design and Film and TV programs developed concept and branding for a peer-to-peer digital startup.



**NightQuarter Market**

Four Educators and 25 Design students conceptualised a VIP lounge and dining space for an innovative community night market.

