



Genesis Christian College's winning business team Matthew Pfeiffer, Benjamin Smith, Brittaney Olsen, Caitlin Delaney, Adam Bertwistle and Tristin Aylward with QUT Caboolture campus head Robert Craig,

Fast ride to \$50000 prize

GENESIS Christian College, at Bray Park, won the Student Business Competition at QUT's Caboolture campus, collecting more than \$5000 in prizes.

Seventy Year 11-12 students from 15 teams were given a real-world case study and three hours to produce a strategy, before presenting it to the judges.

Our Village Foundation operations manager Belinda Boyce set the task – a marketing campaign for a new

400m water slide at this year's Redcliffe Festival.

The Genesis team devised an integrated campaign on an incentive-based social media competition encouraging teens to submit videos of homemade water slides.

Academic co-ordinator for the Business School at QUT's Caboolture campus Dr Niel Tracey said: "This year it was particularly difficult to separate the top teams," he said, "the work being produced is up there

with what I'd expect from university students."

Ms Boyce said: "There were a number of creative competition suggestions, hash tags and event components I'm sure we will consider if the monster water slide comes to fruition."

Results: 1 Genesis Christian College \$3000 cash, \$1000 QUT Scholarship per student; \$250 per student; 2 Grace Lutheran College Caboolture; 3 Tullawong State High School.