

# WHERE SUCCESS HAPPENS

By: Emily Edwards

Photos by: Randy Nickerson and Sabrina Byrnes

**T**hey say every journey begins with a single step, and for Cameron Osborne the first step toward owning his own successful business began with Durham College (DC).

Currently, the proprietor of the thriving training facility Osborne Academy of Acrobatics Inc. (OAA) in Pickering, Ont., Cameron discovered his enduring passion for gymnastics when he was only 11 years old. Two years later, he was already coaching his fellow gymnasts on a regular basis, all of which made his decision to enroll in DC's Entrepreneurship and Small Business program in 2015 an easy decision.

"Going to Durham was an obvious choice for me," explains Cameron. "They had the most complete curriculum and I could tell the program was designed to help young entrepreneurs make the most of their chosen field. I couldn't

wait to get started."

While attending DC, Cameron put all his energy into his goal of maximizing his business education. He also worked closely with the Business Advisory Centre Durham (BACD) and Durham College Employment Services.

**“ Making connections and having that roundtable discussion about something that might take years to be discovered might actually take a few minutes to explain - so always be ready to take that first step and keep networking. ”**

Through his involvement with the DC Employment Services, he proposed that the college should offer an in-house program to business students that would help them launch



Gold medalist Rosie MacLennan competing in the Ontario Cup event hosted by OAA

their ideas into reality.

The BACD listened and took action. Today, there is a free initiative called the FastStartDC program, which gives students from any program the chance to develop their business ideas and plans and helps build the marketing assistance required to take their plan to the next level.

"This resource turned out to be really useful for business students because most of them didn't need help getting

jobs, they needed help starting businesses," says Cameron.

On a broad scale, the FastStartDC program takes students out of their comfort zones and drops them into challenging real-world situations. Among other skills, the program teaches students how to deliver business pitches and prepares them to withstand the myriad of challenges that can come with launching any new business plan. In retrospect, Cameron says that the communications



Cameron and Madison from The Osborne Academy of Acrobatics hosted the 2019 Trampoline and Tumbling First Ontario Cup, with various trampoline and apparatuses.

and entrepreneur classes were particularly helpful, as were the instructions on mastering public speaking.

“I never really liked public speaking, so it helped take me out of my shell,” he says. “The courses pushed me and helped me develop the skills required to do business pitches. It also taught me how to write compelling letters to sponsors.”

No less valuable in helping Cameron achieve his goal

of maximizing his business education was the course he took on HST ruling through the BACD.

Shortly after graduating from DC, Cameron opened the Osborne Academy and hasn’t looked back since. The facility currently accommodates 130 athletes, from walking age to grandparents, and his gym is always filled with passionate athletes. In only four short years, the facility has made several expansions and has

plans to expand further in the near future. Cameron is happy to share his experience with fellow entrepreneurs and even offers up some savvy advice for future DC business students

“The most important thing I’ve learned so far is the importance of networking,” he says.

OAA is located at 1420 Bayly St., Unit 16 in Pickering, Ont. 🇺🇸

**Osborne  
Academy of  
Acrobatics  
is open from  
Monday to Friday  
12 p.m. to 7 p.m.  
&  
Saturday  
10 a.m. to 3 p.m.**