

# Enterprise Matters

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Lion Foundation Young Enterprise Scheme National Awards

BP National Winners two-day 'Capital Experience'

SELL - New Revised Workshop Material



LEADERS IN ENTERPRISE  
AND FINANCIAL EDUCATION



young  
**enterprise**  
TRUST

LEADERS IN ENTERPRISE  
AND FINANCIAL EDUCATION



## A message from Donna Dentice, Chief Executive

This is the time of the year for reflection and celebration.

This issue of Enterprise Matters concentrates on the celebration side of things and you will see that there is no shortage of achievements to acknowledge.

Probably the highlight for me, was gaining both first and second places at the FedEx/Junior Achievement International Trade Challenge in Singapore in August. It was the first time New Zealand had competed in this competition, and our performance shows that our best New Zealand students are amongst the best in the world.

And high level achievement is apparent in our schools across the decile range, and throughout the country.

To illustrate this I would like to tell the story of a group of students from Auckland Seventh Day Adventist High School who have been participating in the Lion Foundation Young Enterprise Scheme for the past two years.

Auckland Seventh Day Adventist High School is a decile 2 school at Mangere Bridge in South Auckland.

I first met the students last year when they were called DICE, and their company's product was a mosquito ring tone for cell phones.

We all know there is a frequency of sound that can be heard by dogs, but not by humans. But what is not so well known is that our ability to discern high pitched sound deteriorates with age, so teenagers can hear sound that their parents, and teachers cannot.

DICE had developed a mosquito ring tone application, based on popular songs, that could be downloaded through the net at \$1 a download.

And, after installation, no one over about 25 years of age could hear the phones ringing.

As an ex school principal I was horrified at the thought of the problems this could cause in the classroom; but as an example of smart product placement I was impressed.

What was also impressive was the way the students had raised the capital necessary to start their business, because remember this is a decile 2 school.

They told me that before they started their mosquito ring tone business, they bought cars and did them up and sold them, and imported bikes for resale.

So very early last year they had raised enough money for every student in the group to have a new computer, and I understand that they also bought a new server for the school as the old one could not cope with the traffic the group had created.

Not surprisingly, DICE was very successful.

But in 2008 these Auckland Seventh Day Adventist students were only in Yrs 11 and 12, so in 2009 they were back again with another, but different, web based product.

Their 2009 company is called Phatso, and to paraphrase its Annual Report

'The product we have developed this year is The Homework Station Application. It uses the worldwide phenomenon that is social networking to help parents, students and teachers connect in order that the student achieves greater academic success.

The Homework Station Application is made specifically for high school students and keeps all parties concerned updated about a student's progress.

It allows participants to upload and download homework, communicate between home and school, participate in chat rooms and discussion boards, and view class times, bell times and school calendars.

The way we make money is by selling subscriptions to the parents. The Homework Application is free to teachers and students, and as the product is internet based we are also selling advertising on the site.

To ensure that our product has maximum exposure to the public we have used Facebook as a second party platform, and as Facebook is the second most visited website in the world, gaining the attention of potential customers is easy.'

And so it goes on.....

This group of students is a stunning example of the future of this country. They come from non traditional backgrounds, and from a pretty disadvantaged area, but they are fired up and flying, and through their Lion Foundation Young Enterprise Scheme experience are well placed to lead financially successful, contributing lives.

Young Enterprise Trust, and its supporters and sponsors, can be well satisfied that the work it is doing is making a difference to the country.

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# Enterprise Studies Programme

## B In 2 Win!

We want your published articles from 2009! If you have any students' ESP stories published - Market Day or a summary of the BP CEP Projects or BP Innovation stories - send them to us now. Be in the draw for a digital camera plus \$100 cash prize for teachers. Three prizes to be won! Send your published articles to: Fiona Cornish, Programme Manager, Young Enterprise Trust, P O Box 31545, Lower Hutt



## BP Competitions

BP New Zealand generously hosted the winners of the BP Community Enterprise Project and the BP Innovation competition two-day 'Capital Experience.'

### The winners included:

The BP Community Enterprise Project national winners are students from Tauranga Girls' College; Isabella Morris, Caitlin Ballard, Ashika Mudaliar, and their teacher, Jude Maurice. The team is refurbishing the children's playroom at Tauranga Women's Refuge.

The BP Innovation Special Judges' Award winners are students from Marian College; Natasha Fraser, Millie Haughey and Nardene Shatford and their teacher, Anne Dick. The team produced Wicky Wacky Pens and Pencils for their school market day and ran a shoe polishing service.

The Most Innovative Product or Service Award are students from Southland Girls' High School; Siobhan McArthur, Amelia Gray, Caitlin Andrews and Harriet Bell and their teacher Michelle Diack. The team came up with the idea of 'Perfume Pens, and the production was very successful.

The Most Innovative Sales and Marketing Award are students from St Mary's College; Anna Keogh and Melissa Moroney and their teacher Marion Myers. The team used clever strategies to market their product; 'Just Fine Jewellery' including utilising a great personality, Charlotte Meyer, teacher from St Mary's College.

The top entries above, can be viewed by typing the following into your web browser:

<http://www.enzt.co.nz/~espWeb/index.asp>



Marian College students, Team Wicky Wacky Pens, Winners of the Special Judges' Award



Students' from Heretaunga College at Capital E



Southland Girls' High School pictured at the award ceremony with Mike McGuinness, BP Managing Director



From left: Students from St Mary's College with students from Southland Girls' High School



L - R Jude Maurice, teacher, Tauranga Girls College, Nick Staples, teacher, Heretaunga College, Anne Dick, teacher, Marian College



Mike McGuinness, BP Managing Director with Jo Doyle, Business Impacts and Regulations Manager, Ministry of Economic Development



Students from Southland Girls' High School outside Parliament



L-R Charlotte Meyer, Marion Meyers, teachers from St Mary's College pictured with students; Anna Keogh and Melissa Moroney with Mike McGuinness, BP Managing Director



St Mary's and Southland Girls' working together at Capital E.

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# Lion Foundation Young Enterprise Scheme



This year's national awards celebration recognized the achievements of regional representative teams from all over New Zealand as well as those companies selected by national sponsors as outstanding in various categories. At the Trade Fair prior to the awards dinner, invited guests were intrigued with the ideas and enterprise on display. The dinner was attended by special guests, His Excellency, The Honorable Sir Anand Satyanand, Governor General and Lady Susan; the Hon. Dr Pita Sharples, Minister of Maori Affairs, Hon. Paula Bennett, Minister of Social Development and Youth Affairs, Hon. Georgina te Heuheu, Minister of Pacific Island Affairs all attended the event, and were very impressed with students' achievements. Phil Holden, CEO of The Lion Foundation, was delighted to award "All Around Aotearoa" from Opotiki College the title of 2009 Lion Foundation YES Company of The Year.

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Sarah Crosby, Sole Trader and Managing Director of 'CS Productions', Regional representative for Northland, Kamo High School



'Secure', Aorere College. Ministry of Pacific Island Affairs Award for Excellence in Pasifika Business



Guests seated at the Lion Foundation Young Enterprise Scheme National Awards Gala Dinner at the Duxton Hotel, Wellington



Bruce LePine, CPL Managing Director with 'Revolution' company directors from Christchurch Boys' High School, who won the Award for best stall at the trade fair.



Company 'Awhina Mokai Enterprises', Ngata Memorial College. Te Puni Kokiri Award for Excellence in Maori Business



Namcap NZ, Kaikorai Valley College. 1st place Todd Award for Young Enterprisers



Paul Minors and Chuck Slogrove 1st place winners of the FedEx/ JA International Trade Challenge



Talman Madsen from Long Bay College,



Aotearoa Audio, New Plymouth Girls' High School, The Edge Award for Communications



Hon. Dr. Pita Sharples,  
Minister of Maori Affairs



Hon. Paula Bennett, Minister  
of Social Development and  
Youth Affairs



Phil Holden, Chief Executive,  
The Lion Foundation



Hon. Georgina te Heuheu,  
Minister of Pacific Island  
Affairs



His Excellency, The Honorable  
Sir Anand Satyanand,  
Governor General



The Lion Foundation Young Enterprise Scheme Company of the Year, 'All Around Aotearoa' from Opotoki College pictured with His Excellency, The Honorable Sir Anand Satyanand, Governor General, Phil Holden, Chief Executive, The Lion Foundation and Tony Caughey (right) Chair, Young Enterprise Trust. Their product is an entertaining and educational New Zealand themed trivia board game. Directors successfully developed the product, negotiated supply, production and distribution, as well as registration with the 'Buy NZ Made' campaign. Sales are continuing with further production planned



'Axiom' directors explain how their innovative and educational computer game relates to the NZ mathematics curriculum, Westlake Boys' High School



His Excellency, The Honorable Sir Anand Satyanand, Angus Fletcher, Chair, The Fletcher Trust presenting Suzanne Bishop, Columba College the Sir James Fletcher Award for Outstanding Contribution to Enterprise



Directors of BerryEDJ-Y received an excellence award in enterprising technologies from Mary Chamberlain, Group Manager Ministry of Education



**1st place Todd Award for Young Enterprisers**

His Excellency, The Honorable Sir Anand Satyanand pictured with 'Namcap NZ', Kaikorai Valley College and Stephen Welch, President and Chief Executive Officer, Todd Corporation Their product is a colouring-in book featuring Dunedin's favourite family attractions and special offers coupons. The company secured sponsors and investors achieving significant pre-sales and setting up multiple distribution models.



**2nd place Todd Award for Young Enterprisers**

His Excellency, The Honorable Sir Anand Satyanand pictured with 'Aotearoa Audio', New Plymouth Girls' High School and Stephen Welch, President and Chief Executive Officer, Todd Corporation Their product is 'Nga Korero - Talking Stories' a variety of different stories from some of New Zealand's best known authors, giving their cultural take on their country. The selected stories are taught in NCEA. An added feature is the six page booklet included with the CD.

## Primary Enterprise and Financial Education in Action: ASB SmartStart

### PrEP used as a focus for learning

Judy Larkin at Waimea Intermediate

Room 16 at Waimea Intermediate used the PrEP programme as a focus of learning during Term 2 and part of Term 3. The 29 students were grouped into five small companies and during the setting up period each company had a booklet of tasks ranging from designing their currency, to financial maths, business plans, marketing and learning about the economy.

Students completed personal Curriculum Vitae and application letters for the positions in the company. They were formally interviewed and once the companies decided on a name they were given instruction on the importance of "Trademarking" and copywriting issues via contact with the Intellectual Property Office in Wellington.

A Warehouse was set up in the early stages of planning and their ASB Smartbucks were used to make name tags, chef hats and other creative problem-solving, team building activities. Bonuses were paid by the Governor General for excellence in team work, design, creativity and productivity. All monies received from bonuses and wages were initially recorded in their company cash book. However, as their profits started to grow, students were given tuition in setting up their records using Excel software.

The Foods Technology teacher had been provided with release time to assist with the programme and this support and guidance was vital to the success of the Market Days. To make the venture as authentic as possible, all students invested \$2 each to start off their company capital, hence, for the first market day each company had \$12 to invest. Their ASB Smartbucks were also able to be converted into real money (50 Smartbucks equal to \$1). In addition, some company staff also decided to invest their Smartbuck wages into their businesses to increase their capital resources. Weekly shopping trips to the supermarket were made for the three successful Friday market days. All five companies have made at least a 300 percent profit on their initial investment.

### Student comments:

- Q. Why do you think that PrEP learning has been important for you?
- A. It has taught me about money, the business world. Also has shown me business life can be stressful, hard and fun at times especially when you make a profit.
- A. I have learnt how to budget my money so I don't spend too much and how to get a profit. I have also learnt to not sell something for too much money that is unaffordable and for too less money so I don't get a profit out of it.
- Q. What parts of PrEP did you find exciting?
- A. All of it because I could learn at the same time as having fun and that is the best way to learn so you don't forget.



Torpedo Gold Company



Smerth Company



Fruity Twists Company



Popstart Pigs Company

Next year the ASB SmartStart Suite will include an exciting new competition for intermediate aged students. A prize pool of over \$7,000 is up for grabs.

**Keep your eyes peeled - information coming to schools soon!**

# Student Enterprise Learning Link



## New Revised Workshop Material

An important part of the SELL programme's delivery is the feedback that we receive from our students, teaching staff and judges at the end of each workshop. This allows us to continually critique our resources and look at ways that we can improve our materials and our delivery method.

In Term 4, new content has been introduced into the manuals and the sign-off sheets have been reformatted in light of student comments. Student instructions are now more specific, so that task-sheet completion is more straightforward. Feedback on these changes has been positive, and here is a selection of comments from students at a recent workshop at Avondale College:

"Very clear and useful information"

"Well organised"

"It got the whole procedure going. Very straightforward. I liked it"

"Outside" Judges really add to the experience

Judges have also been very positive about the new material in the SELL programme in 2009, with over 40 central government MP's and local government Mayors and councillors joining the judging panels across the country

this year. Having community and business leaders involved on Day 3, as judges, really adds an 'edge' to the judging:

"It made it seem really important to have important people listening to us"

"Very professional"

"They had good feedback for us to work on".

## New Resource for Business Studies

A new teaching and learning resource is being developed by the Trust for Term One 2010 that links to the new Level One Business Studies Achievement Standards.

The workbook '*Planning for a Product-based Business Activity*' has been developed primarily to support SELL's programme delivery, and to provide supporting evidence towards the internally assessed Business Studies Achievement Standard AS90842.

The workbook has been designed to also be used in the Year 10 Enterprise Studies Programme as a supplementary classroom teaching resource and assessment.

For more details about the Business NZ Student Enterprise Learning Link (SELL) programme, or the new enterprise workbook, please contact Ewan McLeod on 021 192 33 55 or e-mail: [ewan.mcleod@yetrust.co.nz](mailto:ewan.mcleod@yetrust.co.nz)

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## Financial Education

### Financial Education at Botany Downs Secondary College

Shraddha Sharma; Head Of Economics and teacher in charge of the Financial Literacy Programme shares his experiences.

Botany Downs Secondary College offers a range of financial education options for its students:

- Year 10 - Financial Studies
- Year 12 - Financial Literacy
- Year 13 - Finance (being offered in 2010).

The Botany Downs Financial Education initiative has two aims:

- to raise awareness about the range and type of information and skills required for effective money management.
- provide opportunities for students to study financial and entrepreneurial skills.

Taken together, the programme encourages the development of competency in knowing where to get financial information and managing money in a commercial environment.

Students learn the skills of the financial education programme such as financial planning, income, budgeting, banking, saving, wise buying, borrowing, insurance options and improving investor skills.

They can obtain NCEA credits through the Personal Financial Management Unit Standards assessments, credit equivalents through the NZIM assessment and also gain work experience with local banks through the schools Gateway programme.

#### Feedback from the students:

- "It's really awesome and a cool subject."  
 "It is very real - what we study we can actually practise in our real life instantly."  
 "It's a very practical subject plus the movies are really awesome."  
 "It's fantastic - the guest speakers from the banks and Inland Revenue were awesome."  
 "It's really cool - I know how to fill tax returns."  
 "The power to control your financial success is in your own hands."  
 "Save your money and one day it'll return the favour."



Interview for work experience via our school's Gateway programme



Guest speakers from a local bank - telling the students about the importance for financial literacy. We also had speakers from the bank and Inland Revenue Department.



Students busy and really enjoying the content taught.



Year 10 Financial Studies students playing income and budgeting board game.



Financial Literacy - enthusiastic students

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Young Enterprise Trust thanks the individuals, organisations and staff who provided information, articles and photographs for this publication.

For all enquiries or to receive extra copies of Enterprise Matters, please contact Sue Jury, General Manager, Young Enterprise Trust, P O Box 31545, Lower Hutt, or email [sue.jury@yetrust.co.nz](mailto:sue.jury@yetrust.co.nz)

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