

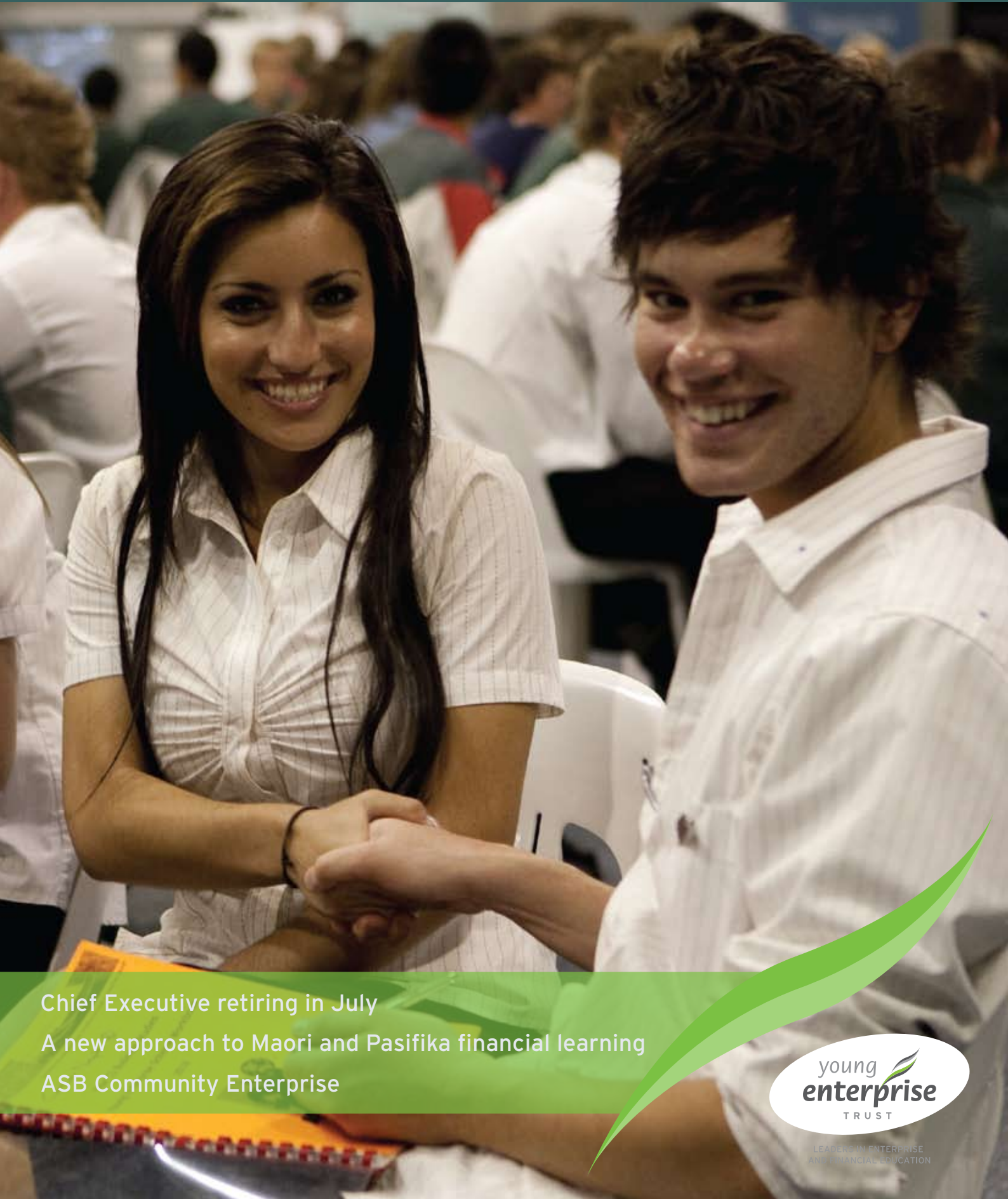
Enterprise Matters

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Chief Executive retiring in July

A new approach to Maori and Pasifika financial learning

ASB Community Enterprise



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AND FINANCIAL EDUCATION



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A message from Donna Dentice, Chief Executive

Recently my retirement from the position of Chief Executive of Young Enterprise Trust was announced.

My last day will be 31 July 2010 and, by that time, I will have had the privilege of leading this organisation for almost six years.

I came to the Trust in late 2004 after holding principal's positions for thirteen years, firstly at Nga Tawa School in Marton, and then at Chilton Saint James School in Lower Hutt.

And arriving at the Trust was like coming home.

My classroom teaching career had been in the area of business and when I was Head of Commerce at Palmerston North Girls' High School, all of my students participated in the Young Enterprise Scheme.

One year, every Yr 10 Commerce class established a business venture under the leadership of the Yr 13 Economics class's 'holding company'.

And at another time we established a Yr 13 company to set up mini business ventures to fundraise for the class to travel to the World Expo in Brisbane, a goal that was successfully achieved.

During this period, also, my students appeared on television in a programme 'Towards 2000' championing this experiential approach to learning about business.

So I was an enthusiast of enterprise education and the beliefs and values that it espouses for many years, and in 2004 I welcomed the opportunity to lead the Trust that had, for so long, been championing this approach to business learning.

And not for one day have I regretted my decision to return to my roots.

It has been a joy and a pleasure to have been the Chief Executive of Young Enterprise Trust, not least because the Trust is far bigger than the 16 staff that work there.

It is a real community of interest.

It is our Board Members, all of whom give freely of their time and expertise to ensure that this not for profit is run along professional lines.

It is the members of the Supporters' Council each of whom contributes to the work of the Trust in one way or another.

It is the family of private sector sponsors, both corporate and philanthropic, who provide the funding that is the life blood of the organisation.

It is the politicians and government officials who give us moral and funding support, and who are always keen to attend our events and meet with our students.

And, above all, it is the principals, teachers and more than 50,000 students in our schools who participate in our enterprise and financial education programmes.

For the last six years I have had the job of building and nurturing this community of interest, and I am extremely proud of the progress that we have made. It has been remarkable in many ways.

Thank you to all of you who have been part of the Young Enterprise family.

I am pleased to be able to say that, as a result of our efforts, the Trust is well positioned to move into the next phase of its development with confidence.

As you can imagine this is very satisfying because the work that Young Enterprise Trust is engaged in has never been more critical to the future standard of living of all New Zealanders.

Enterprise Studies Programme

Staff Changes

Janet Hunt has been the Enterprise Studies Programme Director for the past two years and has now moved on to take over as the Director of Enterprising Technologies (a new strand offered in conjunction with the Lion Foundation Young Enterprise Scheme).

Yolande Rosario has moved into the role of the National Director for the Enterprise Studies Programme. Yolande has been assisting with the Lion Foundation Young Enterprise Scheme and is familiar with Enterprise Studies across the curriculum. New and exciting initiatives to follow.

Press Release Competition

Thank you to all those who sent in their articles for the ESP Press Release competition.

Three lucky winners receive a digital camera and a \$100 BP gift card. A list of the winners has been published on the ESP page of the YE Trust web site.

BP Gift Vouchers for early registrations were drawn in the school holiday break and the lucky winners have been sent their gift cards!

Registration for 2010

We look forward to schools registering in 2010. We will support you with resources and there are great competitions to enter and prizes to be won. Registration is free!

To register email fiona.cornish@yetrust.co.nz

Professional Development has been happening around the country during term one and will continue in term two in some places.

If you missed out and would like to talk to us about your PD needs or ordering resources, please email one of the team:
yolande.rosario@yetrust.co.nz
fiona.cornish@yetrust.co.nz



Wanganui Collegiate School student working on their product for market day.

Resources to support Enterprise Studies

Study Guide One **Enterprising People** and Study Guide Two **Market Day** are still popular and being **sold in class sets** \$7.95 per copy. If you require copies for your class please contact us.

This year we have two new resources available for use in your class rooms.

Study Guide Three - A resource for your students to work towards the new Business Studies Achievement standard AS 90842 worth 6 credits. **These are available now in class sets** \$9.00 per copy.

Study Guide Four - A guide to entering the BP Community Enterprise Project competition. We are hoping this will make it easy for the students to complete their entries independently with minimum teacher input. It is advisable to purchase one for each of your teams entering, and will be available in Term Two at \$7.95 per copy.

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Lion Foundation Young Enterprise Scheme

25 E-days (and Term One) down!

From Invercargill to Waitangi, we met a fantastic cohort of enterprising students at the annual Enterprise E-days. The best part of the day is seeing students discuss their ideas with mentors from their own community. An experiential programme such as the Lion Foundation Young Enterprise Scheme depends on the generosity of volunteers who provide their time and the willingness of teachers to open their classrooms to the community. We were thrilled to see so many talented business people turn out for Edays and appreciate our YES teachers encouraging students to make the approach for ongoing mentoring.

Thanks to the continued support and generosity of the Lion Foundation we are able to provide a network of coordinators to collaborate with the business community and teachers. This makes a huge contribution to creating a very real experience for students. It is exciting to know that there are some real surprises in store as the enterprise year unfolds again.

Thanks to our YES teachers, coordinators and business community for taking the journey this year. We look forward to sharing your stories.

Enterprising Food Technology Project

Coffee enthusiasts will be interested in the progress of a group of Wellington students who are working on a brief from local company MOJO. Well known for both their coffee and cafes, MOJO Coffee is the perfect client for these young entrepreneurs. At a recent site visit to the MOJO premises in the historic Shed 13 on the Wellington waterfront, students watched the whole process from bean to cup and were introduced to the philosophy and attributes behind the MOJO brand, before being presented with their brief.



Funded by the Ministry of Education, this project extends a successful trial of Enterprising Technology in 2008 where Heinz Watties Ltd and Wishbone were the commercial partners for schools in the Hawkes Bay and Wellington. The 2008 trial took technology teachers through the process of working with a client and facilitating the Lion Foundation Young Enterprise Scheme alongside their technology subject area. Students took the prototypes developed through a commercialisation process and also participated in the activities in the YES enterprise calendar.

In 2010, Young Enterprise Trust through the Ministry of Education funding are further extending this pilot to four schools new to the technology curriculum - Porirua College, St Patrick's College (Silverstream), Kapiti College and Feilding High School. This project aims to replicate the initial trial to develop a generic model for successful delivery of enterprising food technology.

Combining Yr 12/13 Technology curriculum achievement standards with the Lion Foundation Young Enterprise Scheme in this way provides a model that makes both the enterprise process and the food technology curriculum relevant, authentic and exciting.

The 80 students and four teachers will be attending the upcoming Wellington Food Show to conduct central location tests with the public. We know that there will be a great audience to provide consumer feedback and look forward to seeing how the final products develop. Coffee connoisseurs watch this space.



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Financial Education



2009 Financial Literacy Programme Exam Prize Winners



Mark Feely, IRD, Robert Barclay, Phil Butler (teacher, Orewa College), Joshua Airey and Lyn Morris, Young Enterprise Trust

We are delighted to announce the following 2009 award winners of the final Financial Literacy Examination.

The Retirement Commission Award for the overall top mark:

Thomas Scott, St Thomas of Canterbury College

The Inland Revenue Department Award for the Tax and Student Loans question:

Joshua Airey, Orewa College

The ASB Award for the Banking question:

Melissa Logan, Pukekohe High School

The Russell Investments Award for the Investment question:

Robert Barclay, Orewa College

A new approach to Maori and Pasifika financial learning

A grant from the American Express Foundation enabled the Trust to explore a different way of helping Maori and Pasifika people manage their money.

Three schools in the Wellington region - St. Bernard's College, Upper Hutt College and Wellington College - came on board the project.

Although each school developed its own delivery model, all students gained an increased knowledge and understanding of financial information and processes which have an impact on daily life. The Maori and Pasifika communities gained a student pool of financially capable people who were able to provide leadership in their families to pass on financial knowledge and skills. The project also provided the schools with an opportunity to enhance their Home-School relationships.



Three generations of one Tokelau family taking part in a Savings Workshop. St Bernard's College, Lower Hutt.

Jeanne Lomax managed the St Bernard's College project. She reports:

St Bernard's Maori and Pasifika students make up just under 50% of the school population.

We offered the project to the Tokelau Hutt Valley Community as part of the Home-School partnership. The community accepted the opportunity as worthy because financial capability is an area where they wanted to learn more. Four seminars lasting 2 - 2 1/2 hours were run in the school library in the evenings or on Sundays.

Topics covered "What do we know?", "Savings", "Budgeting" and "How to pass financial information on". These topics were identified by the community as addressing the key issues. Consultation, group learning, interactive and fun activities were essential in the seminar delivery.

The sheer degree of illumination experienced by the Tokelauan participants is difficult to put into words. It was a revelation to them how savings work and several families immediately put the ideas to work, including setting up a family savings account that all wage earners in the family contribute to weekly.

The project was great as it gave us the freedom to tailor our financial education to our cultures' needs. Many thanks to American Express and the Trust for the opportunity.

This work should be continued. In all my years of teaching working with the Tokelau community (23 years), this has been the most powerful and effective.

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ASB SmartStart

Primary Enterprise and Financial Education in Action:

Parnell Trust offers the Business for Kids School Holiday Programme

The Parnell Trust's January Business for Kids programme was a great success, with an enthusiastic group of nine local children attending the five day programme.

Lily Perkins, the Trust's new programme instructor, brought plenty of passion and fresh ideas with her as she helped inspire the students to create a range of ideas to market and sell. These included a cook-book, wall-hangings, bookmarks, baking and gift cards.

The Thursday market night had a great attendance with plenty of proud parents and families along to share their children's success.

A generous donation from the profits from sales of products was given by the children to a relief fund for victims of the recent Haitian earthquakes. This was a very honourable gesture to those less fortunate. The donation was forwarded to Haiti through the Parnell Rotary Club.



Proud friends and family shopping at market!



Students hone their financial skills by playing Young Enterprise Trust's 'Balance the Books' board game.

ASB Community Enterprise Competition

This is an exciting new initiative for students at Year levels 7-8. Be in to win great prizes and engage in social responsibility through authentic learning experiences.

Students form teams and partner with a charitable trust or not-for-profit organisation in their local community to develop an innovative solution to a community need or problem.

They write a plan about how their solution may be actioned and the ASB Community Enterprise culminates in a national competition with great prizes, including excellence awards and the funds to implement the best projects. The competition closes on Monday 27th September.

ASB Community Enterprise can be competed in 15- 20 hours, and is supported by comprehensive teaching and learning materials.

The first 50 teachers to register receive a \$20 petrol voucher

For further information about any of our primary programmes please contact Sharron Buer-sharron.buer@yetrust.co.nz

ASB Community Enterprise - Prize Pool

- Ten prizes from ASB to a maximum of \$500 each for winning teams to implement their community project.
- An ASB Supreme Award for ASB Community Enterprise Team of the Year which includes:
 - > A deposit of \$150 credited to an ASB savings account in the winner's name for each student in the winning team (maximum six students per team).
 - > A deposit of \$500 credited to an ASB savings account in the teacher's name for the winning team's teacher.
 - > \$1,000 for the winning school.
 - > A Supreme Award trophy for the winning school.



Where the winner does not have an ASB account one will be opened for them on receipt of the two forms of identification and otherwise meeting ASB's account opening criteria. ASB Bank Limited Personal Banking Terms and Conditions and product terms apply and are available together with a copy of the ASB's current Disclosure Statement free of charge from any ASB branch.

Student Enterprise Learning Link

Business NZ Business Planning Experience



SELL adapts to the new Business Studies Curriculum

Wellington College's recent SELL workshop saw several new developments in its delivery model, with student teams working towards achieving Level 1 credits in Achievement Standard 90842.

HOD Commerce Hamish Bell wanted to create a real product experience with students planning their business opportunity to coincide with the college's World Vision 40 Hour Famine relay fundraiser later this year.

So the conventional SELL virtual-product approach to establishing and running a business was substituted for companies being established before the event, along with the implementation of 'real' product development and related costings, rather than hypothetical ones.

Company business plans were presented in front of business leaders on Day Three to gain constructive feedback in preparation for their actual enterprise event (running business stalls at the 40 Hour Famine school fundraiser).

Hamish Bell was impressed with the three-day programme, stating, "it was fantastic knowing that we could incorporate aspects of the new Business Studies Achievement Standard into the SELL workshops. The student output over the three days was incredible and our teams gained a huge amount from this programme.

The students were fully engaged, were given the opportunity to adapt their ideas and worked collaboratively within their companies".

"The programme gave our students a taste of simulated business processes including the requirement to present to a panel of judges from the business community. Doing the SELL programme for the first time this year has helped raise the profile of Business Studies as a subject within our department," says Hamish.

To support the initiative, Wellington College used our new student workbook 'SELL - Planning for a product-based business activity', which provides evidence on the first stage of the planning process, teaching students how to carry out their business plan and evaluate their business's success at completion.



For further information about the Student Enterprise Learning Link, Business NZ Planning Experience, please contact SELL's National Director - ewan.mcleod@yetrust.co.nz phone 021 192 3355.

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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

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