



## LION FOUNDATION YES SCHEME DEVELOPING BUDDING BUSINESS TYCOONS

The next generation of entrepreneurs are cutting their business teeth before they've even left school with hundreds of north Auckland secondary school students launching their business careers as part of the 2011 Lion Foundation Young Enterprise Scheme.

The programme is not just a classroom based lesson on starting a business but a real life experience of life as a business owner. Students form official companies, design, research and produce a real product that they sell directly to the public.

The budding business tycoons recently attended a one-day interactive session to kick start the year long programme, run throughout the country, where they brainstormed ideas for exciting new products along with innovative twists to some old favourites.

Auckland Tourism, Events and Economic Development runs the successful programme through north, south and central Auckland secondary schools.

Business Development Manager Ngaio Merrick believes the programme is integral to the future of our business communities.

"Many business people develop their innovative approach and business acumen on the job, as they run their own businesses. Imagine the advantage of being able to draw from real experiences gleaned before even graduating high school."

"The YES programme is instilling the passion, drive and essential skills that these kids can utilise in their future careers. This can only be a positive asset for the New Zealand economy," she says.

The programme runs until November and concludes with a regional awards ceremony. Local Auckland winners will then compete for the national title in Wellington.

For more information visit: [www.ens.org.nz/yes](http://www.ens.org.nz/yes) or contact: Lisa Ford, YES Regional Co-ordinator, Auckland Tourism, Events and Economic Development Limited. phone 09 414 1349 or Email: [lisa@ens.org.nz](mailto:lisa@ens.org.nz)

### Important YES Dates for your diary

- Business Presentations, Week commencing May 9th, YES Companies present their business idea to a "Dragon's Den" of judges.
- YES Oral Business Plan Finals, Thursday 26th May, 5pm – 7pm, North Harbour Stadium.
- Auckland Trade Fair, Sunday 14th August, 11am – 2pm, ASB Showgrounds.
- YES Regional Awards, Thursday 3rd November, 5pm – 7pm, Venue to be confirmed.



Westlake Boys High School students at Day of YES



Students brainstorming.



Takapuna Grammar School



Students brainstorming.



Northcote College.