



Students tuned to business

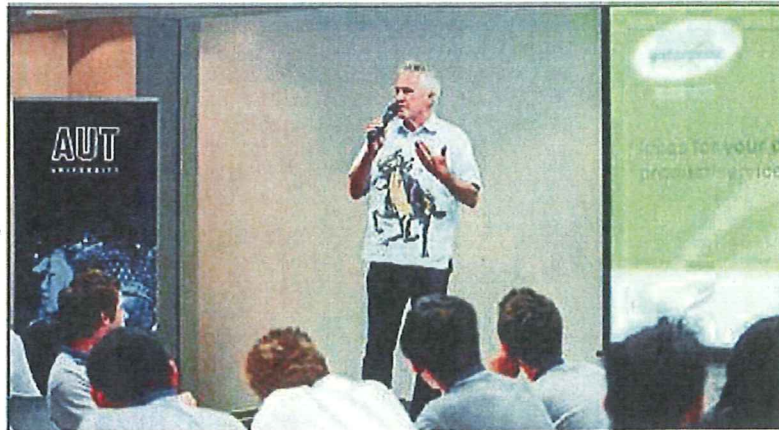
While many people can only dream of working in the music industry, secondary school students from across Auckland are turning dreams into reality by recording albums under their own music label.

More than 400 budding entrepreneurs from the area attended Enterprise Day (E-Day) in Northcote to launch the 2011 Lion Foundation Young Enterprise Scheme, a national programme encouraging innovation and business.

The year-long scheme sees year 12 and 13 students form real companies to produce and sell innovative products ranging from unique t-shirts to electronic devices; with the addition this year of producing music.

Students embarking on the musical business challenge will be eligible for the Young Enterprise Scheme's national competition as well as the Enterprising Music Competition, run by the Play it Strange Trust; and the ROCKSHOP Album of the Year prize.

Trust chief executive and former Split Enz band member. Mike



Motivation: Former Split Enz rocker Mike Chunn encourages Young Enterprise Scheme students to start a music business using the talents within their own schools.

Chunn encouraged Auckland YES students at E-Day to grasp the opportunity to explore the music industry in an imaginative and creative way and the world of business as a co-operative venture.

"The Young Enterprise Scheme and competition is an amazing opportunity for our future business entrepreneurs to showcase the immense musical talents housed within their own schools," Mike says. "We piloted the EMC last year in this area with Rangitoto College's

Advanced Generation Young Enterprise Scheme carving out an important path for the next generation of business entrepreneurs. By supporting these students now, we are encouraging an innovative and successful business community of the future."

Auckland Tourism, Events and Economic Development delivers the Young Enterprise Scheme to more than 950 students across central Auckland and in the city's north and south.

Business development manager Ngaio Merrick says the YES programme is a unique opportunity for students to experience firsthand the realities of business.

"The Lion Foundation

Young Enterprise Scheme runs until November and concludes with a regional awards ceremony. Winners of the ROCKSHOP Album of the Year award and the Enterprising Music Competition will be announced in October and November respectively.